

EYE DESERVE MORE

2025 Campaign Communications Toolkit

Campaign launching **September 25, 2025**



AMERICAN OPTOMETRIC ASSOCIATION



Edelman



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OVERVIEW





EYE DESERVE MORE

Thank you for partnering with the American Optometric Association (AOA) to help put optometry's message at the forefront of national conversation.

This year, we're bringing our message to life through a partnership with professional baseball player Kike (*pronounced Key-kay*) Hernández.

Even before his swing begins, Kike's visual system is already processing at full speed —analyzing path, depth, and spin to make split-second decisions at the plate. He relies on cues like the pitcher's arm motion and the spin of the ball to determine his next move. By pairing Kike's story with our prototype, The Eye, we highlight both the immense power of human vision and the critical role of comprehensive eye exams with a doctor of optometry — because no technology can replace the care and expertise needed to assess and protect these advanced visual functions.



Eye Deserve More:

CAMPAIGN BACKGROUND

Eye Deserve More isn't just a moment. Since its launch in 2021, this national, consumer-focused initiative by the American Optometric Association (AOA) takes a stand that every American deserves in-person comprehensive care from an AOA doctor of optometry as part of their overall health and wellbeing.

In today's tech-driven world, tech devices have become integral to our personal and professional lives - 77% of Americans find it essential to have the latest technology and gadgets indicating a cultural trend where being up to date with technology is not just a preference but a necessity for most people. However, there is often a misplaced focus on the wrong innovations.

This led us to create "The Eye." AOA doctors of optometry partnered with a prototype designer to conceptualize a fictional product that has the same components that make up the eyes but translated into technological terms.

Using The Eye as an educational tool, we're urging consumers to give their eye health the same attention they give their technology. It's important that people know that the most advanced tech on their wish list doesn't come close to the sophistication of the human eye, and it needs to be maintained with annual in-person comprehensive eye exams.

Our campaign efforts include:

- **Featuring content creators** who can share the importance of eye health with their followers on Instagram, amplifying our campaign message through their platforms
- **Creating compelling campaign videos** featuring AOA member and volunteer Dr. Emily Benson and professional baseball player Kike Hernández showcasing the mechanics of the visual system.
- **Engaging in earned media outreach** to prominent tech and health reporters, coupled with a dynamic **social media activation** on AOA's channels.

We're Always Looking for Patient Stories

AOA is looking for doctors to join us in championing annual eye exams. We are looking for doctors and patients who would be interested in sharing their stories:

- Do you have a noteworthy patient relationship with someone who has a keen interest in the latest technology and has experienced digital eye strain from their favorite devices?
- Any tips that have made a significant difference for someone who consistently uses smartphones or other tech devices?
- Do you have any inspiring patient stories about individuals who decided to take better care of their vision after learning about the impact of technology on eye health?

If you have a great story to share, please submit to [Yakesha Cooper](mailto:ycooper@aoa.org) (ycooper@aoa.org) or visit AOA.org/JoinEyeDeserveMore

Our Partner:

KIKE HERNÁNDEZ

Kike Hernández is a professional baseball player. In 2024, **Kike was struggling to perform at the plate. After visiting a doctor of optometry from the suggestion of a teammate, he was diagnosed with an astigmatism, which was affecting his ability to see the ball clearly.** He was also diagnosed with pterygiums, which prevents him from wearing contacts. As an athlete, his vision and eye health is critical to compete at the highest level. After getting glasses, his season turned around and he was able to help his team win.

Kike's own personal journey drives home that his eye health is his most important tech on and off the field. In partnership with the American Optometric Association, he's championing that there is no substitution for in-person, comprehensive care from a doctor of optometry, and inspiring Americans to get the care they deserve.



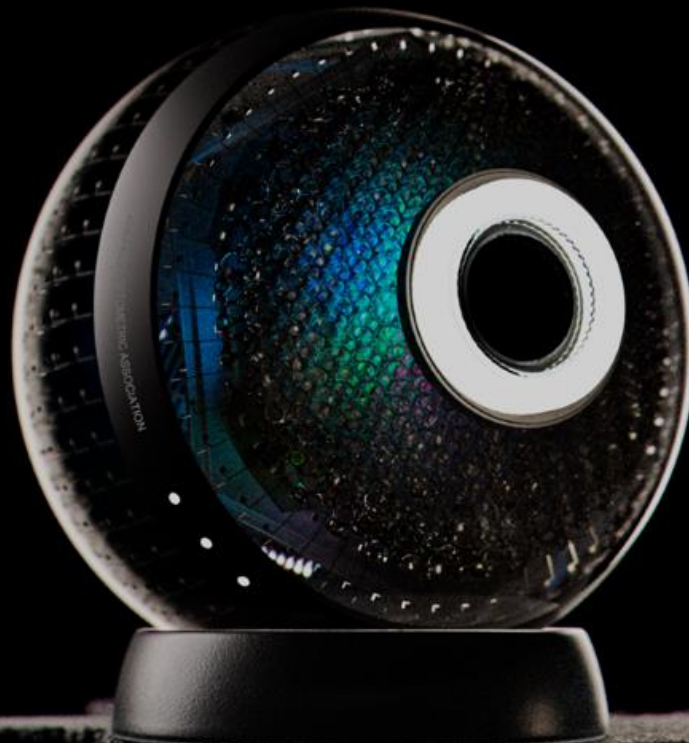
Our conceptual product:

THE EYE

The Eye is a **conceptual product that serves as a visually compelling educational tool to highlight the immense power of human eyes** and the importance of eye health. It's meant to intrigue and challenge people to rethink the way they obsess over the latest and greatest smartphones, computers, and tablets, but often neglect the most advanced tech they already possess — their eyes.

Even with all the advancements in modern tech, it's impossible to actually replicate the amazing things your eyes can do, which is another reason why it's so important to prioritize and maintain your eye health.

When you compare the latest smartphones which have 8 GB of RAM, 48 megapixels and 4K retina display to the **human visual system translated into tech specs – 2.5 million GB of RAM, 576 megapixels and 14K retina display** – it helps put into perspective just how impressive our eyes are.



How you can get involved:

AMPLIFY THE MESSAGE

Starting September 25th use this toolkit to bring the Eye Deserve More campaign to life in your state. Within this kit, you will find several customizable, creative materials to add to your 2025 public relations and communications efforts, including newsletter content, a template press release, social media posts and more!

