



Suburban Eye Care, P.C.

32415 Five Mile
Livonia, MI 48154

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A patient information newsletter.

Summer 2008

EyeTalk

suburbaneyecare.com

**Suburban
Eye Care, P.C.**

32415 Five Mile
(Between Farmington
& Merriman Rds.)
Livonia, MI 48154
(734) 525-8170

Optometrists

Dr. John P. Jacobi
Dr. Michael S. Peterson
Dr. Sheldon L. Smith

Founders

Dr. Lawrence E. Beecher
Dr. Ned B. Grover

Office Hours

Mon. & Thurs.
8:00am-7:30pm

Tues. & Wed.
8:00am-6:00pm

Friday
8:00am-4:00pm

Saturday
8:00am-12:00noon

Contacts



When is your child ready for contacts? Age is not the determining factor. The number one factor to determine the proper contact lens wearer is maturity. Choosing the proper contact lens for a younger person takes great skill if we are interested in:

- Slowing the progression of the prescription
- Enhancing academics
- Ensuring safety of contact lens wear
- Optimizing sports performance

Because Suburban Eye Care is involved in clinical trials with many contact lens companies we avail ourselves of the ability to fit the most appropriate contact lens.

The success comes not in the lens itself, but in the fitting technique. For contact lens first time wearers under the age of 18 we are offering the no fault contact lens fitting. That is if the patient is unable to wear the contact lenses then the contact lens fees will go towards a new pair of eyewear.

For more information about contacts please visit our website at www.suburbaneyecare.com.

Back to School

Back to School Shopping List:

- Box of pens \$4.99
- Brand new pair of shoes \$39.99.
- Eye Exam ... **priceless**

With the new school year right around the corner it is important to let your children be armed with the best sight possible. This is made available through yearly eye exams. A yearly eye exam allows peace of mind that the child is free of eye disease and makes sure that they have the best prescription in place to allow for optimum learning in the classroom.

If your child has not had an eye exam, or is due for their yearly one please call our office today to schedule an appointment with one of our optometrists. We offer a wide arrange of appointment times to suit everyone's schedule.

Some extra bonuses available to those individuals who schedule their child's eye exam before October 31, 2008 include:

- FREE upgrade to polycarbonate lenses (a \$50.00 savings)
- FREE Anti-scratch and UV protection (a \$50.00 savings)
- Sports frame package available for only \$199.00 which includes both lenses and frame (a \$90.00 savings).

(No other discount or coupons apply with above offer.
Offer valid through October 31, 2008.)

Did you know...

Most pro-sport teams use optometrists to give their players the competitive edge. Not only do they provide performance enhancing eyeglasses, but train visual responses and spatial awareness.

For more information regarding exams please visit our website at www.suburbaneyecare.com.



Traveling with Low Vision

"Now when my wife suggests a "site seeing" trip I answer, "of course, why not?" This is what one of Dr. Smith's patients said when we asked him what the greatest change his new low vision telescopes afforded him.

Many of our low vision patients come to use because they are frustrated with other practitioners, who simply offer them hand held magnifiers to assist with reading. Many of these active patients become depressed and defeated when they are told in so many words that their lack of sight is going to turn them into shut-ins. They are not exposed to solutions for their poor distance vision.



"This is probably the most rewarding treatment plan I offer patients", reflects Dr. Smith. We prescribe spotting telescopes and a course of rehabilitative training with an occupational therapist. Then I say to them, "now go and enjoy your travels." "For our patients, independence is the name of the game. Yes, they want to read better, but they also would like to see faces, watch television, site see and even drive."

Did you know... that the number one cause for low vision is macular degeneration and that the number two cause is complications from diabetes.



Has Your Child Been Diagnosed with Dyslexia?

Dyslexia. Now that you have come to (visual) attention let's uncover the true definition of this parent panicking word. Dyslexia simply means: difficulty reading. This could mean that no one ever read to the "dyslexic" child, he and/or she has never figured out the phonics, or the visual processing aspects of reading. In other words an array of sources can be numerous in preventing a person from becoming literate.



Many times the assumption is made that the individual physically sees images reversed. To test this theory watch the individual when they go to the refrigerator or freezer. Do they reach for a handle on the opposite side? If they reach for the handle correctly, then they don't physically see images backwards – you can't have selective reversed vision. In other words it is impossible for you to only see printed word reversed and the rest of the world properly orientated.

What really happens is when an individual is reading they have inaccurate eye movements. Take the word "saw" for example. If the individual has inaccurate eye movements and their eyes jump to the "w" instead of on the "s" then he looks to the right and see no remaining letters, but if they look to the left they see the letters "a" and "s". This prompts the person to say "was" instead of "saw".

Through vision therapy we train an individual's brain on how to properly guide his eyes accurately and efficiently. If your child has been termed "dyslexic" then the child requires a full developmental visual evaluation. This evaluation in an in depth probe into the way a patient uses his eyes during the many stressful daily activities.

For more information regarding vision therapy please visit our website at www.suburbaneyecare.com.

Affordable Eye Care

Here at Suburban Eye Care we pride ourselves in using the newest technology and highest quality products to fit your visual needs. If we don't accept your insurance plan there are two options that you can exercise.

- 1) We will fill out any forms you need us to in order for you to submit reimbursement on your benefit at no charge.
- 2) You are eligible for our Suburban Eye Care Plan which is available to patients who have vision insurance that we do not accept. With the Suburban Eye Care Plan you are awarded reductions in certain fees.

A number of patients without vision care have approached us and asked us if they pay in full at time of service, whether we would discount our fees. We will offer a discount of 10% at the time of service, or the time materials are ordered (whichever comes first) for those who pay in full without vision insurance.

We also offer Care Credit, which is a "health care credit card" which can be used in our office and also other medical facilities that allows you to set up monthly payments at zero percent for up to eighteen months (Suburban Eye Care picks up the interest for you).

Along with these options and competitive pricing plans we offer additional pricing perks toward eyewear purchases for contact lens wearers.

For more information please visit our website at www.suburbaneyecare.com.



Lids & Lashes

Ever wake up with red rimmed eyes? Chronic crusting of the lashes? Stinging and burning eyes? If so, then you like many Americans could be suffering from blepharitis. The good news is that it is preventable. To prevent blepharitis it is necessary to keep your lids and lashes clean by removing any makeup, oil, and/or dirt from your face nightly. If you do end up with a case of blepharitis treatment may range from mild cases requiring lid and lash hygiene to severe cases needing oral medications.

If untreated, you can suffer from loss of lashes, scarring of the lid margins, and extreme dry eye. The dryness comes about because the glands that line the lid margin malfunction and do not create the oils that keep your tears from evaporating.

The individuals most susceptible for this condition are people with rosacea, people with fair complexions, smokers, and heavy drinkers. Individuals who are genetically pre-disposed to blepharitis can certainly make lifestyle changes including the all important lid and lash hygiene. This is one of those conditions that can be prevented, scaled back, and even cured.

A lid and lash evaluation is necessary in order to diagnose and treat blepharitis effectively.

For more information visit our website at www.suburbaneyecare.com.