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**FOR IMMEDIATE RELEASE**

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### **Virginia Eye Institute of Richmond Achieves AAAHC Accreditation**

Richmond, VA – February 27, 2013 – [Virginia Eye Institute](#) (VEI) has achieved accreditation by the Accreditation Association for Ambulatory Health Care (AAAHC). Accreditation distinguishes this full-service ophthalmology practice from many other outpatient facilities by providing the highest quality of care to its patients as determined by an independent, external process of evaluation.

Status as an accredited organization means VEI has met nationally recognized standards for the provision of quality health care set by AAAHC. More than 5,000 ambulatory health care organizations across the United States are accredited by AAAHC. Not all ambulatory health care organizations seek accreditation; not all that undergo the rigorous on-site survey process are granted accreditation.

“We believe our patients deserve the best,” stated Bradley P. Smith, MBA, FACHE, FHFMA, CMPE, Chief Executive Officer of VEI. “When you see our certificate of accreditation, you will know that AAAHC, an independent, not-for-profit organization, has closely examined our facility and procedures. It means we as an organization care enough about our patients to strive for the highest level of care possible.”

Ambulatory health care organizations seeking accreditation by AAAHC undergo an extensive self-assessment and on-site survey by AAAHC expert surveyors – physicians, nurses, and administrators who are actively involved in ambulatory health care. The survey is consultative and educational, presenting best practices to help an organization improve its care and services.

“Going through the process challenged us to find better ways to serve our patients, and it is a constant reminder that our responsibility is to strive to continuously improve the quality of care we provide,” said Smith.

(more)

*VEI Receives AAAHC Accreditation (cont.)*

### **About Virginia Eye Institute**

Virginia Eye Institute (VEI) is a comprehensive eye care organization providing a wide range of ophthalmology, optometry, and optical services in 11 locations across Central Virginia. VEI offers exceptional ophthalmologic care, including cornea, glaucoma, retina, ocularplastics, pediatrics, refractive surgery (LASIK), and general. All of Virginia Eye Institute's physicians are board-certified and many are fellowship-trained. VEI also owns and operates an out-patient Ambulatory Surgery Center (ASC) which provides ophthalmology and ear, nose and throat surgical services to pediatric and adult patients. VEI optical shops provide board-certified opticians and contact lens fitters and have ranked in the Vision Monday list of Top 50 retail opticals in the U.S. for the past three years. For more information please visit [www.vaeye.com](http://www.vaeye.com).

### **About Accreditation Association for Ambulatory Health Care**

The **Accreditation Association for Ambulatory Health Care**, founded in 1979, is the leader in ambulatory health care accreditation with more than 5,000 organizations accredited nationwide. AAAHC accredits a variety of organizations including, ambulatory surgery centers, office-based surgery centers, endoscopy centers, student health centers, military health care clinics, and large medical and dental practices. AAAHC serves as an advocate for the provision of high-quality health care through the development of nationally recognized standards and through its survey and accreditation programs. AAAHC accreditation is recognized as a symbol of quality by third-party payers, medical organizations, liability insurance companies, state and federal agencies and the public.

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