▶ FOR YOU

- Share the toolkit and information in your member newsletter and encourage members to participate by sharing content on social media and/or collecting patient testimonials
- Share campaign creative on your association's social media channels as a conversation starter
- Send the pitch and press release to local media outlets to spread awareness about the campaign and garner media attention

▶ FOR YOUR MEMBERS

- Share campaign creative on your individual or practice-owned social media channels
- Customize and share patient newsletter to educate them on the campaign
- Follow up on comments from patients who have an eye health story to share to help educate the public/other patients. Learn more about how to encourage your patients to share their stories:
 - Page for doctors to submit stories: <https://bit.ly/38W66vu>
 - Page for patients to submit stories: <https://bit.ly/3f56Q5k>

▶ FOLLOW AOA ON SOCIAL MEDIA

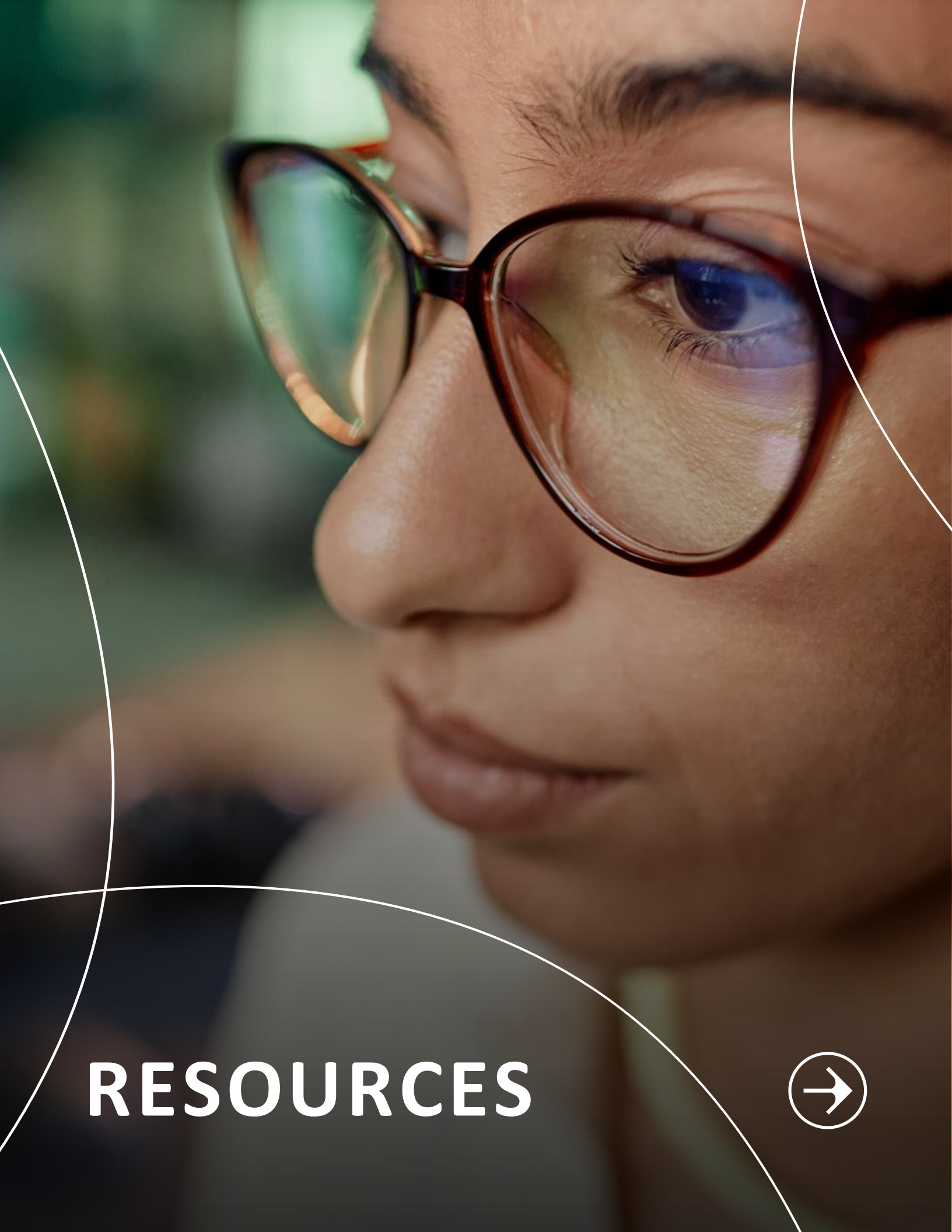
- Facebook: [facebook.com/American.Optometric.Association/](https://www.facebook.com/American.Optometric.Association/)
- Instagram: [@AmericanOptometricAssociation](https://www.instagram.com/AmericanOptometricAssociation)
- LinkedIn: [linkedin.com/company/American-Optometric-Association/](https://www.linkedin.com/company/American-Optometric-Association/)

Yakesha Cooper, Associate Director, Communications and PR (ycooper@aoa.org) is available to answer any questions you may have as you begin to roll-out your efforts.

▶ KEY CAMPAIGN RESOURCES

- [SeeTheEye.com](https://www.see-the-eye.com)
- [Eye Deserve More Campaign Landing Page](#)
- [Affiliate/Member Resource Page](#)
- [AOA Doctor Locator](#)

Please note the launch and post-launch materials are to be shared September 25th at the earliest.



RESOURCES





EYE DESERVE MORE

KEY MESSAGES

CORE CAMPAIGN MESSAGES:

Technology has become a non-negotiable part of people’s daily lives, shaping how we work, communicate, and entertain ourselves. Many people prioritize upgrading their tech devices but fail to devote the same attention to their eye health.

- 77% of Americans find it essential to have the latest technology and gadgets indicating a cultural trend where being up to date with technology is not just a preference but a necessity for most people. (Source: 2023 LendingTree Survey).
- 49% of people feel like they need to install daily updates on their personal phone meaning that many are concerned about the security, performance, and functionality of their devices. (Source: Kaspersky 2021 Digital Updates Report).
- With the increasing reliance on technology, people are spending more time on their screens which can induce digital eye strain symptoms which can cause discomfort and take a toll on an individual’s quality of life.

