



## **Contact Lens Institute & United Opticians Association to Co-Produce OptiCon-Exclusive Panel**

Experts Will Present New Consumer and Professional Data About Opticianry's Role in Contact Lens Practice and Patient Success

**WASHINGTON, D.C., January 19, 2026**—[Contact Lens Institute™ \(CLI\)](#) and the [United Opticians Association \(UOA\)](#) have partnered to co-produce “Vision for Growth: Consumer Perspectives on Opticianry & Contact Lens Success.” The educational panel will be exclusive to [OptiCon '26 @ Vision Expo](#), with presentations on Thursday, March 12, and Friday, March 13.

As part of the collaboration, CLI will focus its Spring 2026 [See Tomorrow initiative](#) on the opticianry profession, examining newly-commissioned research with U.S. and Canadian contact lens wearers as well as bespoke research among opticians. In Orlando, the all-star group of panelists plans to emphasize high potential opportunities for elevated education, recognition, and celebration of the opticianry profession's vital contact lens roles.

Andrew Bruce, LDO, ABOM, NCLEM, FCLSA of ASB Opticianry Education Services will moderate both sessions. Additional participants will be named in the coming days.

“Prior CLI research has illustrated opticians’ importance to contact lens patient experiences as part of the broader ecosystem of care, working closely with the optometry and ophthalmology communities. We’re excited to dig deeper, generating data and insights that could shape market growth and practice success,” said Stan Rogaski, executive director of Contact Lens Institute.

“On the heels of our recent project to identify consumer perceptions of opticians, this new collaboration should reveal valuable lessons about their contact lens-specific roles through the eyes of patients and professionals alike. We’re excited about the partnership and look forward to sharing both big ideas and practical applications with OptiCon ’26 attendees,” said Gwen Cooper, MPA, CFRE, executive director of the United Opticians Association.

OptiCon ’26 @ Vision Expo registration is open at <https://www.visionexpo.com/en-us/register-now.html>

The United Opticians Association was launched in 2024 and is the only national voice representing 73,000 opticians and 17 accredited college programs across the U.S. Its work advances national policy, expands access to accredited training, and strengthens the workforce behind vision care. Support for UOA drives innovation in optical technology, frame and lens design, patient support, and professional development. For more information, visit [opticians.org](https://opticians.org).

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://contactlensinstitute.org).

# # #

“Essential insights for opticians.”

# Vision for Growth

Consumer Perspectives on Opticianry &  
Contact Lens Success

Orlando, Fla. Exclusively offered on March 12 & 13, 2026

 **REGISTER NOW** [visionexpo.com](https://visionexpo.com)

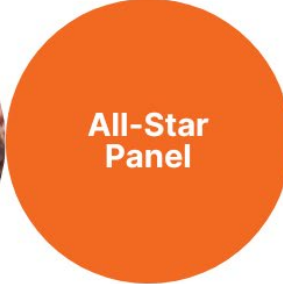
**NEW  
Consumer  
Data**



**NEW  
Opticianry  
Insights**



**All-Star  
Panel**



**Orlando-  
Exclusive  
Discussion**



PRODUCED IN COLLABORATION WITH



OptiCon®@  vision  
expo



*Stan Rogaski, Executive Director, Contact Lens Institute*

## **MEDIA CONTACTS**

Mike McDougall, FAAO, APR, Fellow PRSA, McDougall Communications for the Contact Lens Institute

+1.585.545.1815 or [mike@mcdougallpr.com](mailto:mike@mcdougallpr.com)

Aimee Lewis, McDougall Communications for the Contact Lens Institute

+1.585.414.9838 or [aimee@mcdougallpr.com](mailto:aimee@mcdougallpr.com)