



eye clinic of wisconsin™
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PRESS RELEASE

For Immediate Release

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Eye Clinic of Wisconsin Announces Dana Skaf as Chief Executive Officer

Wausau, WI — The Eye Clinic of Wisconsin is pleased to announce the appointment of Dana Skaf as Chief Executive Officer, effective March 2, 2026. Skaf will join the organization’s executive leadership team alongside its Chief Financial Officer to guide the clinic’s continued growth and service to patients across the region.

Skaf brings extensive healthcare executive leadership experience with a strong background in strategic planning, enhancing service delivery, and business development. Throughout her career, she has successfully led multi-site healthcare organizations driving sustainable growth while strengthening patient-centered care.

“Dana’s proven ability to lead healthcare organizations through thoughtful growth and strengthening clinical services makes her an outstanding choice for the Eye Clinic of Wisconsin,” said Afua A. Shin, MD, President of the Board of Directors. “Her collaborative leadership style and commitment to innovation will help position our clinic for continued success while maintaining the high standard of care our patients deserve.”

“I am honored to join the Eye Clinic of Wisconsin,” said Skaf. “The clinic has a strong reputation for clinical excellence and community commitment. I look forward to working with the providers and staff to build on that foundation and continue advancing high-quality, specialty eye care for the communities we serve.”

The Eye Clinic of Wisconsin has long been recognized as a regional leader in comprehensive ophthalmology and subspecialty eye care. The addition of a CEO role reflects the organization’s commitment to strategic growth, operational strength, and long-term sustainability.

About the Eye Clinic of Wisconsin

The Eye Clinic of Wisconsin began in 1963 as a small eye care practice in downtown Wausau, founded by brothers Dr. Gordon Backer and Dr. Bill Backer. In the last 60 years, the Eye Clinic has been a pillar in the community and has experienced sustained growth, including employing over 200 employees across its nine

locations. With 12 Ophthalmologists, 8 Optometrists, and an Audiologist, the Eye Clinic of Wisconsin offers specialty services that include cataract surgery, pediatric eye care, oculo-plastics, glaucoma services, retinal care, LASIK and refractive surgery, corneal care – as well as surgery performed within the EC Laser & Surgery Institute located at the Wausau clinic and newly opened Stevens Point location. The Eye Clinic of Wisconsin is truly the definition of a comprehensive eye and hearing care center. For more information about the Eye Clinic of Wisconsin, visit their website at www.eyeclinikwi.com.