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ENFORCEMENT OF TEXAS HOUSE BILL 1696 HALTED AFTER PRELIMINARY INJUNCTION GRANTED IN FEDERAL COURT

ST. LOUIS, March 20, 2024 – The [Healthy Vision Association](#) and the [National Association of Vision Care Plans](#) (NAVCP) today announced the granting of their request for a preliminary injunction, which halts enforcement of Texas HB 1696 until the case is resolved. The Healthy Vision Association, NAVCP, and other plaintiffs [filed a lawsuit](#) last year against the State of Texas in response to the passage of HB 1696, as the plaintiffs contend it is a violation of commercial speech protected by the First Amendment of the United States Constitution.

“This preliminary injunction is an important step forward as we fight against unconstitutional restraint on the right of managed vision care companies to freely promote, advocate, and market annual vision care visits,” said Rich Schindehette, President of the Healthy Vision Association. “Ultimately, we remain hopeful the court will rule against this law which impinges on the free flow of information to patients and consumers and limits their value and choice,” Schindehette added. “We will continue to advocate for their rights to receive the information they deserve to make informed healthcare decisions.”

The United States District Court for the Northern District of Texas noted in its order of March 7, 2024, that the plaintiffs met all the elements of injunctive relief, showing, “(1) a substantial likelihood of success on the merits of their underlying substantive claims; (2) the enforcement of HB 1696 will cause irreparable harm to the plaintiffs; and (3) the balance of equities and the public interest weigh in the favor of granting the requested preliminary injunction.”

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About The Healthy Vision Association

The Healthy Vision Association is a non-profit member centric association dedicated to helping its members see well and be healthy. Since 2004, the Healthy Vision Association has been dedicated to providing benefits, services and information that promote vision health, overall health and wellness.

About NAVCP

NAVCP is a nonprofit association serving as a unified voice for the managed vision care industry. The association provides a forum for cooperative industry collaboration on initiatives that work to preserve and strengthen consumer access to affordable vision insurance and benefits. NAVCP members cover approximately 66 percent (over 218 million) of all Americans by partnering with eye care providers in all 50 states and Puerto Rico.