



Immediate Release

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## **Friedman becomes NJSOP's first female president**

MOORESTOWN – Kimberly K. Friedman, O.D. of Moorestown Eye Associates the first female president of the New Jersey Society of Optometric Physicians (NJSOP). The society represents over 700 optometric physicians in the state and has never had a female president in its over 100 year history. She previously served as NJSOP's vice president, treasurer and secretary, currently chairs two of its committees and is a member of several other committees.

"As a longtime, active NJSOP member, I realize the positive impact our organization has had on the public, and how it has assisted our members' efforts to better serve the New Jersey community," Friedman said, adding that she began working with NJSOP as a high school summer intern. "I'm thrilled to be able to continue helping NJSOP promote better eye health in this leadership capacity."

Friedman believes she represents the trend and the changing face of optometry, explaining that while she was in school, there were far fewer female optometry students than today.

"Now women outnumber the men," she said. "Minority groups also are better represented in optometric education."

A Marlton resident, Friedman earned a Doctor of Optometry from the Pennsylvania College of Optometry in 1991 and Bachelor of Science degree in 1988. She earned her first Bachelor of Science degree, with honors, in 1987 from Ursinus College in Collegeville, PA.

Since 1992, Friedman and her husband Les, also an optometric physician, have owned Moorestown Eye Associates, a private office on Church and Third Streets in Moorestown. Dr. Friedman emphasizes pediatric eye care. During an internship lottery, Friedman at first was unhappy about drawing a double pediatric internship. She came to realize, however, that pediatrics was her calling and never looked back.

"I absolutely love spending time with kids," said Friedman, the mother of a 9-year-old daughter, Leanne. "They are genuine, interesting and bright. When you find a child with a severe vision problem and can make an incredible difference in his or her life, this can be a very fulfilling and gratifying profession."

(More)

Among Friedman's goals as NJSOP president is to continue educating parents on the importance of annual comprehensive eye exams.

"More than 80 percent of learning during the first 10 years comes from visual stimuli, so comprehensive annual exams are crucial for children," said Friedman, adding each child should have a professional eye exam before entering kindergarten. "Routine eye exams also help children understand how important their eyesight is, and how they can help keep their eyes healthy."

Expanding her commitment to children, Friedman was a vision consultant for students with neurological disabilities at the Bancroft School for Neuro Health in Haddonfield, conducting in-school evaluations of children with autism, head trauma and severe learning disabilities. For 13 years, Friedman also has provided vision screenings for students in several preschools in Moorestown, Mt. Laurel and Marlton.

Friedman has received several professional honors and awards, most recently a VSP People's First Award for the northeastern United States, and in January was featured in *Vision Monday* magazine's "Bright Lights: Forty under 40 – Emerging Optical Leaders". She regularly appears on Fox's Good Day and other television programs promoting the importance of comprehensive eye care.

Friedman's volunteer affiliations include the Special Olympics, Moorestown Lions Club and Evans School Parent-Teacher Association Board of Directors. She is also a yoga and anatomy and physiology instructor.

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*The New Jersey Society of Optometric Physicians is dedicated to the improvement of quality, availability and accessibility of eye/vision care. NJSOP represents the optometric profession before the New Jersey Legislature, the consumer and the public. NJSOP also assists its members in conducting their practices successfully in accordance with the highest ethical standards of patient care and efficiency. To learn more about NJSOP, visit [www.njsop.org](http://www.njsop.org).*