For professional baseball player, Kike Hernández, his eye health is his most important tech on and off the field. In partnership with the American Optometric Association, he’s championing in-person, comprehensive care from a doctor of optometry to inspire Americans to get the care they deserve.

- Although Kike received the “all-clear” from physical scans and vision screenings during spring training, he found himself struggling to track the ball at the plate. With the pressure of a one-year contract and a young family at home, he turned to an optometrist for answers after encouragement from a teammate.
- Kike was diagnosed with an astigmatism, which was impairing his ability to see the ball clearly, and pterygiums (also known as surfer’s eye), which prevents him from wearing contacts. Back at the plate with clearer vision due to his now-signature glasses, he is proving that comprehensive, in-person eyecare from a doctor of optometry can make all the difference.
- Even before his swing starts, Kike’s visual system is already hard at work—analyzing path, depth, and spin to make split decisions at the plate. He focuses on two key cues: (1) the pitcher’s arm motion, which signals pitch type, and (2) the spin of the ball once released.
- Today, Kike never misses a comprehensive eye exam. As an athlete, he knows playing his best starts with taking care of his eyes. An in-person comprehensive annual eye exam is a simple step that can make all the difference for both athletes and non-athletes alike.



EYE DESERVE MORE

KEY MESSAGES (CONT.)

CORE CAMPAIGN MESSAGES:

Maintaining eye health is essential during all stages of your life, as it helps prevent vision loss and enhances your overall quality of life. As the leaders in primary eye care, doctors of optometry can help people take the first step towards healthier eyes and bodies by examining, diagnosing, treating, and managing diseases and disorders of the eye that can be missed in general vision screenings.

- Optometrists are on the frontline of eye and vision care and provide two-thirds of the primary eye health care in the United States.
- An in-person, comprehensive eye exam with a doctor of optometry is the medically recognized standard to assure precise and healthy vision care. Optometrists can detect 270+ serious health conditions including diabetes, high blood pressure, autoimmune diseases, and cancers and identify personalized prevention plans – something that cannot be done virtually or through a computer algorithm.
- Vision changes over time and more than 16 million Americans struggle with undiagnosed or untreated vision impairments, which a comprehensive eye exam could have detected. With the aging population in the United States, rates of legal blindness, visual impairment, and reduced vision is set to double by 2050.
- It's common for optometrists to examine asymptomatic patients who come in for regular eye examinations, only to then discover a serious eye or health issue ranging from glaucoma and macular degeneration to STIs, brain tumors, and other conditions. This allows patients to start treatment or management earlier and minimize disease progression if possible.

CTA: Visit [SeeTheEye.com](https://www.seetheeye.com) to learn more about how you can maintain your most advanced tech – your eyes – and schedule an annual comprehensive eye exam with an AOA doctor of optometry.

- See The Eye is part of Eye Deserve More, a multi-year national campaign from the American Optometric Association (AOA), that takes a stand that every American deserves in-person comprehensive care from an AOA doctor of optometry as part of their eye health and overall health and wellbeing. Eye Deserve More wants to help Americans prioritize maintaining their eye health the same way they maintain and update their tech devices.



KIKE HERNÁNDEZ CAMPAIGN VIDEO 2025

Eye Deserve More's 2025 campaign centers around a dynamic hero video showcasing the technological power of the human visual system through professional baseball player Kike Hernández. This year, the AOA is spotlighting how an in-person comprehensive annual eye exam is a simple step that can make all the difference for both athletes and non-athletes alike.

The video features Dr. Emily Benson, AOA member and volunteer, and Kike Hernández, demonstrating how Kike's visual system is hard at work when at bat analyzing path, depth, and spin to make split decisions at the plate.



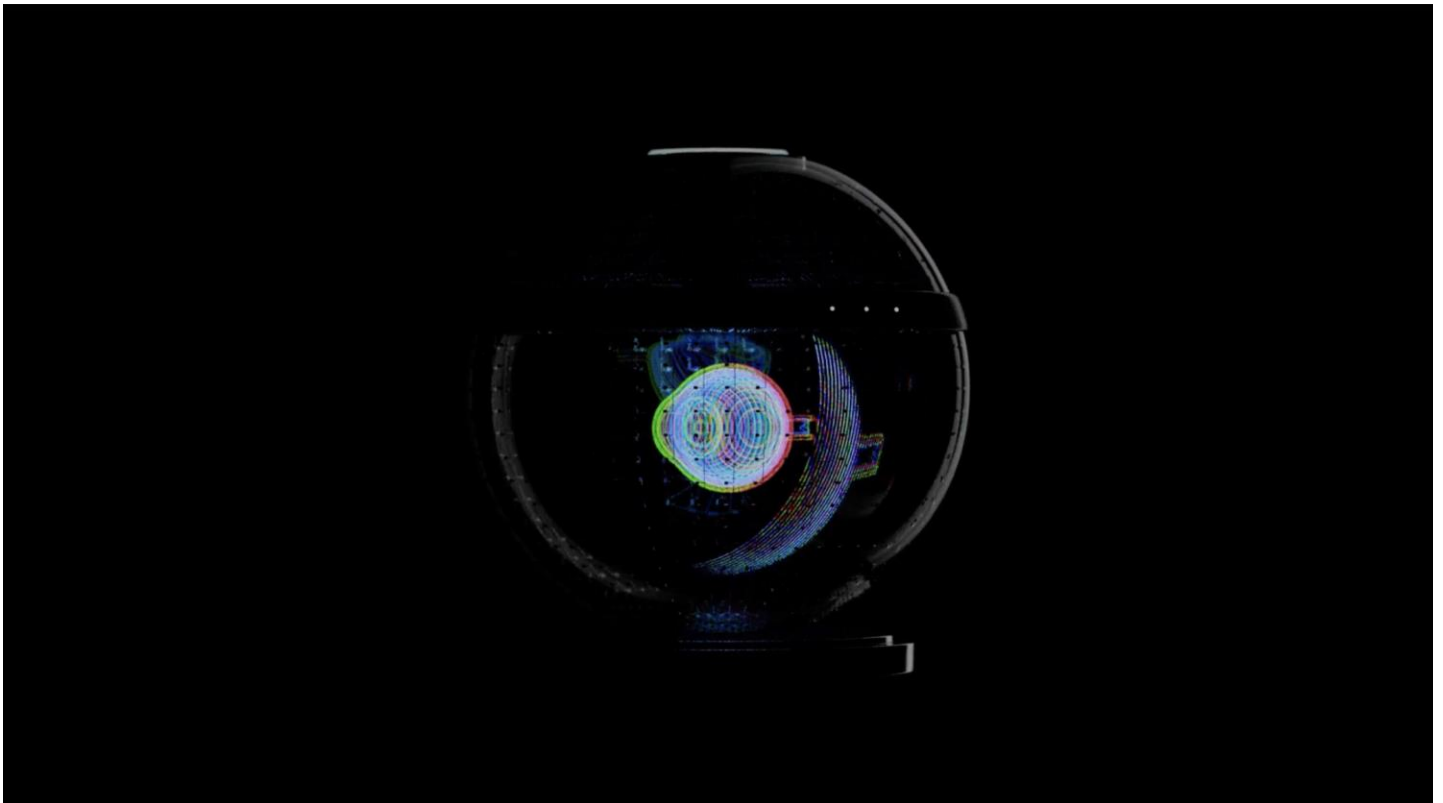
[DOWNLOAD VIDEO](#)



