

## EyeCare Update

A Quarterly bulletin on new developments in the field of eyecare from Davis EyeCare —Your EyeCare Specialists Spring 2003 Vol. 9 No. 2

*With innovative technology, excellent service and a caring team, we at Davis EyeCare have a responsibility to make our patients aware of what total eye health really means. We do this with great pride and commitment*

### Special points of interest:

#### DAVISEYECARE.COM

Visit us at our new website. You can now make an appointment, order your contact lenses and solutions, find out information about important new developments in eyecare and general knowledge about your eye health.

#### On Call 24 Hours Phone 708-636-0600 Cell: 708-935-7375

In an emergency situation don't panic, just pick-up the phone and call someone you can trust. Treatment of all types of ocular infections, removal of foreign bodies from the eye, such as wood or metal, treatment of allergies or dry eye, patient advocate for laser vision consultation and in a pinch contact lens and eye glass replacements. Davis EyeCare is now proud to have at its disposal the most sophisticated instrumentation for glaucoma diagnosis and treatment. Don't worry, call the EyeCare Specialist— Davis EyeCare

#### Loaner Lenses Available

Professional contact lens care could make the difference! SO if you are without your lenses in the event of a loss or damage, we can supply an immediate replacement lens for uninterrupted lens wear. Eyeglasses can also be replaced immediately. If you are in need of an immediate contact lens or eyeglass replacement visit our office or our web site at [daviseyecare.com](http://daviseyecare.com).

## New Contact Lens Makes Glasses Obsolete

Monica Guterez has an unusual contact lens wearing schedule. She puts them in before going to bed and takes them out when she wakes up.

The lenses, described as an alternate to LASIK surgery, gently reshape Monica's cornea while she sleeps, allowing her to see clearly during the day. Wearing contacts during the day can be a hassle. The lenses pop out, need adjusting or can make the eyes itch. Contacts can be hard to wear in dry, dusty or smoky environments or while swimming.

Dawn says contacts are easier to wear at night. "When my eyes are closed, I hardly notice them" said Dawn who lives in Plainfield. Another advantage: If she gets up during the night to look after the children, I don't have to put on my glasses to see.

The corneal reshaping lenses can correct for all but the most severe nearsightedness as well as

many cases of astigmatism.

Nearsightedness is caused by a steepening of the cornea, the transparent tissue in front of the colored part of the eye. In the LASIK procedure, a doctor uses a laser and surgical knife to flatten the cornea.

These special designed contact lenses apply a slight pressure to the center of the eye, flattening the cornea and bringing the eye into focus. The lens must be worn nightly, or the cornea will revert to its original shape and the nearsightedness will return. Many times some patients can get away with wearing the lenses every second or third night. The lenses are made out of an extended wear material. The material is gas permeable meaning it allows oxygen to reach the eye during sleep. The night lenses will appeal to people

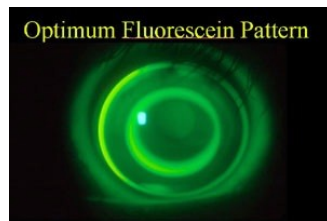
who do not like wearing glasses or contacts during the day but leery of the LASIK surgical procedure. The LASIK patients often complain of halos at night and dry eyes and sometimes require a follow-up

secondary procedure. Laser surgery did not seem like an option for me said Rod Hurst of Chicago. It is so permanent.

Hurst said his vision is better than 20/20. "It's a miracle, I can see without anything in my eyes.

In a FDA study of 205 users, 4 percent dropped out because the lenses were uncomfortable. The study found that 67% of the patients had 20/20 vision or better and 95% had vision 20/40 or better.

If your interested in wearing these new contacts that will make your glasses obsolete call Davis Eyecare for an appointment. Ask for the corneal reshaping lens.



