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## **International Council of Ophthalmology Announces New Identity and Web Site**

### **Comprehensive Ophthalmic News, Resources, Events, and a New Online Community**

*San Francisco, United States*– The International Council of Ophthalmology (ICO) announces the completion of a new ICO identity and Web site, [www.icoph.org](http://www.icoph.org).

The new identity and Web site are intended to raise the profile of the International Council of Ophthalmology throughout the world, and to better serve ICO members, partners, and the international ophthalmology community. The Web site is a source of informative content for the world's ophthalmologists, especially leaders and educators.

The symbol for the ICO identity is a dynamic representation of the world, suggesting the global reach and commitment of the ICO, with shapes that suggest a subtle representation of an eye. The ICO name and logo symbol signify a commitment to providing education, eye care, and resources to support ophthalmologic care efforts worldwide.

The ICO's new Web site will serve as the primary information hub for the international ophthalmology community. Leaders, educators, volunteers, and ophthalmologists will notice improved user-friendliness, while all visitors will experience a visually appealing site with recent news, helpful educational resources, event listings, and social networking elements.

"Together, the new identity and Web site represent the evolution of the ICO as an organization," said Bruce Spivey, MD, ICO President. "They are new tools to help the ICO more effectively involve and engage the world's ophthalmologists as we work together to preserve and restore vision for the people of the world."

#### **Highlights of the new ICO Web site include:**

##### News

Users can track the latest news and use RSS feeds to subscribe to international ophthalmology news updates. A searchable directory helps easily locate feature articles and topics.

##### Resources

[www.icoph.org](http://www.icoph.org) offers a searchable listing of educational resources such as the ICO Clinical Guidelines, curricula, lectures, presentations and more. Web casts of 30 selected presentations from the 2010 World Ophthalmology Congress (WOC) 2010 in Berlin are available, along with more than 200 other free resources.

##### Events

The new ICO site presents a categorized, searchable events calendar to help locate ophthalmologic meetings and events of interest.

##### Personal Profile

Creating a personal profile offers the chance to be included in the ICO Community, helping users connect with their peers. Creating a personal profile also allows users to create and maintain a profile for their society in the ophthalmologic society directory.

#### My ICO

“MY ICO” is a customizable home page where users can sign up to receive information that matches their interests; save news, resources, and events; track their ratings and reviews; and edit their personal profile.

#### **Coming Soon:**

##### Discussion Groups

An enhanced Connections section will offer various subject-specific discussion groups facilitated by the ICO and others.

##### Future Phases

The ICO is developing online learning centers for ophthalmic educators and leaders of ophthalmologic societies.

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#### **About the International Council of Ophthalmology:**

The International Council of Ophthalmology (ICO) represents and serves professional associations of ophthalmologists throughout the world. The ICO works with ophthalmologic societies and others to enhance ophthalmic education and improve access to the highest quality eye care in order to preserve and restore vision for the people of the world. For more information, see [www.icoph.org](http://www.icoph.org).

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