THE EYE CAMPAIGN VIDEO 2024

As part of our 2024 campaign launch, the AOA created an engaging hero video that showcases the remarkable capabilities of the human eye compared to modern technology, while emphasizing the importance of annual comprehensive eye exams with an optometrist.

The video features Dr. Belinda Starkey, AOA Trustee, and Sebastian Arrieta, the renowned industrial designer behind AOA's conceptual prototype, The Eye. You can download and share it on your social media channels, website or in your office!



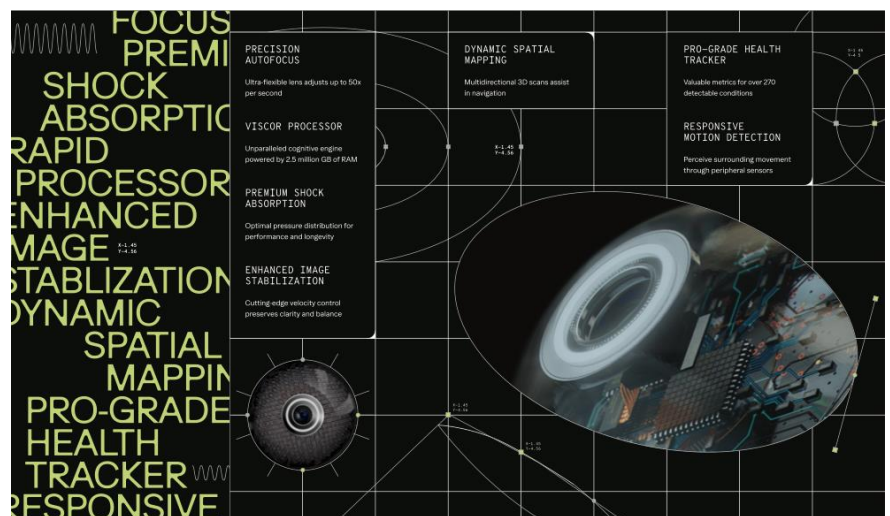
[DOWNLOAD VIDEO](#)

THE EYE HANDOUTS

To complement The Eye, the below resources were created to educate people about the specs of the human eye in tech language. You can download and share within your network and on your social media channels.

BROCHURE

Learn about the intricate components that comprise The Eye, which also correlate to actual features of the human eye.



USER GUIDE POSTER

Print this poster to hang on a wall and spotlight the various components of The Eye to encourage people to learn more about the product via the QR code.



[DOWNLOAD HANDOUTS](#)



VISUAL ASSETS
& COPY FOR USE

SOCIAL



SHARING CONTENT & CREATIVE FROM AOA



Commencing **September 25** we're excited to start sharing our campaign content!

If there is content from the Eye Deserve More campaign that you wish to share on your own channels, we've included some tips to do so:

INSTAGRAM

1. Select the arrow icon underneath the photo/video post
2. Select "Add post to your story" to share the post to your Instagram story feed

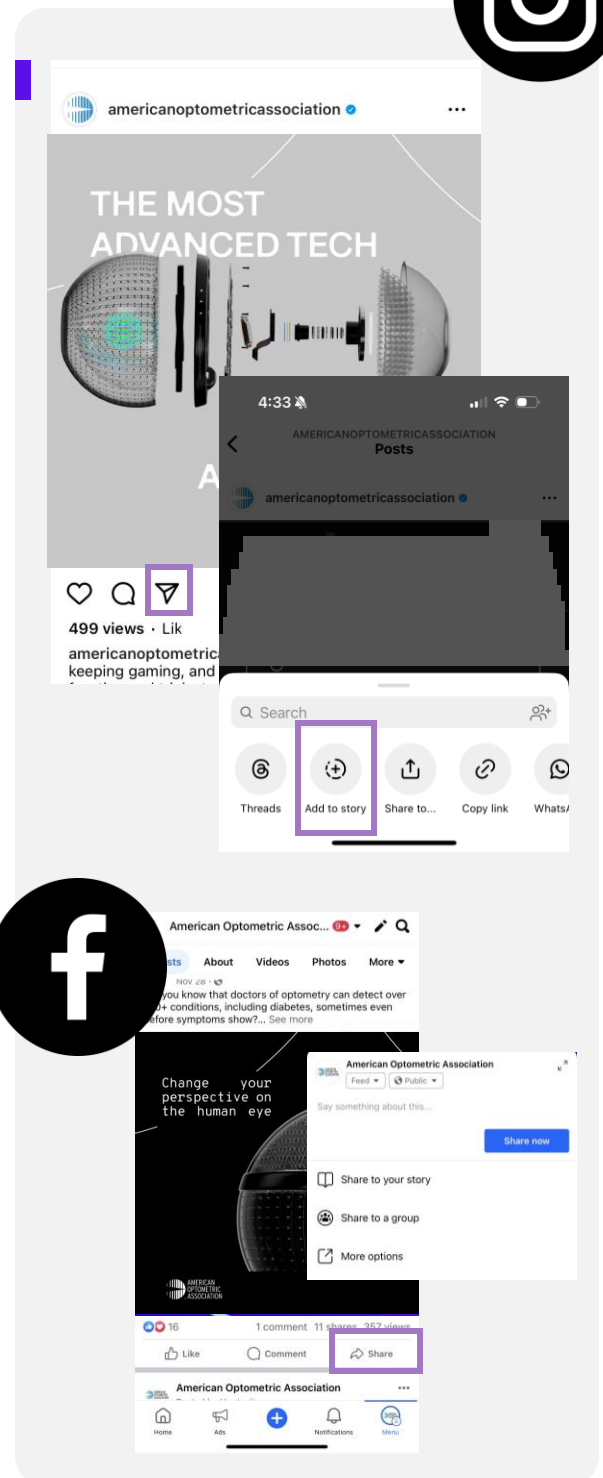
Additionally, there are third-party "re-posting" phone apps that you may choose to install that enable sharing content directly to your main feed.

