



# Eye Care News

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

Your Life. In Focus.

FEBRUARY 2010

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**Good eye health starts young:** even babies need eye care, according to Isthmus Eye Care's Dr. Scott Jens. Dr. Jens is the national chairman 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.

## 10% OFF

Bring this coupon to Isthmus Eye Care and receive 10% off a complete pair of sunglasses or ski goggles.

(Both prescription and non-prescription)  
Offer Expires May 1, 2010

## Welcome Dr. Maursetter!

Isthmus Eye Care is pleased to announce the addition of Dr. Callie M.P. Maursetter to our practice. Dr. Maursetter comes to our Madison location with a wealth of knowledge as well as a commitment to providing the best in eye care to all of her patients.

Dr. Maursetter grew up in Waupaca, Wisc., where she graduated valedictorian from Waupaca High School. She then attended the University of St. Thomas in St. Paul, Minn., where she earned her bachelor's degree in biochemistry in 2005.

In 2008, Dr. Maursetter completed four optometric internships. She received training in pediatrics, low vision, and contact lenses at the Illinois Eye Institute in Chicago. Dr. Maursetter then diagnosed and managed patients with ocular and systemic diseases at the Black Hills Veterans Administration Hospital in Hot Springs, South Dakota. Her third internship was completed at the Mid Florida Eye Center in Mount Dora, Fla., where she provided care to a primarily geriatric population in need of pre- and post-operative care. Lastly, Dr. Maursetter provided primary eye care to patients at a rural private practice, Valley Vision Associates, in Ellensburg, Wash. She received the clinical excellence award for top clinical honors at all of her internship sites.

Dr. Maursetter graduated magna cum laude from the Illinois College of Optometry in

May of 2009.

She was also awarded membership into the Gold Key, Beta Sigma Kappa, and Tomb & Key optometric honor societies.

Dr. Maursetter is a member of the Wisconsin Optometric Association as

well as the American Optometric Association and is committed to providing personalized, quality eye care. She believes strongly in community involvement and eye health education and awareness. She is excited and honored to be joining the Isthmus Eye Care Family.

In her spare time Dr. Callie enjoys numerous outdoor activities: hiking, boating, hunting, fishing, and biking. Other recreational interests of hers include volleyball and triathlons. She and her husband Erik also enjoy traveling and spending time with their new American Water Spaniel puppy, Cedar.

Isthmus Eye Care is proud to have such a wonderful optometrist in Dr. Maursetter. Please call the Madison location to schedule your next appointment at 608-249-5548.



## Ski Goggles Available!

*Winter sports are in full swing!*

Visit Isthmus Eye Care in Middleton to order your Bolle ski goggles. Some goggles offer features such as mirror coating, transition lenses, and polarization. Goggles are available in select ski team colors.

**Contact our office for more information!**



# Importance of Sunwear in Winter Months

Selecting new sunglasses may have you thinking about beaches and summer temperatures but protective sunwear is essential in the winter time as well, perhaps even more so. UV protection is a must to shield eyes from harmful UVA/UVB rays. In winter, glare from the snow and sun can make it hard to work and play outdoors. Glare is distracting as well as dangerous. Polarization and anti-reflective coating are two features available for sunwear that can drastically reduce the amount of glare you experience caused by snow, sun, or a combination. Polarization eliminates horizontal glare while anti-reflective coating greatly reduces vertical glare. The

combination can give you unsurpassed vision clarity and comfort outdoors; perfect for building a snowman or shoveling your sidewalk. For the winter sport lover nothing beats a good quality pair of sunglasses or goggles to make sure your vision is at its best while ice fishing or hitting the slopes. Sunglasses are available with both prescription and non-prescription lenses, depending on your vision needs.

The opticians at Isthmus Eye Care are more than happy to explain your choices for sunwear or ski goggles. Don't hesitate to stop in during clinic hours or contact us by phone or email for assistance!



## Lifestyle Eyewear Savings Available!

*Are you taking advantage?*

### EYEGLASS WEARERS

Receive 20% savings on a second complete (frame and lens) pair of glasses if purchased within 90 days of your original purchase.

### CONTACT LENS WEARERS

Receive 20% savings on a complete pair of prescription eyeglasses or non-prescription sunglasses within 90 days of ordering a year-supply of contact lenses.

### LASER VISION CORRECTION PATIENTS

Protect your newfound vision! Receive 20% savings on non-prescription sunglasses when you purchase within 90 days of your procedure.

## iZon Lens Technology

Many corrective lenses can cause distortions as light passes through the lens, which diminishes visual acuity. New iZon lens wavefront technology has been used in new lens designs and manufacturing processes to correct these lens aberrations and improve visual performance. Isthmus Eye Care's Middleton office now offers iZon technology for qualified patients. Ask an Isthmus Eye Care doctor about candidacy for iZon lenses.

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