

FOR IMMEDIATE RELEASE

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James A. Brocato, Coherent Eye Care, Elected to Prevent Blindness Board of Directors

CHICAGO (March 4, 2019) – [Prevent Blindness](#), the nation’s oldest volunteer eye health and safety organization, has announced that James “Jim” A. Brocato, president & CEO of [Coherent Eye Care](#) has been elected to the Prevent Blindness Board of Directors. The vote was held on March 1 at the Prevent Blindness Spring Board Meeting in St. Petersburg, Fla.

Coherent Eye Care is a management service organization that specializes in providing patient-centered Population Eye Health Services designed to help eliminate preventable vision loss. These end-to-end population eye health services are delivered through Clinically Integrated Eye Care Networks which include the use of a proprietary integrated communication platform to securely and seamlessly exchange health information. Combined, this structure allows for collaboration between optometry, ophthalmology and primary care physicians resulting in improved care coordination and patient outcomes.

In addition to Population Eye Health Services, Coherent provides a full range of business management services such as, group purchasing, revenue cycle management, practice marketing and payor contracting for approximately 1600 eye care providers across seven states.

Prior to Coherent Eye Care, Brocato has served in various management and senior leadership positions with Allergan, NovaMed, TLC Vision and the American Optometric Association.

Mr. Brocato a native of New Orleans, La., studied Business Administration and Management at Louisiana State University in Baton Rouge, La., and now resides in Naperville, Ill.

“Jim Brocato has a long and distinguished career within the vision and eye care industry,” said Jeff Todd, president and CEO of Prevent Blindness. “All of us at Prevent Blindness enthusiastically welcome him to our Board of Directors and look forward to working with him to advance our sight-saving mission.”

For a listing of all the members of the Prevent Blindness Board of Directors, please visit <https://www.preventblindness.org/prevent-blindness-board-directors>. For more about Prevent Blindness or general eye health information, please call (800) 331-2020 or visit www.preventblindness.org

About Prevent Blindness

Founded in 1908, Prevent Blindness is the nation's leading volunteer eye health and safety organization dedicated to fighting blindness and saving sight. Focused on promoting a continuum of vision care, Prevent Blindness touches the lives of millions of people each year through public and professional education, advocacy, certified vision screening and training, community and patient service programs and research. These services are made possible through the generous support of the American public. Together with a network of affiliates, Prevent Blindness is committed to eliminating preventable blindness in America. For more information, or to make a contribution to the sight-saving fund, call (800) 331-2020. Or, visit us on the Web at preventblindness.org or facebook.com/preventblindness.

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