



For Immediate Release
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Contact: Jenny Brown
JennyB@aaoptom.org

American Academy of Optometry Launches New Website

Orlando, FL - The American Academy of Optometry is pleased to announce the launch of a newly designed website for both the Academy and the American Academy of Optometry Foundation. The new website has been designed to offer the ultimate user-friendly experience with improved navigation and functionality, while allowing visitors to access key information more easily.

“We are excited to announce the upgrade and improvement to our website. We hope this change will ensure we’re both meeting the needs of our members and more effectively engaging new prospects,” said Joseph P. Shovlin, OD, FAAO, Academy President.

Created with the user experience in mind, the site includes many new features to help users to quickly and easily navigate the site and find what they need. New features include:

- Updated and more modern look and design.
- An enhanced Fellow and Diplomate Directory that allows the user to easily identify Diplomates who appear in the search results.
- Optimized and enhanced responsive design lending to better viewability on mobile devices and a variety of browser types.
- Thorough search feature that encompasses website pages, past meeting abstracts and outlines, and directory information.

The new website is the result of the work of the Academy’s Website Task Force and Academy staff during the past year and a half. Website Task Force members include Drs. Pete Kollbaum (Chair), Lisa Badowski, Raman Bhakhri, Eddie Chu, Patricia Fulmer, Marta Fabrykowski, Bonnie-Kim Hang, Brian Kawasaki, Joe Maino, and Jason Marsack.

About the American Academy of Optometry

The American Academy of Optometry (AAO) enhances excellence in optometric practice by fostering research and disseminating knowledge in vision science through its journal,

Optometry and Vision Science, and the continuing education presented at its annual meeting. Fellows of the Academy are committed to the premise that learning is a lifelong obligation of a professional, as is the commitment to expand the profession's knowledge base through ongoing fellowship and exchange.

The next annual meeting of the Academy will be November 7-10, 2018 at the Henry B. Gonzalez Convention Center in San Antonio, Texas. For more information, visit: <http://www.aaopt.org>.

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