



Eyes On Dry Eye Raises \$1,200 for Sjögren's Foundation

Ocular Health Is an Important Indicator of Systemic Wellness

San Diego, California – March 30, 2021 – [Eyes On Dry Eye](#), held March 4-6, 2022, was pleased to choose [Sjögren's Foundation](#) as the charity of choice for the event. The charity was spotlighted in the Virtual Conference Bag and attendees were invited to click a button for which Eyes On Dry Eye would donate \$1 in their names. At the end of the event, Eyes On Dry Eye donated **\$1,200** to Sjögren's Foundation on behalf of the event attendees.

“Partnering with Sjögren's Foundation is a perfect synergy for Eyes On Dry Eye,” said Matt Geller, OD, co-founder and CEO of CovalentCreative, the parent company of Eyes On Eyecare. “Research is increasingly demonstrating that optometry exams can provide key insights into overall, systemic health. Sjögren's syndrome attacks the glands producing tears—meaning that dry eye disease is one of the first indications of this serious autoimmune condition.”

Eyes On Dry Eye was created with the intent to equip optometrists and other eyecare professionals with free continuing education, live talks with leading experts in dry eye diagnosis and management, virtual vendor booths, raffle prizes, and a first look at the latest research and inspiration Eyes On event attendees have come to expect.

“We were thrilled to be part of Eyes On Dry Eye to build awareness of this complex condition,” said Janet Church, President & CEO of the Sjögren's Foundation. “Part of our mission is to conquer the complexities of Sjögren's and solving dry eye discomfort is an important piece of that puzzle.”

Eyes On Eyecare will continue to hold virtual events for the eyecare community, including events focused on disease states such as dry eye, glaucoma, and others. The organization plans to continue with charitable giving initiatives like this one, that keep event attendees engaged and raise awareness about visionary organizations in the eyecare industry.