



CAMARADERIE | EDUCATION | INNOVATION

Dear Doctor:

The news release below has been prepared for your use as a service from the Heart of America Eye Care Congress. This release may be retyped on your letterhead, filling in the blanks and mailed to the Editor of your local newspaper(s). Attach a glossy photo of yourself if you would like. The Heart feels that the public should be aware of the continuing education efforts put forth by those professionals entrusted with eye care.

Sincerely,

Duane Thompson, OD

Duane Thompson, OD
President

KANSAS CITY, MO, February 10, 2023, Dr. _____ of
(city) _____ and paraoptometric
_____, _____
_____, _____
_____ and _____

attended the Heart of America Eye Care Congress. In this, the 60th Annual Congress, the Heart has grown to be one of the largest contact lens and primary eye care conferences. This complete educational experience covers new and advanced techniques for all types of contact lenses available today, plus the latest information on the medical treatment of eye diseases, several hours featuring the latest in glaucoma management, and new innovations in enhancing patients' vision.

An active member of the Heart of America Eye Care Congress for _____ years,
Dr. _____ is an alumnus of (school) _____
in (city) _____.

The Congress brings together many internationally respected eye care specialists as well as prominent educators in the fields of contact lenses, eye disease and primary eye care. Participants were greeted this year by hundreds of exhibitors displaying the latest in contact lens and vision correction technology in the Sheraton Kansas City Hotel at Crown Center exhibit hall. Participants at the Congress gained valuable insights in helping provide the very best vision care in their daily practices of optometry.

Dr. _____, who has lived in (city) _____
for _____ years, maintains offices at _____.