Optique?s Dr. Jeffrey Sonsino Named Recipient of 2026 Media Advocacy Award

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Optique, an eye care center serving patients in Nashville and Franklin, announced that Dr. Jeffrey Sonsino has been named the recipient of the 2026 Media Advocacy Award from the American Optometric Association. The award was presented during the Hall of Fame Ceremony at Optometry's Meeting in Phoenix, where leaders and professionals from across the field gathered to recognize individuals who have made meaningful contributions to optometry and patient care.

The Media Advocacy Award recognizes a doctor of optometry who demonstrates sustained commitment, consistency, and a willingness to step forward whenever the profession needs leadership. The honor reflects a career dedicated to advancing the field, supporting the profession, and protecting patient access to quality eye care. It also recognizes advocacy efforts that help strengthen optometry and ensure that patients continue to have access to trusted, independent eye care providers.

Throughout his career, Dr. Jeffrey Sonsino has delivered hundreds of invited lectures, led clinical studies, and contributed to the advancement of contact lens care internationally. His work has focused on specialty contact lenses and complex conditions, including areas that require advanced clinical knowledge and

individualized approaches to care. These are also topics that Optique highlights in patient education materials, which can be found on Optique's blog page and are intended to help patients better understand eye conditions, treatment options, and specialty services.

In a letter to Dr. Jeffrey Sonsino dated July 20, 2026, Teri Geist, O.D., President of the American Optometric Association Board of Trustees, wrote that the recognition reflected a demonstration that effective advocacy is built on commitment, consistency, and a willingness to step forward whenever the profession needs leadership. The letter noted that his efforts to advance optometry and protect access to quality patient care embody the values the profession holds dear and reflect the leadership the award is intended to recognize.

"Ensuring the future of independent, private practice is vital to me so that optometrists have the autonomy to always put their patients ahead of corporate interests. I am very thankful to the American Optometric Association for supporting this mission," said Dr. Jeffrey Sonsino.

The American Optometric Association represents doctors of optometry across the country and advocates on behalf of patients and the profession. The American Optometric Association awards program acknowledges individuals whose leadership, service, and professional contributions have helped shape the practice of optometry and expand access to care.

Dr. Jeffrey Sonsino's recognition adds to the work carried out by the team at Optique, which includes doctors who write regularly on eye care topics ranging from scleral lenses and keratoconus management to the treatment of dry eye and glaucoma. These educational efforts are published on the practice Blog, where patients can learn about specific conditions, treatment considerations, and available approaches to care.

To read more, you can find those blogs here: https://www.optiquenashville.com/blog/

Optique operates eye care centers in Nashville and Franklin, providing comprehensive eye care and eyewear services. The practice maintains a contact lens center along with dedicated dry eye and glaucoma services, and the Optique Nashville and Franklin team of doctors continues to focus on patient education, specialty lens care, and individualized treatment. The recognition of Dr. Jeffrey Sonsino by the American Optometric Association places a spotlight on the practice's ongoing role in advancing the field of optometry, supporting professional advocacy, and serving patients throughout the region.

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Optique

At Optique, we combine advanced clinical expertise with a boutique experience to deliver exceptional eye care tailored to each patient.

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