



Dr. Alex Bell Awarded 2025 Optometrist of the Year by the Arkansas Optometric Association

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Bentonville, AR ? Parenti-Morris Eyecare proudly announces that Dr. Alex Bell, O.D., has been named the 2025 Optometrist of the Year by the Arkansas Optometric Association (ArOA), one of the most prestigious honors within the state's optometric community. This award recognizes excellence in clinical practice, leadership in professional development, and a steadfast commitment to advancing eye care in Arkansas.

Dr. Bell received the award during the ArOA?s Annual Convention held in April in Little Rock. The Optometrist of the Year award is presented annually to an Arkansas optometrist who exemplifies the highest standards of patient care and demonstrates a strong dedication to public service and organized optometry.

?It?s an incredible honor to receive this recognition from my peers,? said Dr. Bell. ?I?ve been fortunate to serve alongside so many passionate professionals who care deeply about improving eye health in our state. I share this award with the entire team at Parenti-Morris Eyecare and the patients who have trusted me with their care for so many years.?

Dr. Bell has been serving the Northwest Arkansas community as part of Parenti-Morris Eyecare since 2009.

He earned his Bachelor of Science degree in Biology from the University of Arkansas and went on to receive his Doctor of Optometry from the Southern College of Optometry in Memphis, graduating cum laude. His clinical interests include managing ocular diseases such as glaucoma and diabetic eye disease, fitting specialty contact lenses, and providing urgent eye care when needed.

Beyond the exam room, Dr. Bell's impact is significant. He has served on the Board of Directors of the Arkansas Optometric Association since 2015 and currently holds the position of President for the 2024-2025 term. In previous years, he was honored with the ArOA Young Optometrist of the Year award in 2019 and received the Special Service Award in 2015 for his exceptional contributions to optometric education and outreach.

Dr. Bell is also dedicated to community service. He regularly volunteers his time to provide free eye exams to local non-profits and has mentored aspiring optometry students that have shadowed him at his office throughout his career.

“As both a clinician and community leader, Dr. Bell exemplifies what it means to be an exceptional optometrist,” said Dr. Chris Morris, O.D., of Parenti-Morris Eyecare. “His dedication to patient care, commitment to professional growth, and leadership within our community have made a lasting impact on our practice and the patients we serve.”

Dr. Bell's recognition as Optometrist of the Year reflects not only his clinical excellence but also his deep-rooted belief in improving lives through better vision—one patient at a time.

Patients and community members are invited to visit Parenti-Morris Eyecare to congratulate Dr. Bell and experience the level of care that continues to set the practice apart.

To learn more or to schedule an appointment, call Parenti-Morris Eyecare in Bentonville at (479) 432-1688 or Rogers at (479) 333-1550, or visit www.parentimorris.com.

About Parenti-Morris Eyecare

Parenti-Morris Eyecare is a leading provider of comprehensive eye care services in Rogers and Bentonville, Arkansas. With over 50 years of combined experience, their team of highly skilled optometrists utilizes state-of-the-art technology to deliver a wide range of services, including comprehensive eye exams, myopia management, dry eye treatment, and aesthetic procedures. Parenti-Morris Eyecare is dedicated to delivering thoughtful, individualized care to patients of all ages and has built its reputation on clinical expertise and long-standing community trust.

Contact:

Parenti-Morris Eyecare

<https://www.parentimorris.com>

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Parenti-Morris Eyecare - Bentonville

At Parenti-Morris Eyecare, our eye care professionals bring you the services you need to ensure healthy sight and eyes, now and in the future.

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