FOR IMMEDIATE RELEASE

Elkins Park PA, July 23, 2008 – Salus University is pleased to announce the appointment of Linda Casser, O.D., as Dean of the Pennsylvania College of Optometry at Salus University.

Dr. Anthony Di Stefano, Vice President of Academic Affairs for Salus University, made the announcement today, citing Dr. Casser’s “outstanding credentials. . . and her demonstrated leadership qualities in education, professional organizations, scholarship and service.”

Dr. Casser will assume her new position on January 5, 2009. As Dean, Dr. Casser will serve as the Chief Academic Officer for PCO programs, and will be responsible for programmatic development, implementation, evaluation and fiscal management. Additional responsibilities include promoting interdisciplinary academic programs and student experiences - a hallmark of the curricula at Salus University – as well as oversight of the PCO international optometry programs, now found in 17 countries around the world.

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This new appointment constitutes a return to the Pennsylvania College of Optometry for Dr. Casser, who was Chief of Primary Care Service Module 4 at The Eye Institute, PCO’s clinical facility, for four years in the 1980s.

A 1978 graduate of the Indiana University School of Optometry, Dr. Casser completed a two year residency program at the Joseph C. Wilson Health Center in Rochester NY. The first of its kind, this post-graduate program included intensive training in all aspects of primary care optometry.

An Assistant Professor at the Indiana University School of Optometry for thirteen years, Dr. Casser was also the Director of the Indianapolis Eye Care Center. She joined Pacific University College of Optometry in 1997, serving as Associate Dean for Academic Programs and Professor through 2005, before joining the National Board of Examiners in Optometry in January 2006, as Associate Executive Director of Clinical Examinations.

Dr. Casser is a past president of the Indiana Optometric Association, has been an active member of several AOA committees, and is past Chair of the Primary Care Diplomate Program for the American Academy of Optometry, from which she received the 2004 Founder’s Award.

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Dr. Casser has presented numerous national and international lectures on the diagnosis, treatment and management of anterior segment disease, as well as other aspects of clinical optometry. She was the primary author of the textbook *Atlas of Primary Eyecare Procedures, Second Edition* (Appleton & Lange, 1997) and has authored many articles and textbook chapters on primary optometric care.

Past service appointments and awards for Dr. Casser include: member of the Board of Directors of the NBEO for seven years and President in 2001-2002; member of the Board of Directors of the Oregon Optometric Physicians Association; 1995 “Optometrist of the Year” of the Indiana Optometric Association; 1997 “Optometrist of the Year” of the American Optometric Association, and a 2000 “Most Influential Optometrist” by *Review of Optometry*.

Dr. Casser is married to Keith Locke, Ph.D., who serves as President of TelSpan, Inc, a telecommunications company headquartered in Indianapolis, Indiana.

*The Pennsylvania College of Optometry was founded in 1919 in Philadelphia, PA. Long recognized as a leader in the education of health care professionals, PCO established Salus University on July 1, 2008 and became the Pennsylvania College of Optometry at Salus University. The new University has three additional colleges: the George S. Osborne College of Audiology, the College of Education and Rehabilitation, and the College of Health Sciences. For information on the accredited degree programs at Salus University, please visit www.pco.edu.*

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