FACEBOOK

1. Select the "Share" icon underneath the photo/video post
2. You'll be given a few options like "Share to Page" or "Share to Group"; choose preferred option or select "copy link" to get a direct URL for the post

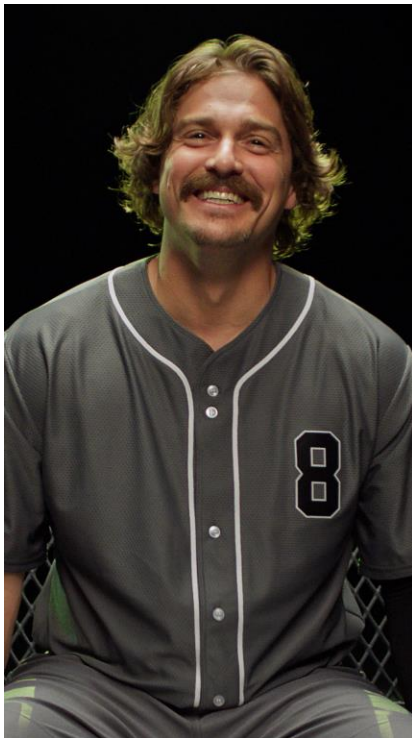
YOUTUBE

- To share videos from our YouTube channel, click desired video; underneath the player, select the "Share" icon for a shareable link for the video, embeddable code for your website, or link to share on social media



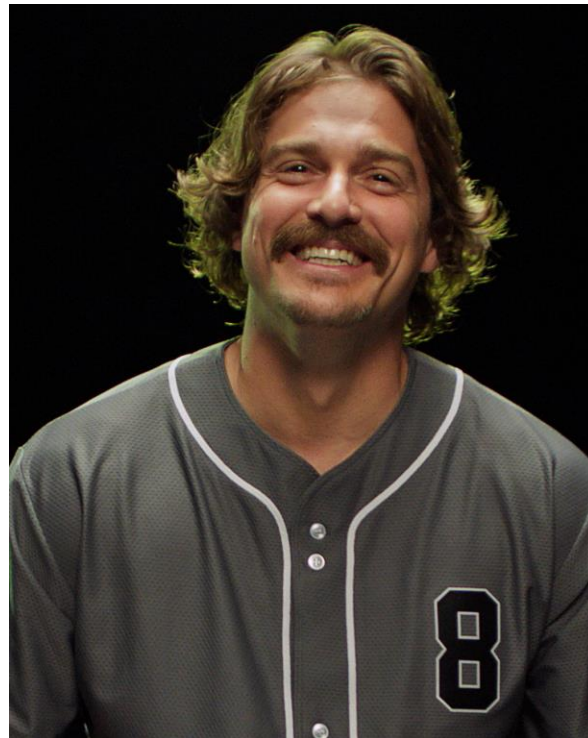
SOCIAL: LAUNCH DAY

Only post the video below after September 25th and before December 31st



9x16

best suited for organic IG reel



4x5

best suited for Facebook reel and paid promotion

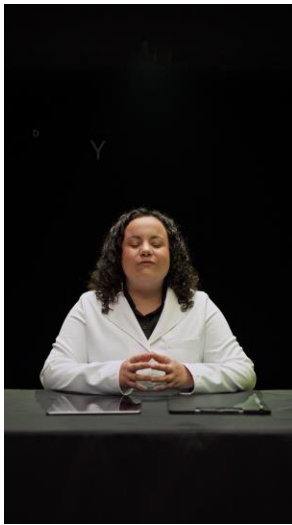
LAUNCH DAY COPY OPTIONS :

- As a member of the [tag] American Optometric Association, we're excited to partner with the AOA on their #EyeDeserveMore campaign! Together with Kike Hernández, we're urging everyone to keep their most valuable equipment up to date by prioritizing eye health. Upgrade your vision and your game! To learn, more visit SeeTheEye.com. #SeeTheEye #EyeDeserveMore
- Kike Hernández knows that his eyes are the most advanced piece of equipment he'll ever use on and off the field. Getting comprehensive eyecare from a doctor of optometry made all the difference in his game. To learn more visit SeeTheEye.com. #SeeTheEye #EyeDeserveMore

[DOWNLOAD SOCIAL](#)

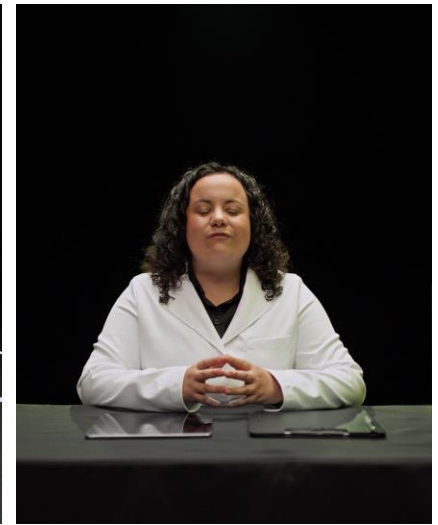
SOCIAL: POST-LAUNCH

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POST-LAUNCH COPY OPTIONS:

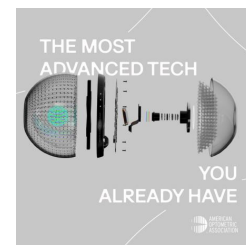
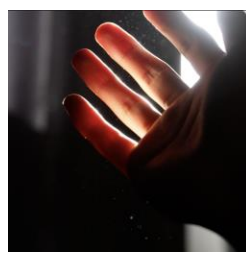
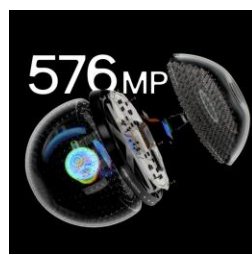
[DOWNLOAD SOCIAL](#)

