



## HEALTH CARE ALLIANCE FOR PATIENT SAFETY

**FOR IMMEDIATE RELEASE:** Tuesday, May 22, 2018

**Contact:** Health Care Alliance for Patient Safety Press Team  
[mediatoday@patientsafetytoday.com](mailto:mediatoday@patientsafetytoday.com)

### **Sightbox announced as newest member of Health Care Alliance for Patient Safety**

(ARLINGTON, Va.) - The Health Care Alliance for Patient Safety (Alliance) today announced that [Sightbox](#) is the organization's newest member. Sightbox is an eye health membership service that partners with the patient and the patient's doctor for an in-person eye health exam, vision test and contact lens fitting, to ensure the medical device is properly fitted, the prescription is verified and submitted by the doctor, and a safe and ample supply of contact lenses is delivered directly to the patient over the following twelve months.

"The Alliance is excited to welcome Sightbox as an associate member," said Alliance Chair Deanna Alexander, O.D. "Sightbox recognizes the importance of comprehensive eye care and preserving the doctor patient relationship so our patients continue to receive the highest quality eye care."

Sightbox joins the Alliance as an associate member. Alliance founding members include leadership member the American Optometric Association, leadership member Johnson & Johnson Vision and associate member CooperVision. VSP joined the Alliance as a leadership member.

"We know that there is no replacement for a qualified eye care professional, and that the best quality eye care can only happen through a strong doctor-patient relationship," said Travis Rush, CEO of Sightbox. "That is why we are proud to join the Alliance in helping to ensure that nothing gets in the way of high quality eye care for patients."

The Alliance was founded in 2018 to advocate for patient safety and to protect and defend the doctor-patient relationship – the essential foundation of personalized health care decision making. For more information, please visit [www.PatientSafetyToday.com](http://www.PatientSafetyToday.com).

---

**About the Health Care Alliance for Patient Safety**

The Health Care Alliance for Patient Safety, founded in 2018, advocates for eye health and safety and elevates the doctor-patient relationship – the essential foundation of personal health care decision making. Members of the Alliance for Patient Safety work together to raise awareness and protect public health. Advancing policy and collaboration between leading eye health advocates, vision innovators and trusted voices is essential to elevate patient care.

The American Optometric Association (AOA) and Johnson & Johnson Vision joined as Leadership and Charter members. CooperVision, Inc. is an Associate and Charter member. VSP joined as a Leadership member. Sightbox is an Associate member.

To become a local advocate or to get involved in protecting patient safety, visit [www.patientsafetytoday.com](http://www.patientsafetytoday.com).