



OREGON OPTOMETRIC PHYSICIANS ASSOCIATION

Nicole Rush, OD, president of the Oregon Optometric Physicians Association's board of directors, was announced today as one of Vision Monday's **"Most Influential Women in Optical."**

Owner of [Bandon & Coquille Vision Centers](#) in Bandon, Oregon, Rush is one of 50 women chosen nationally for the prestigious distinction. She was recognized in the "Executive Suite" category.

Vision Monday's readers submitted hundreds of nominations for consideration in the 18th year of its "Most Influential Women in Optical" special report. Those recognized were selected by VM's editors. Selectees are considered leaders who are contributing their many talents to the optical business and vision care field. They join hundreds of women in prior years who have been recognized for their work and contributions.

This year's diverse group consists of executives, sales and marketing professionals, eyecare professionals, administrators, researchers and teachers, reflecting the wide reach of women in our industry. The women are saluted in five categories: Executive Suite, Rising Stars, Innovators, Mentors and, in this very special year, a new one we call Above & Beyond, honoring women who have led the way in giving back to the industry, their patients and their communities.



Nicole Rush, OD

Owner

Bandon & Coquille Vision Centers
Bandon, Oregon

CHOSEN BECAUSE... "A tireless volunteer and successful practitioner, she is more than worthy of this honor from Vision Monday. As president of Oregon Optometric Physicians Association's board of directors, she personifies the word 'leader.' A graduate of Pacific University College of Optometry, as well as an adjunct clinical professor at PUCO, Dr. Rush has given back to the optometric industry throughout her inspiring career."

Dr. Nicole Rush has been practicing optometry in Southern Oregon for nearly 20 years. She started practicing straight out of optometry school and was eventually bought in as a partner in two practices. The practice now has two associate doctors and they have added a vision therapy office and plan to add another office location.

Dr. Rush credits her father, Dr. John Rush, “who allowed me to be involved in his optometry practice from a very young age and learn about this profession.” He was also a past president of the Oregon Optometric Physician Association and a past trustee to the AOA Board of Directors. It seems the acorn doesn’t fall from the tree as Dr. Rush is beginning her second year as the president of the Oregon Optometric Physicians Association (OOPA).

When it comes to leading and managing people, Dr. Rush said, “I fully believe in leading by example. It may be to the point where I’ve had to work very hard to delegate duties, because I like to get in and get my hands dirty. I learn better that way and I teach better that way.”

SHE SAYS... “I love optometry. I can’t imagine a more meaningful career to give my life to. I truly look forward to my work every single day. I hope that everyone finds something to do with their life that brings so much value to their life.”

Vision Monday’s full report may be found here: <https://www.visionmonday.com/>