



## **Vision Source® Champions Industry Leadership at The Exchange® 2019**

### *Private Practice Optometrists Celebrate Growth and Innovation at Annual Conference*

**KINGWOOD, Texas – May 1, 2019** – [Vision Source®](#), North America's largest network of private practice optometrists, welcomed attendees to its annual national meeting, [The Exchange® 2019](#), held from May 1 - May 4, 2019, at the Tampa Convention Center in Tampa, Florida. In celebration of independent optometry, this year's event theme is 'Lead On'.

The Exchange provides attendees with a unique mix of continuing medical education, optometry supplier exhibition, and peer-to-peer best practice sharing. The nearly 3,000 optometrists and staff in attendance will engage in clinical & business discussions, purchase eye care equipment, and connect with colleagues from across the nation. Serving as a family reunion for Vision Source member doctors and staff, The Exchange will include entertainment, networking opportunities, and social gatherings. Focusing on the power of leadership within the continuously evolving landscape of healthcare, The Exchange will feature two keynote speakers and more than 150 vendors.

Always an event highlight, this year's Exchange includes keynote speakers *Good Morning America* co-anchor Robin Roberts and American hero Chesley "Sully" Sullenberger. With a 30-year history in broadcasting, Roberts is a Sports Broadcasting Hall of Famer as well as an inductee in the Broadcasting & Cable Hall of Fame. The Walter Cronkite Award winner and HRC Visibility Award recipient will share insights on how to channel leadership behavior in the face of uncertain adversity. Chesley "Sully" Sullenberger, also known as Captain Sully, successfully landed US Air Flight 1549 in the Hudson River on January 15, 2009. He will share ideas on how attendees can prepare, train, and lead to make a difference when confronted with challenges.

"In the past year, our network has experienced strong practice growth, increased member engagement, and launched innovative programs," said Vision Source President and Chief Executive Officer Jim Greenwood. "Vision Source continues to thrive after 28-years. In our ongoing commitment to independent optometrists, we provide our member doctors with cutting-edge technologies that improve patient outcomes and create operational efficiencies. The

Exchange offers expanded learning opportunities, networking moments, and professional development experiences that will lead Vision Source members into the year 2020.”

Spanning over 200,000-square-feet of meeting space, The Exchange hosts thousands of attendees including private practice optometrists, optometric staff, and an array of leading industry vendors. Conference-goers are presented with hands-on demonstrations and special theater presentations launching the latest in optometric technology, products, and equipment. Building upon Vision Source’s mission to enrich lives by enabling independent optometrists to reach their full potential, The Exchange offers free continuing medical education (CME) courses and learning labs for doctors and staff.

### **The Exchange Highlights**

- **Free Continuing Education** – Free CME credits for doctors and staff starting the afternoon of Wednesday, May 1.
- **Exhibit Hall** – Over 150 vendors will be present in the exhibit hall, offering Exchange-only pricing options for members opening Thursday, May 2.
- **Press Conference** – Thursday May 2, from 6:00 PM - 6:30 PM. Hear from Vision Source C-suite executives on what’s next for the private practice optometric network.
- **General Sessions** – Learn about practice management techniques, strategic managed care approach, the latest ophthalmic products, and technology from industry leaders.
- **Keynotes** – Keynote addresses featuring *Good Morning America* co-anchor Robin Roberts on Thursday, May 2, and American hero Chesley “Sully” Sullenberger on Friday May 3.
- **Learning Labs** – Practice management peer-driven groups held on Saturday May 4, from 9:00 AM -12:00 PM.

“Vision Source leads the optometric profession by creating paths that allow independent optometrists to thrive and preserve the legacy of private practice optometry,” commented Executive Vice President and Chief Clinical Officer of Vision Source Amir Khoshnevis. “For two consecutive years, Vision Source has been named the number one optical retailer in the United States. We earned this honor by focusing our efforts on cultivating optometry leaders and improving practice management. The Exchange gives our network the opportunity to connect and discover our strategic approach to lead private practice optometry for future generations,” said Jeff Duncan, Vision Source Executive Vice President and Chief Operating Officer.

### **About Vision Source**

Founded in 1991, Vision Source is North America's most extensive network of independent optometrists consisting of over 4,500 optometrists. The clinicians in the Vision Source network enjoy access to newly evolving patient channels, including an expanding list of leading medical groups and integrated health systems with whom Vision Source optometrists collaborate. Additionally, members benefit from a wide range of innovative technologies, practice management tools, strategic marketing, and purchasing power. Leveraging these tools, the

clinicians offer comprehensive eye care to their patients delivering an industry-leading patient experience. For more information, call 888-558-2020 or visit [www.visionsource.com](http://www.visionsource.com).

**Media Contact for Vision Source**

Alysia Gradney

[agradney@visionsource.com](mailto:agradney@visionsource.com)

1.281.318.7835

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