

ANNUAL REPORT

2024



OHIO
OPTOMETRIC
ASSOCIATION

ADVOCACY,
AWARENESS,
& RESOURCES



www.ooa.org



A WORD FROM OUR

CEO & EXECUTIVE DIRECTOR

**Elizabeth D. Muckley,
O.D., F.A.A.O.**

As I reflect on the past year, I'm filled with immense gratitude and pride for the progress made by our organization. It has been a year of growth, adaptation, and success as we continue to deliver on our mission of serving members and patients by advocating for the profession to the public and policymakers, promoting the importance of and access to comprehensive eye care, and providing meaningful resources that strengthen professional viability. Our accomplishments are a testament to the hard work and dedication of every volunteer member, external partner, and supporter who has been part of our mission.

I remain confident as we move into the next year that under the leadership of the OOA Board and president, Dr. Tim Fries, along with the support of our talented OOA staff and collaborative partners, we will continue to grow, innovate, and make a lasting impact on the optometric profession providing our patients with the highest quality care.



**ANNUAL
REPORT**

**20
24**



2024 OOA HIGHLIGHTS

Delivering proponent testimony for our **scope modernization bill SB 129**

Awarded \$2.5-million grant from the 135th General Assembly for the **Ohio Optometric Foundation** to develop and manage the Ohio Children's Vision Initiative

Governor DeWine's appointment of Dr. Shane Foster, President of the Ohio Optometric Foundation, Dr. Jeff Walline, Interim Dean at The Ohio State University College of Optometry, and OOA Executive Director, Dr. Elizabeth Muckley to the newly created **Children's Vision Strike Force** to ensure that every student who needs a comprehensive eye exam and glasses gets them



STATE OF THE STATE ADDRESS



2024 OOA HIGHLIGHTS



Realeyes reaching an impressive

163,253

students

6,747

classrooms

833

schools

See Page 7
for more
**REALEYES
HIGHLIGHTS**

to educate kids, teachers, nurses, and parents on the importance of a lifetime of eye care (reaching over **1.7 million students** since inception)

Engagement with **Inspire**

PR GROUP

to jointly represent both the OOA and OOF to **elevate our messaging** to members, the public, and most importantly, our government officials

Successes in Third Party Issues



Fighting violations of HB 156 by **getting ODs reinstated on medical plans** that had dropped them for no longer contracting with the vision plan

Developing a **Medicaid “dream plan”** at the request of Medicaid

Negotiating with CareSource My Care regarding claw backs to **save member OD providers tens of thousands of dollars in take-backs**

The EastWest Eye Conference continuing to provide premiere education and workshops to over **1000 attendees**



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for more
**EASTWEST
HIGHLIGHTS**

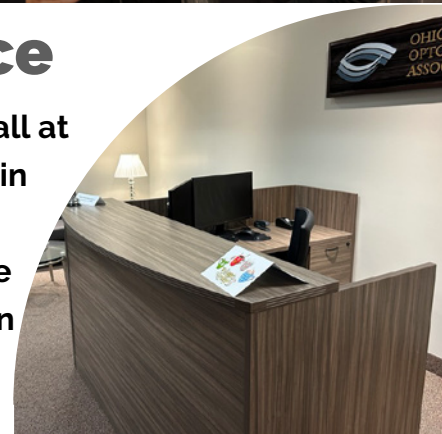
The development

of **EastWest Online University** to debut in January of 2025, offering 10 hours of CE



The OOA office moved

across the hall at **250 East Wilson Bridge Rd** in November when the lease was up due to growth of the Foundation and the addition of three new OOF staff



The Ohio Optometric Association is a member-driven professional organization focused on supporting Ohio's optometrists and their patients.



