

FOR IMMEDIATE RELEASE

For more information:
Prevent Blindness
Sarah Hecker
(312) 363-6035
shecker@preventblindness.org

Prevent Blindness and MedLive to Offer Free Patient Webinar on Diabetic Macular Edema, Oct. 4, 2022

CHICAGO (Sept. 26, 2022) – [Prevent Blindness](#), the nation’s leading nonprofit eye health and safety organization, and [MedLive](#), an online education platform dedicated to providing reliable health information that supports shared decision-making with care teams and improved health outcomes, are teaming up to offer the new webinar “[Taking a Proactive Approach to Access Eye Care and Maintain Vision for People with Diabetic Macular Edema](#).” The free webinar will be held on Tues., Oct. 4 from 2:30– 3:30 p.m. ET.

[Diabetic macular edema \(DME\)](#) can occur in people living with diabetes. Consistently high blood sugar due to poor glucose control over time can damage small blood vessels in the body, including the eye. Even when diagnosed, patients may find it difficult to adhere to aggressive treatment regimens. This heavy burden can affect both patients and their caregivers, impeding their ability to work, function, and interact socially.

These problems intensify for people from under-resourced populations, who face a greater risk of diabetes, a bigger burden from DME, and more barriers to proper healthcare. Collectively, these issues may result in frustrated patients and caregivers, poor visual outcomes, and impaired quality of life due to reduced independence.

As part of the “Taking a Proactive Approach to Access Eye Care and Maintain Vision for People with Diabetic Macular Edema” webinar, a panel of leading ophthalmologists, optometrists, patient advocates, and patients will discuss the importance of yearly screenings to ensure early detection and management of DME.

Presenters to include:

- Rishi Singh, MD, Staff Physician, Cleveland Clinic Florida, President, [Cleveland Clinic Martin Health](#)
- Mark Dunbar, OD, FAAO, Director of Optometric Services, Optometry Residency Supervisor, [Bascom Palmer Eye Institute, University of Miami Health System](#)
- Nita Sinha, Director of Public Health, [Prevent Blindness](#)
- Serena Valentine, Diabetes Peer Educator/Person living with Type 2 diabetes and vision loss

Expert panelists will also review current and emerging treatment strategies to preserve vision and devices and tools to reduce disease and treatment burden for patients. Strategies will be shared to help patients communicate their treatment expectations, engage in shared decision-making with doctors and other care professionals, and ensure access to wholistic care that includes control of risk factors.

“Our goal is to provide patients with the information they need to be empowered to take control of their vision health, and to make informed decisions about the steps they need to take to prevent unnecessary vision loss,” said Jeff Todd, President and CEO of Prevent Blindness. “We invite everyone to join us for our free webinar on Oct. 4, to learn about DME, the effects that diabetes may have on vision, and what resources are available for patients, caregivers and professionals!”

For more information or to register for the webinar, please go to <https://preventblindness.org/events/patient-webinar-diabetic-macular-edema/>. For more information on and other diabetes-related eye disease, please visit <https://preventblindness.org/diabetes>.

About Prevent Blindness

Founded in 1908, Prevent Blindness is the nation's leading volunteer eye health and safety organization dedicated to fighting blindness and saving sight. Focused on promoting a continuum of vision care, Prevent Blindness touches the lives of millions of people each year through public and professional education, advocacy, certified vision screening and training, community and patient service programs and research. These services are made possible through the generous support of the American public. Together with a network of affiliates, Prevent Blindness is committed to eliminating preventable blindness in America. For more information, visit us at preventblindness.org, and follow us on [Facebook](#), [Twitter](#), [Instagram](#), [LinkedIn](#) and [YouTube](#).

About MedLive

MedLive is the leading provider of interactive digital medical education for clinicians, patients, and caregivers. To improve patient care MedLive creates video-first educational modules with premier partners, so learners can better understand conditions, available treatment options, and the latest research. The company's proprietary platform allows participants to engage in real-time discussion with scientific, research, and patient care experts. MedLive media contact, Becky Goplin, Marketing Director, MedLive, bgoplin@platformq.com, 414-840-3907.

###