



SUBJECT:
Eye Exams Revolutionized by Advanced Technologies

BODY:

Hello **[REPORTER NAME]**,

When someone says eye examination, what's the first thing that comes to your mind? Most people probably associate a visit to the eye doctor with reading the letters off an eye chart on the doctor's wall. While this procedure continues to be used today, there are new, advanced technologies available that are revolutionizing how optometrists can check the health and vision of a patient's eyes.

Below is a full news release regarding the advanced technologies used during an eye exam. Please let me know if you would like to speak with the AOA's vision care specialist, Dr. **NAME**.

Best,
[YOUR NAME]
[CONTACT INFORMATION]

[PASTE PRESS RELEASE]