



Through a new 2015-2016 grant program, [National Vision Inc.](#) is encouraging students to pause and reflect on why they are interested in practicing primary care optometry and to consider the key issues affecting their future profession. All third- and fourth-year optometry students in the United States are eligible to apply for the chance to win a \$5,000 grand prize.

To enter, applicants must write a 500-word essay or create a short video describing their perspectives on the need for affordable primary eye care in today's changing healthcare environment. A flyer with additional information and requirement details can be found on the Student section of [NVIOptometry.com](#).

According to Alex Louw, National Vision's Senior Vice President, Professional Services, an online survey conducted for the company showed that a top reason people give for not visiting their eye doctor is that they cannot afford it. "We want to hear what ideas future optometrists have for extending the affordability of eye care to more patients and inspire them to think about this when they are considering where their first job will be and what they hope to accomplish in their careers," Louw said.

All submissions and questions regarding the program should be sent to [Mauricio Wissinger](#) by January 31. The winner and two runners-up will be announced before March 1.