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**The United Opticians Association (UOA) Launches The  
Sightline Industry Panel Powered by Hilco Vision  
To Champion the Future of Opticianry**

**Lexington, KY**-The United Opticians Association (UOA) is proud to announce the launch of the **Sightline Industry Panel**, a first-of-its-kind think tank bringing together leaders from across the optical industry to shape the future of opticianry.

The group held its kickoff meeting at **Vision Expo in Orlando March 13, 2026**, and the energy in the room was unmistakable. Executives from some of the most influential companies in eyewear and optical technology came together for an open, forward-looking conversation about where the optician industry is headed and how opticians can play a stronger, more unified role in that future. As one partner put it, *"This has never been done before in the optician industry."*

Hosted and moderated by **Hilco Vision**, the Sightline Industry Panel is designed to create a clear "sightline" into the challenges and opportunities ahead. The two drivers guiding the panel's early work are exploring what strengthens opticianry as a profession and the patient-consumer experience.

During the kickoff, panelists shared what they expect from UOA, and what they believe this collaboration can make possible. There was strong alignment across perspectives, highlighting both the opportunity and the urgency of the moment. As one participant noted:

*"For too long, our profession has been complacent doing things the same way. Progress in optics demands that opticians evolve with it."*

Another emphasized the need for leadership in technology adoption:

*"Opticians should be at the forefront of adopting new technologies that improve precision, enhance patient experience, strengthen patient education, and elevate the value we bring to vision care."*

And the call to support independent optician-owned practices came through loud and clear:

*"Independent optician-owned practices have historically been the backbone of our profession, and we should be doing more to encourage the next generation of opticians to build and lead their own businesses."*

The Sightline Industry Panel will continue meeting throughout the year, with early observations and recommendations shared during a dedicated general session at the **One Vision | One Voice | One UOA Conference**, June 25–27 in Chicago. Register to attend the conference [here](#).

“This is the beginning of something transformative: a unified, industry-wide effort to elevate opticianry, strengthen our workforce, and ensure our profession evolves alongside the rapid advancements in vision care. To say this is an exciting time to be an optician, is an understatement,” said UOA Executive Director Gwen Cooper.

**One industry. One conversation. One SightLine.**

For more information about the Sightline Industry Panel, visit [opticians.org](http://opticians.org).

**Photo 1: Partners of the inaugural Sightline Industry Panel at the Vision Expo kickoff in Orlando.**



**From left to right:** Brian Diener-Optical Training Institute, Bassem El-Hajal & Joel Wolf-Optikam, Kelly Piotti- Hilco Vision, Judy Lew-EssilorLuxottica, Bill Gerber-OMG!, Michael Gatti- Hoya, Gwen Cooper-UOA, Brooke Carrasco -EssilorLuxottica, Andrea Massignani-MEI Systems, Crystal Anthony-Hilco Vision, Matteo Tinti-MEI Systems, Girisha Chandraraj-Hilco Vision, Bob Alexander-UOA

#### **About the United Opticians Association (UOA)**

The **United Opticians Association (UOA)** is the leading national advocate for the opticianry profession, dedicated to elevating the field through standardized education, certification, and coordinated advocacy. Our vision is for opticians to be nationally recognized, state-certified healthcare professionals working alongside optometrists and ophthalmologists to provide exceptional patient care. By fostering industry-wide collaboration and professional excellence, the UOA ensures that the vital role of the optician remains central to the future of eye care.

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