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## **Opternative Praises Virginia for Enacting State Legislation Allowing Eye Care Telehealth Services**

*Pro-Consumer Law Clears Way for Online Contact Lens and Glasses Prescription Services in Virginia and Provides Model for Other States*

**Chicago, Illinois** – Opternative today praised Virginia for enacting legislation allowing eye care telehealth services in the state. The pro-consumer legislation ([HB 1497 and SB 1321](#)), which was signed by Governor Terry McAuliffe on Thursday, clears the way for online contact lens and glasses prescription services to continue to be offered in Virginia and provides a model for other states considering similar legislation. The legislation is supported by eye care professional organizations, including the Medical Society of Virginia and the Virginia Optometric Association, as well as retailers and providers of online prescription services.

“Opternative was founded with a sincere belief that contact lens prescriptions should be accessible and affordable to everyone,” said **Peter Horkan, Head of US Government Affairs for Opternative**. “As a result of this legislation, every Virginian will have the right to innovative and affordable vision testing options. We applaud the efforts of Senator Carrico and Delegate Farrell to architect this piece of legislation that continues to make Virginia a leader in access to remote health care services.”

“As technology continues to progress, it is often difficult for policies and regulations to keep pace,” said **Virginia State Senator Bill Carrico**, the sponsor of the legislation in the Senate. “What we have done in the Commonwealth, by bringing together all parties, is make sure that our residents will benefit from new technologies and that our health care providers are able to embrace technology with safeguards in place. Residents of the Commonwealth will now have greater access and lower cost healthcare options.”

“Today, the Commonwealth struck a good balance,” said **Virginia State Delegate Peter Farrell**, the sponsor of the legislation in the House of Delegates. “We have signaled to entrepreneurs that their ideas and innovations are welcome in our state. As we empower doctors to utilize these new telemedicine options that will increase access to healthcare and lower costs, we have also made sure that the health and safety of our residents comes first.”

Thirty-nine states, including Virginia, currently allow online prescription renewal services.

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**ABOUT OPTERNATIVE:**

Opternative, co-founded by Dr. Steven Lee, OD, offers patients the most convenient way to renew their prescription for glasses and contacts. Using our patented diagnostic technology, patients take a series of short vision tests online. Patient test results and relevant medical history are then shown to an eye care professional who is able to diagnose nearsightedness, farsightedness, astigmatism, emmetropia, and to prescribe glasses or contacts when appropriate. Opternative is meant to be used by patients between comprehensive eye exams, which we recommend at least once every two years. With a mission to help the world see and feel better, Opternative is making vision screening and prescription services accessible and affordable for everyone.