



**Dr Michelle Hoff OD**

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Optometric education is Dr. Hoff's passion and her profession. She believes that being both an optometrist and a master optician gives her a unique and broad perspective when educating, training, and treating visual disorders with ophthalmic visual solutions.

Dr. Hoff became a licensed optician in 1987 and has 3 degrees from the University of California Berkeley, a BA in Marine Biology, a BS in Vision Science and Doctor of Optometry.

She started her career as a staff optician in 1990 at UC Berkeley School of Optometry and progressed to associate professor. Dr. Hoff's area of education is Ophthalmic Optics but has taught Clinical Examination of the Eye, as well as a clinical instructor in the Eye Wear Center, Primary Care, and Binocular Vision clinics. She also has several years of experience in high end retail optical sales and management, private practice, and finishing laboratory work.

She is an active faculty mentor to various student philanthropy groups and assists the Development and Alumni Relations Department in promoting the school within vision industry and professional communities.

In addition to her teaching position, Dr. Hoff is one of three founding partners of Sightline Ophthalmic Consulting, LLC. The company is committed to helping vision care professionals through education and training to elevate their patient care and business revenue. We are a team of ambitious, highly experienced professionals who are innovative and committed to excellence in all things ophthalmic.

Dr. Hoff is also passionate about community service. She is the founder and Executive Director of Mindful Eyes Foundation, a non-profit foundation whose mission is to provide prescription eyeglasses and to help arrange vision and eye health care appointments with community eye care professionals for individuals who are otherwise unable to obtain assistance through private insurance, welfare, or other social services agencies.

Dr. Hoff was born and raised in Iowa but has been a resident of California since 1982.