



FOR IMMEDIATE RELEASE

CONTACT
AARON SCHUBACH
AARON@STANDARDOPTICAL.NET
801-886-2020

Opticare Vision Services, formerly Opticare of Utah, announces the appointment of 15 year optical veteran as new Chief Operations Officer

Aundrea Brinkman, an ABO certified optician and licensed insurance producer, brings 15 years of optical experience to regional vision plan carrier in Utah.



disability in Utah and several other states.

SALT LAKE CITY, UTAH – AUGUST 1, 2020 – Opticare Vision Services, formerly Opticare of Utah, Utah’s leading managed vision care provider, announced in June, 15 year ABO certified optical veteran Aundrea Brinkman as the company’s new Chief Operations Officer. Prior to the optical industry Aundrea managed several locations for The Limited Brands / L Brands’ flagship retailer Victoria’s Secret and prior to that held a management role for Charlotte Russe. Aundrea managed several optical offices and was the general manager during the launch of Standard Optical’s Laser Center of Excellence, a high volume ophthalmology clinic and laser surgical center in Holladay, Utah in 2005. She’s held several positions in the training department and recently was responsible for the design, buildout and launch of their high volume call center based in West Valley City, Utah. Aundrea is also a licensed insurance producer for health, life and

“Aundrea’s experience on the retail side of the optical industry gives her a keen insight on the importance of the patient experience at the store level. It’s her commitment to ensuring every patient has a memorable experience that we intend to ingrain into the culture of Opticare Vision Plans.” States Opticare Vision CEO Aaron Schubach. “In my opinion, the insurance industry, while distinctly different than retail optical, struggles to give members an experience that is memorable for all the right reasons. Aundrea has, in the short time she’s been with Opticare, already made a cultural shift in the value system at Opticare to be solidly rooted in giving an amazing member experience to every member, every time.”

Opticare Vision Plans was founded in 1987 and currently has over 250,000 lives in Utah and 25 other states across the country. With a clients as large as 20,000 employees at The State of Utah, 30 school

districts and tech giants like Netflix and Backcountry.com to small mom and pops, Opticare offers premium based vision plans with unique plan designs, cost-containment data analytics, proprietary member iPhone/Android applications and on-line tools for brokers, employers and members alike.

“Fifteen years ago I fell in love with the optical industry. While a lot has changed over that time, my passion and desire to provide my patients with top quality products and services hasn’t. To me, nothing is more rewarding than knowing that I helped improve someone’s life by improving their vision. I feel like there is no better way to scale my passion than through the rapidly growing managed vision care market,” says Aundrea. “I see so much opportunity for Opticare Vision Services in Utah and adjacent markets. Our member survey data, our unique real-time business analytics systems and our close agent relationships give us the tools to really offer plans and service that reflect our commitment to the spectacular customer experience.”

Opticare recently completed a rebranding effort including a new logo, new website (www.opticarevisionservices.com), a member application called MyOpticare and a campaign on digital and social media platforms with videos, testimonials, vision plan savings calculator, virtual try-on technology and more. Next month Opticare Vision launches **Opticare On-Sight**, its mobile vision clinic strategy as well its telemedicine and online eyeglass platform **Opticare Online**.

“There’s never been a more exciting time at Opticare than now, and even though our goals and initiatives are lofty, there’s no one better suited to see these projects to fruition than Aundrea. If you’ve worked with Aundrea you know this about her, she has drive, a winning attitude and she gets it done.” Aaron Schubach.

###

Opticare Vision Services is underwritten by Opticare of Utah, Inc. and headquartered in Salt Lake City, Utah. Founded by the owners of Standard Optical as a vehicle to drive patient encounters, Opticare has grown into the market leader in Utah with over 30,000 providers across the country, 250,000 members and over 1100 clients in both public and private sectors. For more information please visit www.opticarevisionservices.com