## HydroEye: Relief from Dry Eye Discomfort

Millions of Americans suffer from some form of dry eye. The key to relieving irritated dry eyes is to maintain a healthy tear film that protects and lubricates your eyes. It is estimated that 1 out of 5 suffer from discomfort associated with dry eye. HydroEye contains a balanced mixture of essen-

tial fatty acids, plus the vitamins, minerals and essential cofactors necessary to regulate tear production.

HydroEye works from inside out by delivering key nutrients that support proper tear secretions and healthy tear film. Results

are experienced within 30-60 days although many begin to experience relief within the first few weeks. If you experience scratchy, gritty, burning, excessive watering, redness ask Davis EyeCare about HydroEye Vitamins. Feel the difference.

# Unsung Heroes: eye clinic receptionists

Doctors, opticians, and technicians may play the leading roles in the theater of vision care, but at Davis EyeCare the show would not go on without the receptionists.

"Ringing phones to be answered, patients appointments to be scheduled, arriving patients to be greeted and checked in, charts and bills to be processed and countless questions to be answered— that's all part of a days work for us," says lead receptionist Kim Johnson. Kim is one of four receptionists at Davis EyeCare where adults and pediatric patients come for routine eye exams, as well as for specialized care for conditions such as glaucoma, macular degeneration, retinal detachment, diabetic retinopathy, cataracts and lazy eye.



According to our clinic manager Lin Rose, the receptionists greet and check in about 150 patients a day as well as answer about 225 tele-

phone calls. "they are the first contact a patient has with our clinic". "They are like a public relations department and are critically important in facilitating patient visits." Dr. Harold Davis agrees, "I think of our receptionists as goodwill ambassadors for me and my colleagues."

Simplifying the experience for patients can pose some challenges when you have patients who don't really understand the system says Beth. They sometimes require more patience in explaining and clarify-

ing than people in their 20's. Foreign language patients can provide special challenges notes optician Patricia. You really feel satisfied when you have been able to lead them through the process of filling their prescription. It is also challenging to be on the phone helping a hearing impaired person with people standing in line waiting to be helped Jean continues. Other patients sometimes get impatient or don't understand why you are taking so long.

Despite all the challenges of their positions, the receptionists say they seldom feel unappreciated. "The doctors respect us and let us know they are thankful we are here", Kim says. It is difficult to say enough about the important role our receptionist play in the overall process of patients getting healed.

## Stop your Frustration: Disposable Bifocal Contact Lens

Most people don't know that contact lenses can be bifocal, trifocal, or even progressive. But it's true: new multifocal contacts are being designed each year for people with presbyopia, a natural condition brought on by age, where the eye's natural ability to focus on close objects is lost. Eventually everyone after the age of forty needs a reading prescription.

Where people differ is how they deal with it. Some use reading glasses or bifocals. Others choose progressive eyeglass lenses, which

correct near, intermediate, and far vision but without the unsightly lines of traditional bifo-

cal. Still others opt for bifocal contact lenses.

### Reading glasses are inconvenient.

One of the most common complaints among presbyopes is having to put on and take off their reading glasses all day long. Reading

glasses must be carried everywhere. And they are often misplaced or forgotten, forcing some people to buy several pairs for different areas of their home and workplace.

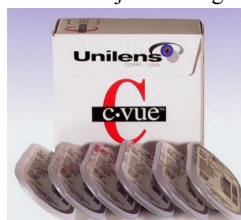
### Readers and bifocals are unattractive.

They hide the eyes from the world and emphasize age.

Today Bifocal Disposable Contact Lenses are

changing. A single word describes why Carol loves her bifocal contact lenses: **freedom**. "I can go anywhere, do anything, and don't have to be always looking for my glasses, whether around my house, at the office, or out shopping," says Carol, a manager at a Chicago stock brokerage. "I put my lenses in the first thing in the morning and only take them out right before the lights go out at night," she

says. She never wore contact lenses before getting her disposable bifocals. Next time your at Davis EyeCare ask one of our Doctors about the new disposable monthly soft bifocal lenses that will give the freedom as well as the comfort of not wearing anything at all.