A YEAR END REVIEW ON

YOUNG COMMUNITY

8

Statewide Gatherings in 2024



ZONE GOVERNORS

34

Meetings in 2024
(Including President's Nights)

713

Total Attendance

47

Total CE Hours through Zone meetings

A YEAR END REVIEW ON

EVENTS



OHIO
OPTOMETRIC
ASSOCIATION
**STUDENT
NIGHT**

109
Students

15

OD Table Leaders



EAST WEST
EYE CONFERENCE
Destinations

90

Attendees in
West Palm Beach



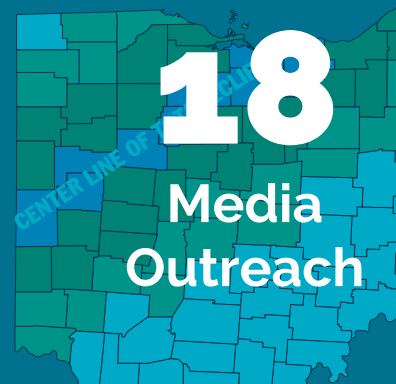
ODASH
OPTOMETRY DAY AT THE STATEHOUSE

50 Key Person ODs
meeting with
Ohio legislators



**SOLAR
ECLIPSE**
MONDAY 4/8/24

The Ohio Optometric Association reached out to media throughout the state and garnered 18 print and TV interviews. Ohio's doctors were also given an opportunity to receive media training through The Ohio State University College of Optometry to prepare them to educate patients on safety precautions to take during the eclipse. The OOA also educated Ohio's legislators about how to safely view the eclipse.



18
Media
Outreach

A YEAR END REVIEW ON EVENTS



EastWest Eye Conference | Columbus, OH

1,138

Total Attendees Including

133 Students

29 Residents



A YEAR END REVIEW ON

COMMITTEE DAY



72 OD OOA Volunteer leaders



7 OOA Committees met in person to initiate directives for 2025

A YEAR END REVIEW ON



New Relaunch
program update
of beloved
Sammy Safe-Eyes

March - April
**Eclipse
Education**

93,124

Students
Educated



**TOTAL
SOLAR ECLIPSE
2024**



July
Realeyes Training
for OSUCO - Dr. Fogt's
Vision in Children Course

65

 3rd Year
Students

October 10th - World Sight Day
**Realeyes launches
Careers in Eye Care**



5

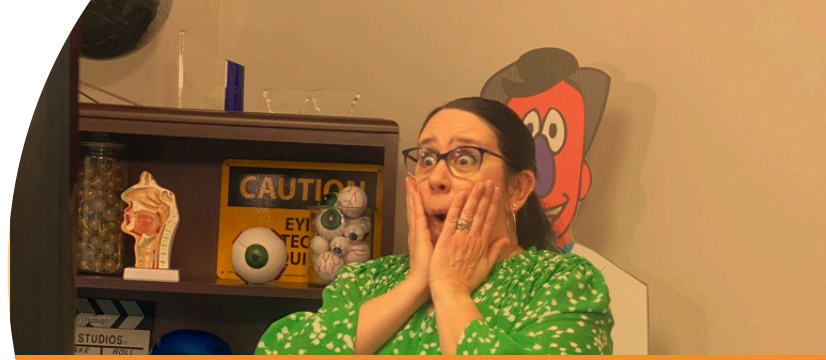
 Volunteer
ODs on calls

677

 Students



November Realeyes University Launches



Since 2000, the Realeyes Program has educated and raised awareness about eye health and safety among more than one million children in partnership with the Ohio Department of Health.



STATS

JAN. 2024 - DEC. 2024



162,688

Students

806

Schools

6,756

Classrooms

6,201

Presentations

130

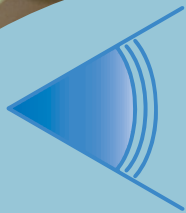
Trained



88

Counties





Ohio
Optometric
Foundation

The Ohio Optometric Foundation helps children meet their full potential by improving access to quality, comprehensive, eye care in their communities... because every child deserves to see.



629

Students
/Exams

521

Glasses
Prescribed

58

Amblyopes
Detected

54

Volunteer
ODs

33

Clinics

19

Counties