

VM and 20/20 Magazine Announce EyeVote Readers' Choice Awards for 2016

NEW YORK—*Vision Monday* and *20/20 Magazine* are pleased to announce the selections in the 8th annual EyeVote Readers' Choice Awards, a special survey aimed at identifying readers' favorite products and companies of the year.

Optical retailers and ECP readers of the two Jobson Medical Information publications were asked to identify their “favorite” products in 12 distinct categories: optical frames, spectacle lenses, sunglasses, contact lenses, optical equipment and supplies, diagnostic equipment, practice management software, EHR software, online ordering website, best optical app, patient engagement systems and a new category added this year, dispensing/measuring fitting systems. Selected companies were chosen based on both brand and company choices supplied by readers. This year’s survey spanned a wide range of product brands and product groups.

Optical Frames

Readers' Choice, Company: **Safilo**  
Readers' Choice, Frame Brand, Men: **Ray-Ban**  
Readers' Choice, Frame Brand, Women: **L.A.M.B.**  
Readers' Choice, Frame Brand, Teens: **Ray-Ban**  
Readers' Choice, Frame Brand, Kids: **Nike**  
Readers' Choice, Frame Brand, Introduced in 2016: **L.A.M.B.**

Spectacle Lenses

Readers' Choice, Company: **Essilor**  
Readers' Choice, Lens Brand: **Varilux**  
Readers' Choice, Lens Anti-Reflective Coating Brand: **Crizal**  
Readers' Choice, Lens Progressive Brand: **Shamir Autograph III**  
Readers' Choice, Lens Photochromic Brand: **Transitions**  
Readers' Choice, Lens Brand, Introduced in 2016: **Eyezen**

Sunglasses

Readers' Choice, Company: **Maui Jim**  
Readers' Choice, Sport Brand, Men: **Oakley**  
Readers' Choice, Fashion Brand, Men: **Ray-Ban**  
Readers' Choice, Sport Brand, Women: **Maui Jim**  
Readers' Choice, Fashion Brand, Women: **Kate Spade**  
Readers' Choice, Brand, Kids: **Ray-Ban**  
Readers' Choice, Brand, Introduced in 2016: **L.A.M.B.**



2016 EyeVote Readers' Choice

	Readers' Choice: Company	Readers' Choice: Brand
Optical Frames		Men: Women: <b>L . A . M . B.</b> Teens: Kids: Introduced in 2016: <b>L . A . M . B.</b>
Spectacle Lenses	 Better Sight. Better Life.	Lens: <b>VARILUX</b> Anti-Reflective Coating: <b>Crizal</b> Progressive: Shamir <b>Autograph III</b> Photochromic: <b>Transitions</b> ADAPTIVE LENSES™ Introduced in 2016: <b>Eyezen</b>
Sunglasses	 PolarizedPlus2 Sunglasses	Men Sport: Men Fashion: Women Sport: Women Fashion: Kids: Introduced in 2016: <b>L . A . M . B.</b>

2016 EyeVote Readers' Choice

	Readers' Choice: Company	Readers' Choice: Brand
Contact Lenses	 A Novartis Division	Toric: Daily Disposable: Extended Wear Disposable: Multifocal: Introduced in 2016:
Optical Equipment & Supplies		Finishing: Surfacing: Supplies/Consumables: Dispensing Tools:
Diagnostic Equipment		Brand:
Practice Management Software		Brand:
EHR	 freedom to focus	Brand:
Dispensing/Measuring Fitting Systems	 AcepTryLive®	Brand:
Patient Engagement Systems	 PATIENT RELATIONSHIP MANAGEMENT	Brand: PATIENT RELATIONSHIP MANAGEMENT
Optical App		
Online Ordering		

Contact Lenses

Readers' Choice, Company: **Alcon**  
Readers' Choice, Toric Brand: **CooperVision's Biofinity**  
Readers' Choice, Daily Disposable Brand: **Dailies Total 1**  
Readers' Choice, Extended Wear Disposable Brand: **Air Optix Night & Day**  
Readers' Choice, Multifocal Brand: **Air Optix Multifocal**  
Readers' Choice, Brand, Introduced in 2016: **Johnson & Johnson Vision Care's Vita**

Optical Equipment & Supplies

Readers' Choice, Company: **Hilco Vision**  
Readers' Choice, Brand for Finishing: **Santinelli**  
Readers' Choice, Brand for Surfacing: **Super Optical's FastGrind**  
Readers' Choice, Brand for Supplies/Consumables: **Hilco Vision**  
Readers' Choice, Brand for Dispensing Tools: **Hilco Vision**

Diagnostic Equipment

Readers' Choice, Company: **Carl Zeiss Meditec**  
Readers' Choice, Brand for Equipment: **Carl Zeiss Meditec**

Practice Management Software

Readers' Choice, Company: **Eyefinity**  
Readers' Choice, Brand: **Eyefinity/OfficeMate**

EHR

Readers' Choice, Company: **RevolutionEHR**  
Readers' Choice, Brand: **Eyefinity/ExamWRITER**

Dispensing/Measuring Fitting Systems

Readers' Choice, Company: **ACEP/ABS Smart Mirror**  
Readers' Choice, Brand: **ABS Smart Mirror**

Patient Engagement Systems

Readers' Choice, Company: **Solutionreach**  
Readers' Choice, Brand: **Solutionreach**

Optical App

Readers' Choice, App: **ABS Smart Mirror**

Online Ordering

Readers' Choice, Company Website: **VisionWeb**

This year's survey featured one new category: Dispensing/Measuring Fitting Systems. Nearly 957 voters took part in the EyeVote Survey from Sept. 30 through Oct. 28, 2016. An incentive for a chance to win a \$500 Amex Gift Card and two \$100 Amex Gift Cards was offered to encourage respondents to answer the survey. ■