## Corneal Thickness adds breakthrough knowledge in Glaucoma

A new risk factor for glaucoma that is changing the way doctors evaluate a patient's chances of developing this eye disease has been discovered. It's called central corneal thickness.

Among patients with elevated eye pressure - the main characteristic of the disease - those with thinner central corneal thickness measurements were found to have a higher risk of developing glaucoma.

Measuring central corneal thickness is a simple test done with an ultrasound machine. It's painless and brief, and the test is providing new clues to those who are at greatest risk for glau-

coma and might benefit from early treatment of elevated eye pressure.

Glaucoma is actually a group of diseases that can lead to damage of the eye's optic nerve and loss of vision. Most of the diseases are characterized by increased fluid pressure in the eye. Glaucoma can affect anyone at any age. If detected early and treated, the condition can usually be controlled and sight preserved.

The disease is often called "the sneak thief of sight", because if it is not caught early and treated effectively, it can lead to blindness. Well-known risk factors for developing glaucoma

include age, African descent, a family history of the disease and elevated eye pressure. Last year, a major government-funded study looked at a large group of patients with elevated intraocular eye pressure, but without signs of glaucoma such as nerve damage or loss of peripheral vision. Half of the patients were observed but not treated for the elevated pressure, and half were treated to lower their pressure. This study confirmed that Early glaucoma treatment with prescription eye drops used on the patients with elevated eye pressure, but no signs of glaucoma damage, was effective in delaying or even preventing the onset of the disease.

## Glaucoma and Retinal disease Nerve Fiber Analysis

Glaucoma is one of the leading causes of preventable blindness in the United States. This year approximately 67 million people worldwide will suffer from this disease. About 2 million Americans have glaucoma but about half are unaware that they have the disease. Others will be diagnosed only when it is too late to save vision. Currently 800,000 Americans are legally blind from glaucoma.

Individuals at highest risk are those who are diabetic, nearsighted, or have a history of eye injury or previous eye surgery, those with a family history of glaucoma, and for unknown reasons, African and Mexican Americans.

The disease is indicated by the deterioration and destruction of the retinal nerve fiber layer, which now can be detected earliest with a scanning laser imaging. This new technique is known as Nerve Fiber Analysis. It is made possible by a new device that measures the nerve fiber layers thickness, thereby assessing the level of optic nerve damage. Nerve Fiber Analysis is a non-invasive, completely painless procedure.



Nerve Fiber Analysis offers significant advantages over eye pressure measurements, which misses glaucoma approximately half of the cases, and the visual fields test is only effective at the later stages of glaucoma, at which time considerable loss of nerve fiber and vision may have occurred.

These tests are approved for Medicare reimbursement and by many insurance plans.

Call Kim at Davis Eyecare for an appointment for a scanning laser image. The nerve fiber analyzer is just another investment Davis EyeCare has made to care for your eyes.

## Ocular Allergies: Finally there is Relief

Allergies are one of the most common diseases experienced by Americans. In fact, as many as 85 million people in the U.S. suffer from allergies. Airborne allergens and other particles can land directly on the surface of the eye, causing irritation and redness. Although tears constantly wash the eyes, they can't always keep out allergens like pollen or pet dander.

Those who have ocular allergies know that they are a major source of discomfort. They can contribute to eye dryness and other eye discomforts such as itchy, redness, swelling and watery. But beyond

being annoying, ocular allergies may be very disabling. Allergic symptoms often interfere with everyday activities, such as reading, working on a computer, driving and playing sports.

Allergic eye symptoms may be seasonal, usually in the late spring or fall when pollen counts are the highest. This is common in persons with allergic rhinitis, asthma, and eczema or hay fever. Up to 80% of hay fever patients may have allergic eye conditions.

Ocular allergy occurs when histamine is released from mast cells. The symptoms include burning, itching, watery discharge that is often white, thick ropey and is accompanied by nasal discharge and other allergic symptoms.



