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Experts Break Down Wide Range Use of AI in the Optical Industry in New Report from The Vision Council

Alexandria, VA – April 24, 2025 – A new report from The Vision Council highlights growing trends and applications in AI usage in eyewear and eyecare. The **Focused inSights – Artificial Intelligence: Case Studies from the Optical Industry** report draws on interviews with AI experts from across the vision industry conducted by The Vision Council's inSights Research Program.

"One of the key features of AI technology is its versatility and range of uses," said **Alysse Henkel, Vice President of Research and inSights at The Vision Council**. "We wanted to provide some examples of how AI is being harnessed in vision care now and in the near future. Hearing the variety of perspectives from industry leaders using AI offers readers a glimpse into its real-world applications, serving as an accessible introduction to AI tools in vision care."

Experts interviewed for this report came from the University College London's Institute of Ophthalmology, Fittingbox, VSP, Kenmark Eyewear, Texas State Optical, Eyebot, National Strategic Group, and Oculogyx.

These organizations reported implementing AI most often in three key areas:

- **Diagnostics**, including ophthalmic imaging analysis models and automated vision screening devices.
- **Customer Service** systems to automate tasks like answering customer questions or schedule patient appointments and to analyze these interactions for insights and ways to improve.
- **Operations efficiency**, streamlining administrative tasks, creating content, and improving efficiency while reducing human error.

Many also mentioned the usage of generative AI across corporate teams for marketing, creative services and software development.

"The adoption of AI in optometry is still in its infancy, but the potential to streamline patient care and improve diagnostic accuracy is undeniable," said **John Marvin, CEO of Texas State Optical**, in the report.

Several of the experts also highlighted the potential for AI to increase access to care: patients can more easily use improved virtual offerings, and ECPs can serve patients more efficiently with AI-enhanced diagnostics, paperwork and scribe assistance, and customer service.

Challenges including security, patient privacy, bias, and output accuracy were also top-of-mind for many of the interviewed leaders. "AI is a powerful tool, but ensuring that businesses use it ethically and responsibly is crucial," said **Eugene Shatsman, Managing Partner at National Strategic Group**. "Businesses need to trust the insights AI provides."

Interviews for this report were conducted between Q4 2024 and Q1 2025. The full report is available now in The Vision Council's [Research Download Center](#). Members of The Vision Council can access immediately at no cost, while non-members can purchase the report directly for \$500.

In the spirit of this report, The Vision Council utilized AI software to generate a short podcast summary of the case studies. Check out the recording [here](#).

For more information about the Focused inSights: Artificial Intelligence report or The Vision Council's research program, visit thevisioncouncil.org.

More about the inSights Research Program

The Vision Council's inSights Research Program launched in May 2022 and is built on a foundation of rigorous methodology and cutting-edge technology. The inSights Research Program provides a comprehensive perspective on the state of the optical industry through quarterly consumer survey reports; in-depth special reports on eyewear and eyecare products and topics; and an end-of-year market estimate and industry forecast.

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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.