



JOHN W. LAHR, OD, FFAO

NORDIC NATURALS ADVISORY BOARD MEMBER

“Quality omega-3 fish oil plays a key role in development of the retina and is needed to maintain healthy eye function throughout life. With the substantial omega-3/omega-6 imbalance in the typical American diet, consumption of omega-3 fish oil plays a critical role in maintaining overall health as well.”

—Dr. John Lahr

Summary of Expertise

Dr. John Lahr is a nationally recognized speaker, educator, and consultant on eye care topics, including ocular surface disease, eye care delivery in managed health care, nutritional supplements in eye health and prevention, eye health protection and disease prevention, pre- and post-operative care in cataract and refractive surgery, and posterior segment diseases of the eye. Dr. Lahr is a Fellow of the American Academy of Optometry and 2001 inductee to the National Academies of Practice. As an original member of the Clinical Practice Guidelines Committee of the American Optometric Association (AOA) he developed practice standards and protocols for the optometric profession, and served as AOA's first representative to the American Medical Association's CPT coding committee while also serving on the Eye Care Benefits Center, which he chaired from 1996–98. He was awarded the Bausch + Lomb Outstanding Achievement Award for his paper, *Bifocal Contact Lenses Today*, and is a former President of the Minnesota Optometric Association (MOA), receiving the MOA Optometrist of the Year award in 1989. He is the founder of The Eye Clinics, a five-office primary eye care group practice in East Central Minnesota. He currently serves as the Vice President of Provider Relations and Medical Director for EyeMed Vision Care, the second largest vision benefits organization in the country. Dr. Lahr received his Doctor of Optometry degree from the Indiana University School of Optometry in 1974.

Specific Subjects

Integrated eye care and health; nutrients and supplements for improved vision; age-related macular degeneration; glaucoma; essential fatty acids, fish oil supplementation research; carotenoids; optometry; health care delivery systems; new technology in eye care; and lifestyle changes to support optimal vision.

Organizations

American Academy of Optometry; American Optometric Association; American Optometric Foundation; Minnesota Optometric Association; National Academies of Practice; Ocular Nutrition Society; Ocular Surface Society of Optometry; Ohio Optometric Association

A complete profile is available and can be emailed upon request. Press interviews can be arranged by contacting Shari Hindman, Integral Marketing, Inc. at 303.499.9665 or shari.hindman@integralmarketing.biz