

## AbbVie

AbbVie's mission is to discover and deliver innovative medicines that solve serious health issues today and address the medical challenges of tomorrow. We strive to have a remarkable impact on people's lives across several key therapeutic areas: immunology, oncology, neuroscience, eye care, virology, women's health and gastroenterology, in addition to products and services across its Allergan Aesthetics portfolio. For more information about AbbVie, please visit us at [www.abbvie.com](http://www.abbvie.com).



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## Alcon Pharma

Alcon helps people see brilliantly. As the global leader in eye care with a heritage spanning over 75 years, we offer the broadest portfolio of products to enhance sight and improve people's lives. Our Surgical and Vision Care products touch the lives of more than 260 million people in over 140 countries each year living with conditions like cataracts, glaucoma, retinal diseases and refractive errors. Our more than 25,000 associates are enhancing the quality of life through innovative products, partnerships with Eye Care Professionals and programs that advance access to quality eye care. Learn more at [www.alcon.com](http://www.alcon.com).



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## Alcon Vision Care

Alcon helps people see brilliantly. As the global leader in eye care with a heritage spanning over 75 years, we offer the broadest portfolio of products to enhance sight and improve people's lives. Our Surgical and Vision Care products touch the lives of more than 260 million people in over 140 countries each year living with conditions like cataracts, glaucoma, retinal diseases and refractive errors. Our more than 25,000 associates are enhancing the quality of life through innovative products, partnerships with Eye Care Professionals and programs that advance access to quality eye care. Learn more at [www.alcon.com](http://www.alcon.com).



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## Amgen

Amgen is committed to unlocking the potential of biology for patients suffering from serious illnesses by discovering, developing, manufacturing and delivering innovative human therapeutics. This approach begins by using tools like advanced

## Amgen. Cont.

human genetics to unravel the complexities of disease and understand the fundamentals of human biology.

Amgen focuses on areas of high unmet medical need and leverages its expertise to strive for solutions that improve health outcomes and dramatically improve people's lives. A biotechnology pioneer since 1980, Amgen has grown to be one of the world's leading independent biotechnology companies, has reached millions of patients around the world and is developing a pipeline of medicines with breakaway potential.

For more information, visit [www.amgen.com](http://www.amgen.com) and follow us on [www.twitter.com/amgen](http://www.twitter.com/amgen).

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## Astellas

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## Bausch & Lomb

Bausch + Lomb is a global eye health organization with core businesses in over-the-counter products, dietary supplements, eye care products, ophthalmic pharmaceuticals, contact lenses, lens care products, ophthalmic surgical devices and instruments. Bausch + Lomb develops, manufactures and markets one of the most comprehensive product portfolios in the industry.



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## Carl Zeiss Meditec

ZEISS offers complete solutions to diagnose, manage, and treat ophthalmic disease. The comprehensive ZEISS portfolio is designed to meet the demands of eye care professionals in glaucoma, retina, comprehensive, cataract and refractive specialties. With additional solutions in data management, ZEISS products help doctors to deliver the best possible patient care.



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## Carl Zeiss Vision

Carl Zeiss is a world class provider of precision optical solutions for over 177 years. The Carl Zeiss Vision optical lab network provides quality, precision, and affordable solutions in every lens category. From SV to PAL and specialty lenses Carl



### Essilor Luxottica Eye Care, Cont.

Canada. In close collaboration with notable retail brands including LensCrafters, Target Optical, Pearle Vision, and For Eyes, Eye Care impacts the world by forming the future of optometry and opticianry being a force for good.

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### Fait Distribution

As the only independent, doctor-owned, and family-owned contact lens distributor – Fait Distribution has the solution for you. Your practices' success is our top priority. We'll give you the support you need through our customer service reps and your own personal sales rep. Let us help you keep online profits in your practice with our complimentary, fully customizable e-commerce site, YourStore™. Equipped with two subscription-based renewal tools, EyeSubscribe™ & Text2Order.



Let's build a more profitable practice together.

