



Contact Lens Institute Extends Culture Awards Deadline to November 3

WASHINGTON, D.C., September 30, 2025—The nomination deadline for the 2025 [Contact Lens Institute™ \(CLI\) Culture Awards](#) has been extended to Monday, November 3. 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.

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 November 3, 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.

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](https://www.contactlensinstitute.org).

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