

Contact Lens Institute Culture Awards

Nominations Now Open

Program Honors Individuals Who Exemplify Outstanding Contact Lens Prescribing Behaviors and Actions

WASHINGTON, D.C., August 26, 2025—Nominations are now being accepted for the third annual [Contact Lens Institute™ \(CLI\) Culture Awards](#) through October 1. The program honors eye care professionals who foster a positive contact lens culture, demonstrating behaviors that elevate patient experiences and support business success, as reflected in CLI's recent [See Tomorrow](#) research reports.

Individuals within the U.S. and Canadian eye care community who prescribe or support soft contact lenses are eligible for consideration. Self-nominations are allowed and encouraged. Previous winners will continue to be celebrated and do not need to reapply. Complete nomination information is available at contactlensinstitute.org/awards.

“Over the past two years, our Culture Award honorees have shown how everyday actions—whether through patient care, staff engagement, or innovative practice approaches—create thriving contact lens cultures,” said Stan Rogaski, executive director of Contact Lens Institute. “As we enter the third year of this program, we look forward to celebrating more eye care professionals whose leadership and dedication help patients embrace the many benefits that contact lenses bring to their vision, lifestyle, and overall confidence.”

Nominators simply need to provide a concise response (750 words or less in total) that addresses at least two of the following questions:

- How has the nominee enhanced patient outcomes using soft contact lenses?
- What initiatives, processes, or projects has the nominee put into place in their practice that enhances a positive culture for recommending soft contact lenses and patient wear?
- How does the nominee engage practice staff to take an active advocacy role for healthy, healthy, safe use, and happy soft contact lens wear?

- Can you describe a particular nominee-patient interaction that exemplifies how soft contact lenses have changed or improved a patient's life, and which may inspire colleagues?

To improve the chances of being recognized, nominators may reference positive contact lens behaviors identified in recent *See Tomorrow* reports, which are available for on-screen reading and/or download from <https://www.contactlensinstitute.org/resources/see-tomorrow/>.

Nominations must include the name/location/practice name/contact information of the candidate(s), as well as the name/affiliation/contact information for the nominator. Groups are eligible as long as all individuals are named, with a clearly designated leader. Entries must be emailed no later than October 1, 2025, at 11:59 pm ET to cli@contactlensinstitute.org. The submission can be written within the body of the email or attached as a Word or PDF document. Questions may be sent to the same address.

Selection will be at the sole discretion of the CLI Board of Directors. Honorees will be announced by Contact Lens Institute in November 2024, with ongoing recognition into the following year.

Previous Culture Award Winners include:

2024 Honorees

- Jennifer Liao, OD, FAAO, FSLs, New England College of Optometry (NECO) Center for Eye Care, Boston
- Chandler Mann, OD, Stone Oak Vision Source, San Antonio
- Wes McCann, OD, Central Optometry & Upper Richmond Optometry, London, Ontario, Canada
- Jennifer L. Stewart, OD, Look New Canaan, New Canaan, Conn.

2023 Honorees

- Advanced Eye Care Professionals, Oak Lawn, Ill.
- Athens Eye Care, Athens, Ohio
- Coan Eye Care and Optical Boutique, Ocoee, Fla. – Roxanne Achong-Coan, OD, FAAO, FIAOMC, FSLs
- Contact Lens Institute of Seattle*, Seattle, Wash. – Noha Seif, OD, FAAO, FSLs

- Dry Eye & Wellness Center (Sugar Land, TX) – Faheem Inayatoli, OD, MBA, MPH, FAAO, Dipl. ABO
- First Sight Vision Care, Fulton, Md. – Susan J. Gromacki, OD, MS, FAAO, FSLs, Kelly Molina, Brittany Montgomery, Callie Salmons
- Laria Eye Care & Optical, Miami, Fla. – Vicky Fischer, OD
- Northwest Tennessee Eye Clinic, Martin, Tenn. – Frances Bynum, OD
- Treehouse Eyes, Vienna, Va. – Stephanie Bray-Voorhes
- University of Mississippi Medical Center, Jackson, Miss. – Roya Attar, OD, MBA, DHA
- Winchester Optical, Winchester, Mass. – Joseph Deering, OD
- West Point Optical Group / Family First Vision Care, Roswell, Ga. & Jacksonville, Fla. – John Womack, OD

**Note: The Contact Lens Institute of Seattle is not affiliated with CLI*

Contact Lens Institute advances the latest innovations in safe and effective contact lens and lens care products and services that provide unique benefits to patients while satisfying the evolving needs of eye care professionals. CLI undertakes activities that properly assess, enhance, promote and balance contact lens and lens care industry welfare and growth, including the safe use of products in the marketplace. Its members include Alcon, Bausch + Lomb, CooperVision, and Johnson & Johnson Vision. For more information, visit contactlensinstitute.org.

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CALL FOR NOMINATIONS



CULTURE AWARDS

2025

LEARN MORE AND SUBMIT YOURSELF,
A COLLEAGUE, OR AN EYE CARE PRACTICE AT
CONTACTLENSINSTITUTE.ORG/AWARDS