



Nominations Open for Second Annual Contact Lens Institute Culture Awards

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

WASHINGTON, D.C., August 12, 2024—Nominations for the second annual [Contact Lens Institute™ \(CLI\) Culture Awards](#) are now being accepted through October 1. The program honors eye care professionals who foster a positive contact lens culture, exemplifying behaviors and actions that elevate patient experiences and 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. Complete nomination information is available at contactlensinstitute.org/awards.

“[The inaugural honorees](#) brought our *See Tomorrow* findings to life, demonstrating how intentional behaviors from everyone in a practice affect patients’ decisions to consider and continue wearing contact lenses,” said Stan Rogaski, executive director of the Contact Lens Institute. “We are looking forward to discovering and celebrating another group of professionals who do the same—people who inspire their patients, their teams, and the entire industry to enjoy all that contact lenses offer for vision, lifestyle, and more.”

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, 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, 2024, 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 the Contact Lens Institute in November 2024, with ongoing recognition into the following year.

The 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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MEDIA CONTACT

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

+1.585.545.1815 or mike@mcdougallpr.com