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### Glaukos

Glaukos is an innovative company bringing novel therapies for the treatment of glaucoma, corneal disorders, and now the Radius XR headset for visual field testing. [www.glaukos.com](http://www.glaukos.com)



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### Johnson & Johnson Vision

Johnson & Johnson has a deep legacy in developing transformational new products that improve the health of patients' eyes. As a global leader in eye-health, we have a bold ambition: Vision Made Possible – and are paving the way for a new future of eye health to support the full spectrum of pediatric, developed, and mature eyes. Through cutting-edge innovation, scientific expertise, and advanced technologies, we are revolutionizing the way people see and experience the world. At every step of the eye health journey – from investigational gene therapies for retinal diseases to contact lenses and refractive and cataract surgical solutions – we stand as a trusted partner with the goal of making vision possible for customers and patients.



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### LensWorks Optical Labs

We are LensWorks Optical Labs, an independent, digital full service wholesale optical lab. We have new machinery, new technology, and new ideas about how to make your lab relationship effortless and productive. Our logo says we're "your in-house lab." That means we're designed from the ground up to integrate seamlessly with your business. As a wholesale optical laboratory, we are an ethically and socially responsible company which cultivates an environment where each of us can excel. We keep our promises to our customers, employees, and their families. We believe that remaining positive, working together as a team, and looking ahead are essential parts of achieving our goal to be your partner of choice.

Travis Bauer:  
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### LKC Technologies

For 40+ years, LKC Technologies has been committed to making functional eye testing simple and practical for busy clinicians. The handheld and portable RETeval Device informs ECPs with a demonstrably superior progression risk assessment for diabetic retinopathy, an overall retinal health assessment for AMD and an objective ganglion health test to help ECPs diagnose and track glaucoma.

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### Lumenis

Lumenis Vision stands at the forefront of technological advancements, setting a precedent with a history of pioneering breakthroughs in the medical industry. Our commitment to innovation has led us to introduce groundbreaking solutions that expand and enhance your dry eye treatments while unlocking new aesthetic possibilities."

Kevin Knaga- Regional Sales Manager  
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### MacuHealth

MacuHealth is a leader in the eye supplement industry that is focused on continuous innovation. Providing premium products formulated with pure, stable ingredients, MacuHealth cares for the eye at every stage of life. For more information visit [www.MacuHealth.com](http://www.MacuHealth.com).



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### Midland Optical

Founded in 1955, Midland Optical has been leading the eye care industry by providing the highest caliber of products and services to Eye Care Professionals throughout the country. Our sales, customer service and support team have years of experience in the eye care industry, and are positioned to offer you the best solution for your practice to meet your patient's

**Midland Optical. Cont.**

vision needs. Our focus on technology means your practice stays on the leading edge of products, materials, coatings and processes. "We do more" is not just a company tag line it is the culture we embrace every day. Visit [www.midlandoptical.com](http://www.midlandoptical.com) and see the Midland advantage!

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**Mooney Vision Solutions**

Provides High-Tech Diagnostic and Refraction Solutions including: Marco Auto Phoropters, Autorefractors, Topography. Optovue OCT's and OCTA with Retina, ONH, Anterior Segment and Wellness software. Icare tonometers (no drops, no air) and Wide-Field Camera Fundus Imaging with the Eidon.

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**Neurolens**

The majority of patients in your practice experience reduced visual acuity and symptoms due to eye misalignment. Even small misalignments can cause poor vision and painful symptoms, and even small prism corrections can provide dramatic results. Historically, however, measuring small amounts of prism has been all but impossible. **But the future of prism is now!**

The Neurolens Measurement Device, N3—is an objective, accurate and repeatable way to measure eye misalignment as small as 0.01 Prism Diopters. The diagnostic information from the N3 is used to prescribe Neurolenses with patented contoured prism technology, which bring the eyes into alignment, relieving symptoms like headaches and eye strain for **93% of wearers.**

Learn more about becoming a Neurolens provider at [neurolens.com](http://neurolens.com) and join the new standard of care providing dramatic patient outcomes and practice success.

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**Oculus. Inc.**

Tradition since 1895 For more than 120 years, OCULUS has been a partner for eye care professionals around the world. OCULUS, Inc. (USA) was founded in 1999. Combining the finest German engineering with exceptional customer support, we understand the importance of continuous operation of your devices. With service centers located in Washington and Florida, OCULUS provides reliable, fast and customer-friendly service from 8 am to 8 pm EST. We provide ongoing training and educational resources, which are accessible 24/7 in our online library or offline during many in house training sessions throughout the year. With our products, such as the Pentacam®, Keratograph® 5M, and Easyfield® C, we have established a gold standard in ophthalmic diagnostic devices. Our customers and their satisfaction is our responsibility.

