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UTAH BASED OPTICARE VISION SERVICES ANNOUNCES 10 YEAR VETERAN TO HEAD THE NEWLY RESTRUCTURED SALES TEAM AS NATIONAL SALES DIRECTOR

Carlie Dane Livingston heads up Opticare Vision Services newly reorganized sales team for a record breaking 2021.

Feb 10, 2021 Salt Lake City, UT - Utah's largest limited health insurance company for premium based vision insurance products, Opticare Vision Services recently completed a rebranding project that revealed a new logo, new website laden with broker and client resources and web tools to help promote the importance of eye care, new member application – MyOpticare- as well as new sales tools and strategies designed with social distancing in mind. Along with the rebrand was the announcement that vision plan veteran Carlie Dane Livingston, who spent 10 years as the administrative manager for Opticare and prior to that lead the enrollment team, provider relations and customer service departments, will be announced as the National Sales Director. Livingston is a trained optician and a licensed producer of health insurance in the State of Utah.

“There isn’t another person that understands Opticare Vision Services like Carlie and this is the natural evolution of her career,” said Aaron Schubach, CEO of Opticare Vision. “She has long term relationships with our brokers having coordinated our annual humanitarian mission each year for the past 10 years and she has the skills to build our sales channel rapidly. She also has a keen understanding of the complexities of our dental and medical partnerships in Utah, EMI Health (Educators mutual) and Dentist Direct, the fastest growing dental products in the market,” Schubach remarks. Carlie has an established sales staff of a dozen people and they are actively looking to add to the staff.

“My extensive knowledge of the back office workings of Opticare combined with my sales skills from observing our growth over the last 10+ years makes me a good fit for this position. I appreciate the opportunity Aaron has given me and if achieved, our sales targets will make 2021 the best year in company history by a wide margin,” says Carlie Dane. “There’s nothing more rewarding than knowing I played a role in improving the quality of life of so many people by providing affordable and accessible vision plans. That’s what motivates me more than anything else is the ability for Opticare Vision to make a positive impact on the community.”

Opticare Vision Services has membership of nearly 500,000 lives in Utah and surrounding states. Opticare Vision was the brainchild of The Schubach family, the owners of 21 location Standard Optical based in Utah as well. Visit www.opticarevisionservices.com for more details.

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