

SAY YES TO COMPREHENSIVE EYE EXAMS

Ninety-one percent of Americans feel that the health of their eyes is as important as the health of their heart or lungs. However, many don't realize that your eyes act as windows to overall health, and regular eye exams can reveal chronic health issues such as diabetes and high blood pressure. The American Optometric Association (AOA) encourages patients everywhere to see their local doctor of optometry to receive a twelve-step comprehensive eye exam, the gold standard of care. As you schedule your regular appointment, keep in mind the following facts about eye care.*

4 IN 5

take care of their eyes, even if it means spending money

YOU CAN'T PUT A PRICE ON EYE HEALTH

Americans are 2.3 times more likely to worry about losing their vision than they are the next-highest worry: losing their memory.

Two out of three Americans (67%) would pay out of pocket for annual visits to their eye health professional.

Three in four don't believe that their lifestyle prohibits them from taking good care of their eyes.

MAKE EYE HEALTH A PRIORITY

Doctors of optometry provide two-thirds of America's eye care.

In addition to evaluating your eyes for your glasses or contact lens prescription, **a doctor of optometry will conduct a comprehensive eye exam** to check for vision issues and eye disease, chronic health problems (like diabetes) and your overall eye health.

2 IN 3

believe it is important to schedule a regular eye doctor appointment

86%

prefer face-to-face interactions

SAY NO TO ONLINE APPS

92% would prefer getting a comprehensive eye exam that is guaranteed to be accurate, over the alleged affordability of online/mobile vision apps.

55% question online apps' reliability and 53% question their accuracy.

96% agree that eye doctors are trusted providers of both contact lenses and information.



* The following statistics were pulled from the American Optometric Association's 2016 Eye-Q Survey®. The American Optometric Association commissioned an online survey among a nationally representative sample of n=1000 U.S. adults ages 18+. The margin of error for this sample is +/- 3.1% at the 95% confidence level. The survey was fielded between September 22 and September 28, 2016.