



**FOR IMMEDIATE RELEASE**

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## **The Vision Council Launches PolicyWatch: An Online Regulatory Monitoring Service for the Optical Industry**

*New platform will improve access and understanding of complex teleoptometry regulations and more*

**Alexandria, VA – April 5, 2024** – The Vision Council, a leading organization representing the optical industry, proudly introduces [PolicyWatch](#), a regulatory monitoring service for the optical industry, tailored to provide easier access and understanding of the industry’s evolving legislative landscape.

PolicyWatch will monitor legislation specific to teleoptometry, a rapidly expanding optical industry sector. Teleoptometry provides eye health services to patients without the physical presence of an optometrist. Depending on the type of care and exam equipment required, the remote visit may be conducted in a clinic or at the patient’s home. Teleoptometry enables individuals to receive timely and quality eyecare, addressing barriers to care like availability and access to optometrists.

Standing as a centralized resource, PolicyWatch offers real-time updates on teleoptometry laws, regulations, and legislation across all 50 states and the District of Columbia. This innovative solution addresses the challenge of sourcing information about remote eye care regulations from various platforms, providing a single point of reference for optometry service providers, practices, and telemedicine solution companies.

“As teleoptometry continues to play an increasingly vital role in healthcare delivery, it’s imperative for practitioners and stakeholders to stay abreast of the dynamic regulatory environment,” said **Michael Vitale, ABOM, and VP of Membership, Government Relations and Technical Standards, at The Vision Council**. “Understanding state regulations for remote eye exams is not only crucial for compliance but also for ensuring that patients receive the highest quality of care regardless of their location. PolicyWatch empowers members of industry to navigate this complex landscape with confidence, ultimately benefiting both practitioners and patients alike.”

### **Key Features of PolicyWatch:**

- Comprehensive monitoring of teleoptometry regulation and legislation across all 50 states and Washington, DC, with easy access to information for each state
- Detailed state-level insights into professional requirements and scopes of practice for optometrists, as well as reimbursement/payer implications
- Timely email alerts for regulatory updates and downloadable summaries for each state
- Guided by experts with deep knowledge of the optical industry and regulatory framework

With introductory pricing starting at \$2,500\*, annual subscriptions are customizable across local, regional and national tiers. Subscriptions are open to all companies and organizations. Schedule a demonstration with the PolicyWatch team [here](#).

Access the PolicyWatch website and learn more [here](#).

\*Members of The Vision Council receive a 20 percent discount.

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### **About The Vision Council**

The Vision Council brings the power of sight to all through education, government relations, research, and technical standards. A leading advocate for the optical industry, the association positions its members to deliver the eyewear and eyecare people need to look and feel their best. Vital to health, independence and safety, better vision leads to better lives.