



World Council of Optometry and Alcon Expand Partnership to Promote Dry Eye Disease Education

ST. LOUIS (January 27, 2026) The World Council of Optometry (WCO) and Alcon have renewed their [education initiative](#) to advance dry eye disease professional education globally. The partnership's multifaceted initiatives surrounding mitigation, measurement, and management of dry eye disease have garnered widespread exposure and interest since it began in 2022.

A chronic, painful condition, dry eye disease impacts 1.6 billion people worldwide.¹ Reports of rise in occurrence correspond with factors such as increasing use of technology, environmental triggers, and an aging population.²

WCO President Cindy Tromans, BSc (Hons), PhD, FEAOO, said, "We are excited to extend and build upon our partnership with Alcon for the fourth year. Creating new ways to support dry eye education for optometrists globally is essential, as the disease can lead to additional complications and declines in quality of life without proper identification and management. Our collaboration in the months ahead will bring more innovations in dry eye disease tools and resources. Clinicians and educators can employ these in both practice and academic settings."

"The global increase in dry eye disease is concerning, but we're encouraged by the optometry community's strong commitment to improving detection and care. Alcon is proud to partner with the World Council of Optometry on this multiyear educational initiative. Together, we're empowering optometrists to have more meaningful conversations—with patients and peers—about measuring, managing and mitigating dry eye disease in their communities," said Carla Mack, OD, MBA, FAAO, FBCLA, Head, Global and U.S. Professional Education and Development for Alcon.

The initiative's website, dryeye.worldcouncilofoptometry.info, includes the [WCO Alcon Dry Eye Wheel](#), an interactive tool designed to assist optometrists with the identification and practical management of dry eye disease. It was created in consultation with Professors Jennifer Craig, Lyndon Jones, and James Wolffsohn, and is designed for eye care professionals to easily reference the three pillars of care: mitigation, measurement, and management. The microsite also includes a series of dry eye webinars recorded with the professors and provides a collection of

¹ MarketScope (2020) 2020 Dry Eye Products Market Report. A Global Analysis for 2019 to 2025. October 2020.

² Stapleton F, Alves M, Bunya VY, Jalbert I, Lekhanont K et al. (2017) TFOS DEWS II Epidemiology Report. Ocul Surf 15 (3): 334-365.

additional tools for clinicians and educators.

More information about the partnership can be found at dryeye.worldcounciloptometry.info.

1 Source: 2024 Market Scope Dry Eye Products Market Report

About the World Council of Optometry

The World Council of Optometry (WCO) is an international membership-based non-profit organization for individual optometrists, industry professionals and optometric organizations that envisions a world where optometry makes high quality eye health and vision care accessible to all people. Its mission is to facilitate the development of optometry around the world and support optometrists in promoting eye health and vision care as a human right through advocacy, education, policy development and humanitarian outreach. To learn more, please visit www.worldcounciloptometry.info or follow us on [LinkedIn](#), [Facebook](#), [Twitter](#) and [Instagram](#).

About Alcon

Alcon helps people see brilliantly. As the global leader in eye care with a heritage spanning over 75 years, we offer the broadest portfolio of products to enhance sight and improve people's lives. Our Surgical and Vision Care products touch the lives of more than 260 million people in over 140 countries each year living with conditions like cataracts, glaucoma, retinal diseases and refractive errors. Our more than 25,000 associates are enhancing the quality of life through innovative products, partnerships with Eye Care Professionals and programs that advance access to quality eye care. Learn more at www.alcon.com.

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