AFTER SEPTEMBER 25th

- Not only can Kike's eyes expertly track a pitch, but they can alert his optometrist to over 270 health conditions. Prioritize your eye health with comprehensive care from a doctor of optometry. Learn more at [SeeTheEye.com](https://www.see-the-eye.com). #SeeTheEye #EyeDeserveMore
- Kike's game is only as good as his eye health. After passing a standard vision screening, an in-person visit to a doctor of optometry unveiled that he had astigmatism. Now, Kike's signature glasses let him see clearly on and off the field. Learn more at [SeeTheEye.com](https://www.see-the-eye.com). #SeeTheEye #EyeDeserveMore
- Kike's talents on the field are only as good as his eye health. Even before his swing starts, his eyes are analyzing the ball's path, depth, and spin to make split decisions at the plate. That's why he never misses a comprehensive eye exam. Learn more at [SeeTheEye.com](https://www.see-the-eye.com). #SeeTheEye #EyeDeserveMore
- From athletes to everyday professionals, we rely on tech to perform at our best. The most valuable tech we have? Our eyes. An in-person comprehensive annual eye exam is a simple step that can make all the difference for both athletes and non-athletes alike. Learn more at [SeeTheEye.com](https://www.see-the-eye.com). #SeeTheEye #EyeDeserveMore

SOCIAL: POST-LAUNCH

Post the images below **anytime**
(not intended for carousel).



ANIMATED VIDEO

STATIC

Logo-friendly versions have been created for each visual:



Your logo here



Your logo here

[DOWNLOAD IMAGES & VIDEOS](#)

YOUR AOA-APPROVED CONTENT

AOA will create and provide affiliates with social content to post each month. The calendar, linked to the right, will be updated with 3 months of content at a time. Each post includes posting guidance per platform for your reference.

[SOCIAL CONTENT](#)



AFFILIATES



PRESS RELEASE

[AFFILIATE NAME HERE] Supports the American Optometric Association’s Partnership with Professional Baseball Player, Kike Hernández, to Champion In-Person Eye Exams Through Nationwide “Eye Deserve More” Campaign

Hernández’s compelling journey underscores the critical role doctors of optometry play in safeguarding overall health and well-being

[LOCATION] – SEPTEMBER 25, 2025 – The American Optometric Association (AOA), the nation’s leading authority and advocate for quality eye health care, today announced its partnership with professional baseball player Kike Hernández to champion in-person comprehensive care from a doctor of optometry. The partnership is part of AOA’s multi-year Eye Deserve More campaign that encourages Americans to prioritize maintaining their eye health as an essential part of their health and wellbeing.

“From the quality of our bats to the software we use to analyze our swing, athletes rely on the best tools to perform. But I learned the hard way that the most advanced piece of equipment I own is my eyes,” said Kike Hernández. “Last year in the first half of my season, I was struggling at the plate and trying everything to improve, I knew something wasn’t right, but it was something I couldn’t see. After being encouraged to see an optometrist in-person, I was diagnosed with an astigmatism and pterygiums. After working with my optometrist, I was able to turn my season around and help my team win.”

Hernández’s story is a reminder that even elite athletes can miss critical signs of eye health and vision issues. Despite passing standard vision screenings, his astigmatism was impairing his ability to see the ball clearly. His diagnosis and treatment not only improved his performance but also transformed his perspective on eye health.

“It’s time to refocus,” said Dr. Emily Benson, Clinical Optometrist at University Hospitals and member of the AOA. “Your eyes are your most powerful technology. Whether you’re at work, playing with your kids, driving, or stepping up to the plate in a major league game, ensuring your eyes are performing at their best starts with a comprehensive, in-person exam with an optometrist.”

[Optional: Insert Quote from Spokesperson]

Doctors of optometry are America’s frontline providers of eye and vision care, conducting more than two-thirds of primary eye health care in the U.S. A comprehensive eye exam can detect over 270 serious health conditions—including diabetes, high blood pressure, and even brain tumors—often before symptoms appear. Unlike online vision tests or screenings, in-person exams provide a complete picture of eye and overall health.

“Kike’s journey is a testament to the life-changing impact of personalized, in-person care,” said Jacquie M. Bowen, O.D., AOA President. “We’re proud to partner with him to inspire Americans to prioritize their eye health. Everyone deserves the clarity, confidence, and care that comes from seeing an AOA doctor of optometry— it’s not just for professional athletes.”

To learn more about Kike’s story and how to protect your most advanced tech—your eyes—visit [SeeTheEye.com](https://www.see-the-eye.com).

###

PRESS RELEASE, CONT.

About [ORGANIZATION NAME]

[INSERT BOILERPLATE OR CONTACT INFORMATION]

About The American Optometric Association (AOA)

The American Optometric Association (AOA) is the leading authority on and advocate for quality eye health care, representing more than 50,000 doctors of optometry, optometry students and optometric professionals. As the sole primary eye care provider in many communities across America, doctors of optometry are often a patient's first entry point into the health care system, and have extensive, ongoing training to examine, diagnose, treat and manage disorders, diseases and injuries that affect the eye and visual system.

About Eye Deserve More

Eye Deserve More is a multi-faceted national campaign that takes the stand that every American deserves in-person comprehensive care from an AOA doctor of optometry as part of their eye health and overall health and wellbeing.

About The Eye

The Eye, designed by Sebastian Arrieta, a renowned product developer, is a conceptual prototype that serves as an educational tool to highlight the immense power of human eyes and the importance of eye health. The physical components of The Eye represent real capabilities of the human eye to demonstrate a level of sophistication that current technology cannot physically replicate. This underscores the need to prioritize and care for the most advanced technology we already have in our own bodies – our eyes.

References:

1. Lending Tree Survey Report, 26% of Americans Have Taken on Debt for the Latest Tech, Averaging \$1,492 in the Red. 2023.

SAMPLE MEDIA PITCH

SAMPLE PITCH

Nearly 93 million adults in the U.S. are at high risk for serious vision loss, according to the CDC. Yet only half saw an eye doctor in the past year, despite the fact that early detection can often prevent or delay vision loss.