**Old National Bank**

**A NEEDS-BASED APPROACH TO HEALTHCARE BANKING. LOCAL EXPERTISE TO GET YOUR BUSINESS GOING.** We are committed to meeting the needs of healthcare providers & practices. You can depend on our team for the momentum you need. We get to know your business & help you take it higher. We serve healthcare practices, understand the healthcare industry & believe in relationships. We provide fast turnaround & the help you need to maintain momentum. We listen to your needs & design products & services best suited to you & your business. We offer a wide range of deposit accounts, and competitive practice financing to improve cash flow & streamline operations.

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**Optos**

Optos ultra-widefield (UWF™) retinal imaging technology was created to help doctors save sight. Only Optos devices can produce 200 UWF **optomap** images documenting 82% of the retina in a single capture.

Optos imaging is proven to improve practice efficiency resulting in less waiting room time\*. In addition, **optomap** images can be captured from a safe distance with no close face-to-face interaction.

More than 20,000 Optos devices are in use worldwide and millions of patients have benefited from **optomap** UWF imaging. **optomap** imaging is used by doctors to diagnose and manage hundreds of eye diseases, including detachments, AMD, and diabetic eye disease. **optomap** has even helped doctors uncover early-stage ocular cancers and cardiovascular disease resulting in life-saving treatments. Contact us today to put the power of **optomap** into your practice.

\* Successful interventions to improve efficiency and reduce patient visit duration in a retina practice; Retina, 2021.

Cash Bimm; 563.249.8639; [cbimm@optos.com](mailto:cbimm@optos.com)

### Premier Ophthalmic Services

Premier Ophthalmic an Essilor dealer partner, offers a full range of products and services from industry leaders in new equipment to an extensive inventory of fully refurbished pre-owned equipment. We are authorized distributors for all major equipment brands and also have a large service team to provide equipment service/repair and after-sales support. Visit [PremierOp.com](http://PremierOp.com) to learn more.



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### Ryzo Commercial Realty

At RYZO, we offer the full range of commercial real estate services for healthcare practices throughout Wisconsin. Providers trust our firm to achieve the most favorable terms on their lease and purchase negotiations alike. Looking for help with a start-up, lease renewal, expansion, relocation, additional office, ground-up project, building purchase, or a practice acquisition where real estate or lease renegotiation is needed? We offer free lease analysis and purchase comparisons. Feel free to reach out for a consultation, we're happy to help!



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### Shopko Optical

Shopko Optical is currently seeking Optometrists to join our team! Shopko Optical is a trusted optical retailer, headquartered in Green Bay, WI. With more than 140 locations and a network of 175+ experienced optometrists and a plan to continue rapid growth in the coming years, Shopko Optical looks forward to serving our patients and our communities this year.



Shopko Optical has been offering high-quality eye care services and superior products for over 40 years. We currently accept coverage from most major insurance companies.

Shopko Optical places quality patient care above all else. We support our doctors and enable them to build meaningful relationships in the communities they serve. We also provide full ancillary support including screening and patient billing. Our offices are outfitted with top-of-the-line equipment including retinal cameras, so our doctors can focus their time on what matters most, providing great patient care.

Dr. Angelina Popovic,  
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### Tarsus Pharmaceuticals

Tarsus Pharmaceuticals, Inc. applies proven science and new technology to revolutionize treatment for patients, starting with eye care. Tarsus is advancing the development and commercialization of therapeutic candidates to address highly prevalent diseases with limited treatment options across a range of therapeutic categories including eye care, dermatology, and infectious disease prevention. Their lead product, XDEM VY® (lotilaner ophthalmic solution) 0.25%, formerly known as TP-03, is FDA-approved in the United States for the treatment of *Demodex* blepharitis. TP-03 is also being developed for the treatment of Meibomian Gland Disease in patients with *Demodex* mites. Learn more at [TarsusRx.com](http://TarsusRx.com).



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### Topcon Healthcare

Our vision is to empower providers with smart and efficient technologies for enhanced patient care. Leading the technology revolution in healthcare, we offer the latest integrated solutions, including advanced multi-modal imaging, vendor-inclusive data management, and ground-breaking remote diagnostic technology. A globally oriented business, Topcon is focused on developing solutions toward solving societal challenges in the mega-domains of healthcare, agriculture, and infrastructure. In healthcare, these challenges include increasing eye disease, rising medical costs, access to healthcare, and physician shortages. By investing in value-driven innovations, Topcon works to enable people to enjoy good health and a high quality of life.



