**Subject: Comprehensive Eye Exams and New Technology Help Detect and Prevent Diabetic Eye and Vision Disorders**

Hello [Name],  
  
November is Diabetes Awareness Month and time to remind the public to visit their team of health care experts, including an optometrist. Diabetes, which affects 29 million Americans, can result in serious eye and vision disorders that present subtle symptoms but ultimately can lead to vision loss. However, with new technology, coupled with yearly, comprehensive eye exams, patients can remain one step ahead and avoid serious eye health complications.

Individuals with diabetes are more likely to develop cataracts, glaucoma, and diabetic retinopathy, all of which can be treated and managed by an optometrist. In addition, new advancements are currently in development to further enhance diabetic care, including research on smart contact lenses, which could be used to help monitor blood sugar levels in patients with diabetes and possibly provide a new way to dispense medication slowly over time.

If you would like more information on diabetic eye disease and how to prevent eye health complications, or if you’re interested in speaking with a [your state association here] doctor, please let me know.

Best,

Contact Name

Contact Info