That's why [\[Affiliate name here\]](#) is partnering with the American Optometric Association's (AOA) [Eye Deserve More](#) campaign-- featuring professional baseball player Kike Hernández-- to encourage Americans to prioritize their eye health as an essential part of their health and wellbeing.

Last year, Kike struggled with his game until a visit to a doctor of optometry revealed undiagnosed astigmatism and pterygiums. With proper treatment, he was able to turn his season around and help his team win. His story is a powerful reminder that annual eye exams aren't just for athletes—they're essential for everyone. Beyond correcting vision, through comprehensive eye exams, doctors of optometry can detect **more than 270 serious health conditions, from diabetes and high blood pressure to brain tumors.**

Would you be interested in learning more about how doctors of optometry are working to improve eye health and vision care across [\[state\]](#)? I'm happy to coordinate an interview with [\[Affiliate spokesperson here\]](#).

Thank you for your consideration,

[\[Name\]](#) [\[Organization\]](#) [\[Contact Information\]](#)



EYE DESERVE MORE

FACT SHEET

[DOWNLOAD FACT SHEET](#)



Eye Health Fact Sheet

Comprehensive Eye Exams

Annual comprehensive eye examinations with a doctor of optometry are an important part of preventive health care – and society's demand for medical eye care services is only anticipated to increase. Only an eye health professional such as a doctor of optometry can conduct a comprehensive eye and vision examination, which are the only effective ways to confirm or rule out any eye disease or vision problem. These doctors have the specialized training necessary to make a definitive diagnosis and prescribe treatment.

- In 2015, more than one million people in the United States were legally blind and over three million people had visual impairment. In addition, up to 8.2 million people had reduced vision due to uncorrected refractive errors. By 2050, the number of individuals with these conditions is projected to double.
- 37% of Americans said they worry more about losing their vision than their memory, teeth, or ability to walk, making it the leading health worry, according to AOA's 2021 Eye-Q Survey. However, in 2022, only 33% said they prioritized a visit to an eye doctor, while 60% saw a dentist.

How often do you need to get a comprehensive eye exam?

- The American Optometric Association recommends comprehensive eye and vision examinations annually to optimize visual function, evaluate eye changes, and provide for the earlier detection of sight-threatening eye and systemic health conditions.
- AOA released updated [Adult Guidelines](#) in March 2023, which includes this recommendation.

What are common or surprising health conditions that can be found during an exam?

- A comprehensive eye exam can reveal more than just vision issues. A doctor of optometry can detect over 270 serious conditions such as high blood pressure, high cholesterol, diabetes, glaucoma, macular degeneration, Graves' disease, autoimmune disorders, and cancer.
- Through an eye exam, a doctor of optometry can directly view the inside of the eye including the retina, blood vessels and optic nerves, which are a direct extension of the brain. In fact, it is the only way to visualize the blood vessels behind the eye for issues without an x-ray, CT scan, or invasive surgery.
- The most common vision impairments among adults aged 19-40 are caused by refractive errors, including myopia (nearsightedness), hyperopia (farsightedness), astigmatism and presbyopia. Other common vision conditions include macular degeneration, glaucoma, diabetic retinopathy and cataracts.
- [According to the CDC](#), people with vision impairment are more likely than those with good vision to have chronic health conditions such as diabetes, poor hearing, heart problems, high blood pressure, strokes, and more.
- Nearly a quarter of Americans have had a firsthand experience with an eye-health professional detecting a non-eye health-related issue, diabetes being one of the most commonly found through an eye exam.

What's the difference between a comprehensive eye exam and vision screening programs (commonly conducted in schools)?

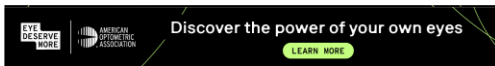
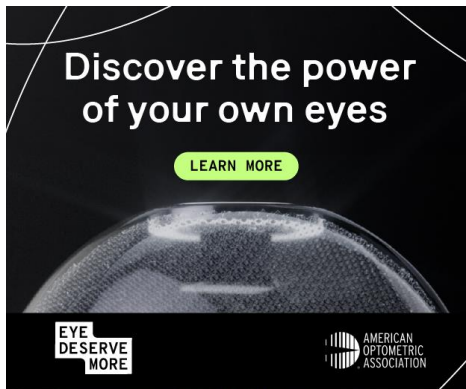
- A vision screening only indicates a potential need for further evaluation and can miss one-third of children with eye or vision disorders, according to the AOA's Evidence-Based Clinical Practice Guideline: [Comprehensive Pediatric Eye and Vision Examination](#).

Are online vision tests or apps accurate?

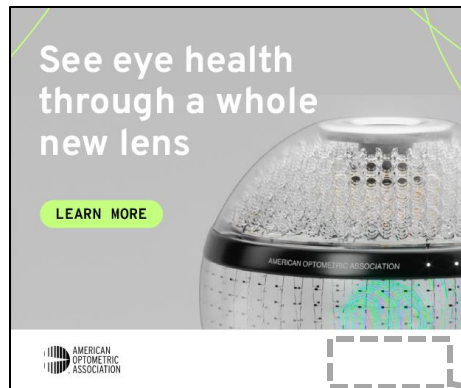
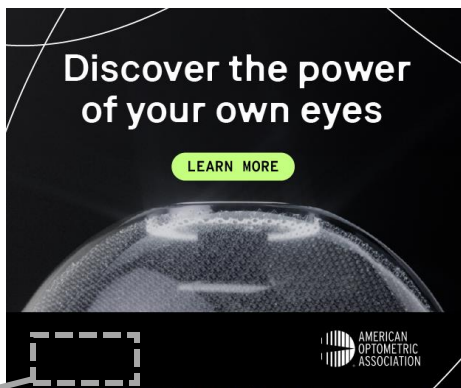
- Online vision tests may give inaccurate or misleading information and can give patients a false sense of security, which may delay essential, sight-saving treatment. You may have seen apps advertised that can "replace going to the eye doctor." However, online vision tests attempt to replace one element of an eye examination — the refraction — to yield a prescription for glasses or contacts.

EMAIL & WEB BANNERS

The below banners can be used on websites and in emails to encourage people to learn more about our campaign and The Eye. Please use after **September 25th** and link these images to **SeeTheEye.com**.

