



Eye Care News

From your Isthmus Eye Care Team... a **VisionSource!** practice

Your Life. In Focus.

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Good eye health starts young: even babies need eye care, according to Isthmus Eye Care's Dr. Scott Jens. Isthmus Eye Care is part of a major public health initiative for infant vision care, called InfantSEE. To see if your 6-12 month old has vision that is developing normally, make an appointment for a no-charge InfantSEE eye evaluation. After an infant exam your child should then follow up at age three as well as age five or the beginning of kindergarten.

\$25 OFF COUPON

Bring this coupon in to receive \$25 off non-prescription sunglasses with a year's supply contact lens purchase.

Offer Expires Feb 1, 2011 Not valid in combination with other offers or insurance programs. One coupon per patient per promotion.

Is Laser Vision Correction In Your Future?

Imagine being able to see clearly without needing your glasses or contact lenses. Laser vision correction can make it possible. Now is the perfect time to have LASIK or begin planning for your LASIK procedure in 2011.

Isthmus Eye Care works closely with TLC Laser Eye Centers to provide laser vision services for our patients. If you've had an eye exam within the last year, our staff can schedule you for a consultation to determine whether you are a candidate for LASIK. The procedure is performed at TLC - an experienced leader in the field who we trust with your eyes. Your Isthmus Eye Care doctor provides all pre- and post-operative care in our clinics.

Do you want to eliminate your need for glasses or contact lenses before the New Year? You can save \$400 on LASIK with the special



savings gift card TLC Eye Centers is currently offering. TLC also has 0% financing for 24-months on procedures completed before the end of the year.

Are you considering LASIK in 2011? Most employers offer flexible spending account (FSA) programs that allow you to set aside pre-tax dollars toward your LASIK procedure. Many insurance companies offer discounts on LASIK as well.

Call either Isthmus Eye Care location for more information on laser vision correction and schedule your consultation today!

Spotlight on Our Staff

Each quarter, we'll highlight a member of the Isthmus Eye Care family so you can get to know us better!

The Middleton office would like to welcome our newest optometric technician, Krya Naab. Krya started at Isthmus Eye Care two months ago. She has six years of experience in retail optical and optometry offices where she has gained a lot of knowledge through on-the-job training. She enjoys the team atmosphere and focus on patient care here at Isthmus Eye Care. "We are all specialized in a certain area but when it comes to our patients we come together to offer the best patient care possible," says Krya.

Krya and her husband recently moved to Madison from Eau Claire with their two cats, Logan and Noodles. She is an avid moviegoer and enjoys reading, hiking, traveling, and spending time with her family and friends.

Isthmus Eye Care is lucky to have such a dedicated, caring family member!



Diabetes and Your Vision

November is American Diabetes Month, a time to raise awareness of the disease and its complications. Nearly 24 million people in the United States have diabetes and six million of those are undiagnosed. An annual eye exam is recommended for all people, and particularly those with diabetes. Among other health issues, diabetes can cause vision changes and lead to blindness.

During a dilated eye exam, our doctors check the health of the retina at the back of the eye. One of the things they look for is damage to the blood vessels caused by diabetes, known as diabetic retinopathy. Diabetes can cause swelling, bleeding, and abnormal growth of blood vessels, which left untreated, can lead to permanent vision loss.

If you're living with diabetes, here are some ways you can help prevent or slow the development of diabetic retinopathy:

- Keep your blood sugar levels under control.
- Monitor your blood pressure.
- Maintain a healthy diet and exercise regularly.
- Avoid smoking.
- See your doctor if you notice changes in your vision or floaters.

Yearly eye exams are important for preventative care for everyone. Contact either Isthmus Eye Care office to schedule your annual exam.



Thank you to all who donated to the World Sight Day Challenge on October 14. This year's event was a big success. Every dollar donated will be matched by our doctors and then matched an additional \$8-\$12 by other organizations. For more information about Optometry Giving Sight please visit www.givingsight.org.

Visit our Facebook pages!

Become a fan of both the Middleton and Madison offices and receive updates about events, new products, and eye health topics.



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