

ASCO's Inspiring Future ODs program is a practitioner-based career marketing effort that encourages Doctors of Optometry to speak to their patients and other qualified young people about optometry as a rewarding future career. This program is part of the ASCO-American Optometric Association Applicant Development Project on Further Developing a Robust, Diverse and Highly Qualified National Applicant Pool.

According to ASCO data, Doctors of Optometry are the profession's best promoters. If you have a patient in your office or know of any other young person you think could contribute to and benefit from the profession of optometry, consider assisting that person in gaining further insight and information about this fulfilling career choice. ASCO is pleased to offer free materials that will help start the conversation in your office or your community. More information can be found by visiting the [Inspiring Future ODs website](#) or by e-mailing [Paige Pence](#), ASCO's Director of Student and Residency Affairs.