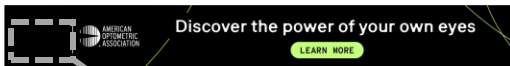


Logo-friendly versions have been created for each banner:



Your logo here

Your logo here



Your logo here

Your logo here

[DOWNLOAD BANNERS](#)



MEMBERS



PATIENT NEWSLETTER

Subject Line: Professional Baseball Player Kike Hernández & The Importance of Eye Exams

Professional baseball player Kike Hernández learned about his astigmatism and pterygiums after a visit to his optometrist.

Read his story: [\[link to the Hernández patient story\]](#)

Schedule an appointment: [\[link to practice or phone number\]](#)

Even elite athletes can miss critical signs of eye health and vision issues. A comprehensive eye exam can detect over 270 serious health conditions—including diabetes, high blood pressure, and even brain tumors—often before symptoms appear.

Unlike online vision tests or screenings, in-person exams provide a complete picture of eye and overall health.

Want to stay at the top of your game? Schedule a comprehensive eye exam with your optometrist every year.

Your eyes are irreplaceable, which means it's important to take care of them.

We look forward to seeing you at your next appointment and are happy to answer any questions.

To schedule your next visit, please call our office at [\[XXX-XXX-XXXX\]](#) or visit our website at [\[XXX\]](#).

Sincerely,

[\[NAME\]](#)

[\[Website Link\]](#)

SeeTheEye.com

PRINTABLE POSTER

See eye health through a whole new lens

Leading smartphone cameras boast 8GM of RAM, but did you know the human eye has 2.5 million?

The most advanced tech on our wish list doesn't come close to the human eye. But millions of people prioritize their handheld devices over the sophisticated tech that already exists in their own body.

Inspired by the real anatomy and capabilities of the visual system, AOA is showcasing the unmatched power of the human eye and importance of maintaining your vision and overall health with a doctor of optometry. We're helping people realize the marvel of their eyes and take the necessary steps to protect their most valuable tech.

**EYE
DESERVE
MORE**



Your logo here!

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We've put together poster files to print or order.

- 8.5 x 11 (Letter-sized)
- 11 x 17 (Tabloid-sized)
- With logo zone
- With and without crop marks and bleed

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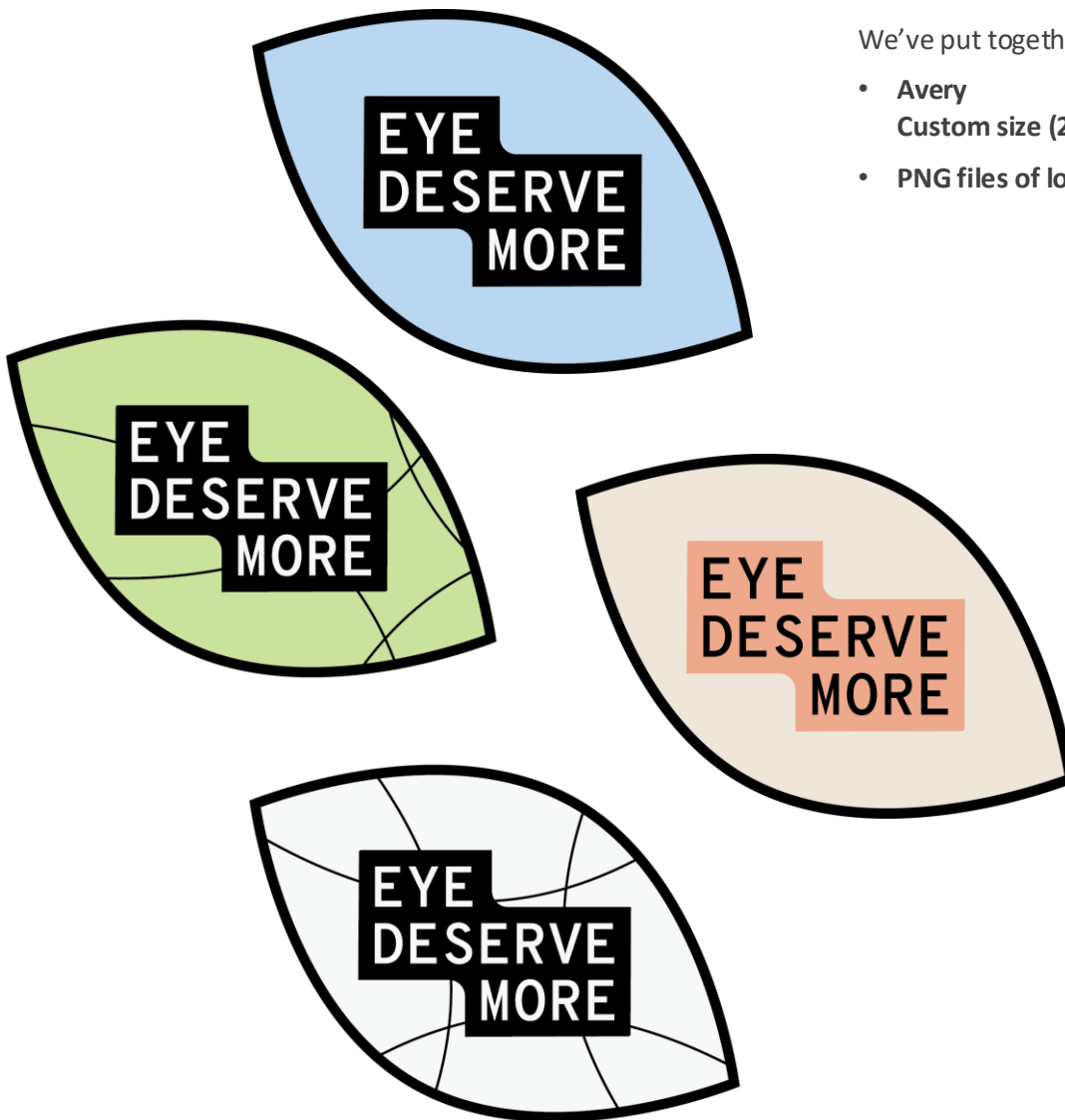
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We've put together sticker files to print or order.

- Avery Custom size (2.276" x 3"), custom die-cut stickers
- PNG files of lockups

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THANK YOU



AMERICAN OPTOMETRIC ASSOCIATION



Edelman