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### TWELVE 84®

Twelve84® is a simple, inclusive, in-house eyewear brand with frame and lenses bundled into one easy price. Twelve84® eliminates any guesswork for your patients and saves a noticeable amount of staff time. Twelve84® was created to make affordability an option for patients and ensure independent practices stay competitive against online and big-box retailers without compromising healthy profit margins.

Every pair of Twelve84® eyewear includes a beautifully presented, high-quality frame with an anti-reflective coating on all lens options. 2-year warranties and free remakes are included on every pair sold. The efficiency of Twelve84® is best in class, with frames remaining on the boards while the lab keeps stock of all frames inventory. \$0 in shipping expenses and eliminating any staff time to manage jobs makes Twelve84 one of the easiest optical products to sell in the industry.

Learn More at: <https://twelve84.com/ecp>

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**Viatrix Oyster Point Pharma, Inc.**

Richard Kamschulte

Sherry Cullen

**Virtual Vision Health**

At Virtual Vision Health, our mission is to provide eyecare professionals with a better way to diagnose and manage ocular conditions. Our Virtual Eye device, developed and validated by Bascom Palmer Eye Institute, utilizes state-of-the-art VR technology to conduct standard-of-care visual field testing, glaucoma progression analysis, and more—without the constraints or discomfort of traditional SAP devices. Please stop by our booth to demo our versatile testing solutions and learn how they can help transform both the provider and patient experience.



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**Vision Partners of Wisconsin SC**

Vision Partners of Wisconsin SC exists to give doctors of optometry the opportunity to independently deliver the best patient care possible. We strive to provide a high level of professional satisfaction through an environment where routine eye exams and medical treatments can be delivered with state of the art equipment, with access to expert support staff in the fields of medical billing and coding.

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**VSP Vision**

At **VSP Vision™**, our purpose is to empower human potential through sight. Unlike competitors, VSP® is a purpose-driven company guided by a board of directors that includes Doctors of Optometry, not shareholders or investors.



For more than **65 years**, VSP has been the leader in health-focused vision care. Every day, the people that power our complementary businesses (VSP® Vision Care, Eyefinity®, VSP Optics, Marchon® Eyewear, VSP Retail, and VSP Ventures) work together to create a world where everyone can bring their best vision to life.

VSP Vision provides affordable access to eye care and eyewear for more than **85 million members** through a network of more than **41,000 doctors**. We encourage VSP members to visit a VSP network doctor, supporting access to millions of annual patient visits each year. Additionally, we provide services and programs designed to help private practices differentiate, compete, and increase profitability.

Learn more about how we're supporting doctors and find valuable resources for your practice at [vspproviderhub.com](http://vspproviderhub.com).

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**Walman Instruments**

Whether it's technology, budget, return on investment or product features, Walman Instruments provides custom solutions based on the specific needs of your eye care practice. Our exclusive financing and trial programs are designed to provide the best patient experience and stay within your budget.



Discover why every major manufacturer of ophthalmic instrumentation chooses Walman Instruments to sell and service their products.

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**Wells Fargo, N.A.**

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**Wind River Payments**

Wind River Payments is a veteran and family owned, Wisconsin-based, credit card processing service provider and endorsed partner of the WOA. Our After the Handshake service promise is based on a simple premise: things change. The payment processing industry changes. Technology changes. Your practice changes. Your patients' needs change. And unless your processing environment changes accordingly, you can quickly find yourself at a competitive disadvantage. So instead of putting our merchant relationships on "auto-pilot," Wind River keeps close watch on all the variables that impact your rates, your hardware and software, your program design, and your cardholder data security requirements. We're excited to speak with you to see if your practice can benefit the same way that many other WOA members have!

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**Wisconsin Talking Book & Braille Library**

The Wisconsin Talking Book and Braille Library is free audio and braille library for Wisconsin resident with print disabilities, including blindness, vision loss, physical handicaps and reading disabilities.

Contact: Katie Saldutte Outreach Librarian  
[CESaldu@milwaukee.gov](mailto:CESaldu@milwaukee.gov)

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Funds received through the WOA Corporate Sponsorship Program enable us to enhance services to our members and support initiatives that protect and promote Optometry in WI.