Allergies can't be cured, but they can be alleviated to a large extent. For itchy allergy eyes, eye drops work faster than tablets and don't overmedicate by treating symptoms

you don't have. Ask Davis EyeCare about PATANOL™, a fast-acting eye drop for itchy eyes that works for 12 hours.

## Sunglass Protection for Prescription Wearers

If you're a prescription wearer there's good news. The eyewear industry has adapted to your needs and you can now easily wear sunglasses and sports eyewear that is precisely matched to your prescription needs!

- **Fitovers:** A separate sunglass developed to fit over 90% of the prescription eyewear made today.
- **Rx Adapters:** A lens adapter



method developed to snap in behind the bridge and adapt a favorite frame style for prescription lenses. Inexpensive, fast, easy to keep using the best of our opticians at Davis EyeCare.

- **Authentic Rx Lens:** Comes directly from the frame manufacturer, thereby giving you all the features of that manufacturer's specialty



lens with your custom prescription. Often, the manufacturer's logo is etched onto the lens as a symbol of authenticity. You can order lenses mounted in a wide variety of tints, frames and lens styles directly from our optical boutique.





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*Vision is Priceless*



## Having problems with your vision?

Blurry vision causes difficulty driving at night as well as comprehension problems while reading for prolonged periods of time. Sometimes blurry vision can signal other health related problems. Use this checklist to determine if you should have an examination at Davis EyeCare.

- Eyes burn or feel strained after short periods of reading or other close work?
- Vision gets blurry when reading?
- Letters or words run together or move when reading?
- Get double vision when reading?
- Often loses place or omits words when reading?
- Holds material very close when reading?
- Vision seems to come in and out of focus?
- Experience flashes of lights or floaters?
- Feel pain around the eyes or headaches?
- Eyes itch or filled with debris?

If you answer yes to any of these questions and have been experiencing vision problems, you should call Davis EyeCare for an eye health appointment..

## 30-Day extended wear like wearing nothing at all

For many myopic consumers, tempted by laser surgery but squeamish about the procedure, extended-wear contact lenses seem to offer the ideal solution. They are particularly suited, to busy and active nearsighted and farsighted patients, who are tired of wearing spectacles and unhappy with contact lens cleaning regimes. These patients may even find the routine of inserting and removing daily disposable contact lenses a chore.

For all its convenience, the extended-wear contact lens has had to overcome a certain amount of bad press. The first examples of this lens, launched in the '80s, caused some users to complain of sore and red eyes. Since then, however, great leaps in contact lens technology have given birth to a new generation of materials that offer much higher oxygen transmissibility and whose

performance in clinical tests has been excellent.

Like all parts of our bodies, the cornea needs oxygen. When our eyes are open, even if we are wearing contact lenses, it is easy to obtain a sufficient amount of oxygen, but when we are asleep, with our eyelids closed, oxygenation is reduced to only a third.

Until recently sleeping with contact lenses on had created another barrier to the flow of oxygen to the eye, but things have now changed because non-stop wear 30-day, 24-hour contact lenses are now available. A recent research study showed that, for safe use during sleep, contact lenses must be able to transmit oxygen to at least 125 Dk level. While ordinary

contact lenses have a reduced transmission of oxygen of about 25-35 Dk, 30-day lenses have a transmission of 175 Dk. Compared to normal disposable contact lenses, they enable up to 6 times more oxygen to reach the eye.

Extended wear contact lenses, for up to 30 days of continuous wear, give you undreamed freedom and convenience. However, these new

NIGHT & DAY<sub>®</sub>  
Up to 30 nights  
continuous wear  
soft contact  
lenses.  
Now Available.



30-day extended wear are different from traditional soft lens con-

tacts because they require more diligence in areas of fit, comfort, education, and compliance. If your interested make an appointment for a free trial supply of the 30-day extended wear lens at Davis EyeCare.