

Early Childhood Eye Exams Can Save Vision



Dr. Annamarie Milburn

As the mother of three young children, I understand what it's like to be bombarded and overwhelmed with information about what I should be doing to care for my children. Everyday, it seems like there is a new study released, a new warning issued, or a new rec-

ommendation made about how I should be taking care of my kids.

It seems that the more sensational claims always make big news. However, some of the more important information that parents should know about their children's vision never even gets reported at all. Basic eye health recommendations may not be exciting, so they rarely make headlines. Unfortunately, every week I see children who are struggling with problems that could have been prevented if they had only been examined by an eye doctor in their first two years of life. Research shows that one in four children have an uncorrected vision problem. That means in the



typical grade school class, seven kids may have an undiagnosed vision problem. Studies also show that only one out of seven children receives an eye exam before age 18.

One misconception that I often hear is that a child does not need an eye exam until they are ready to start school. In fact, if a child has a vision problem it is best to detect that problem as soon as possible.

Another common misconception that I hear is when patients express concern that their child will not be able to participate during the eye exam. In fact, our offices are

equipped with some of the most advanced testing equipment available. Both of our offices have hand-held, computerized auto-refractors that are extremely accurate and perfect for use with kids. We can get a child's prescription, even if they are too young to talk.

We follow the guidelines of the American Optometric Association and recommend an eye exam for every child at ages 1 year, 3 years, and 5 years old. Call our Wooster office at 330-345-2020 or our Medina office at 330-725-4680 to schedule an exam today.



CooperVision Announces Enhanced Rebates for ProClear Contacts in 2007

The makers of ProClear contact lenses, have announced larger rebates for 2007. Current ProClear wearers will receive a \$30 rebate by mail when they buy four boxes. Toric and Multifocal wearers will receive a \$50 rebate. Patients who are new to ProClear will receive an extra \$30 added to the standard rebate

for their type of lens. Combine these rebates with our in-office 10% discount on an annual supply and you could save up to \$110 on purchases of Toric and Multifocal lenses. Use your insurance benefits to save even more!

ProClear lenses are the **only** lenses FDA approved for dry and sensitive eyes.

VSP Patients Receive Newest Progressive Lens Technology

Vision Service Plan (VSP) announced this year that it would provide the newest progressive addition lens (no-line bifocal) technology to its members at the same cost as the older Varilux Panamic lenses. For that reason, our doctors decided to switch every VSP patient over age 40 into the new Varilux Physio progressive lens.

In 2006, Varilux released its newest progressive lens called Varilux Physio. Varilux Physio offers the widest reading corridor of any progressive lens and it has the least amount of peripheral distortion. With Varilux Physio, patients adapt quicker to their new lenses and experience more natural vision. Physio is better than the Varilux Panamic which was

released in 2002.

Physio was created from advanced research using wave-front optics. The same technology that is improving the outcomes for LASIK surgery patients is now incorporated into every pair of Varilux Physio lenses. Varilux Physio lenses reduce high order optical aberrations and that means the vision is clearer than all other progressive lenses.

Since July, our office has upgraded all VSP patients from Varilux Panamic to the new Varilux Physio at no extra charge. If you've been to the office since July, you may already be wearing Physio lenses in your new glasses.

For more information, visit our website at www.drsmilburn.com.

Schedule your eye exam in Medina by calling 330-725-4680.

Off Label Prescribing Risky For Contact Lenses



Dr. Timothy Milburn

I am always concerned anytime a new patient tells me that they have not been taking good care of their contact lenses. These patients have usually been very diligent about changing their contact lenses exactly as their last doctor prescribed. The problem is, if these patients are new to our office, their last doctor might not be following the manufacturer's recommendations for proper lens care. This could happen if the former doctor prescribed the contact lenses in a manner that was "off label."

I'd like to use this column to make sure that all of our patients are fully informed about the safest and healthiest ways to care for their contact lenses. I feel an obligation to give my patients the most accurate information possible and to allow my patients to make good, informed decisions about their own healthcare.

WHAT DOES OFF LABEL MEAN?

Off label prescribing is perfectly legal and any doctor is within his or her rights to do it. However, off label prescribing means that a doctor is using a product in a way that is different from what the manufacturer has recommended and proven to be safe. Doctors who choose to go "off label" are also using the products in a manner that is not approved by the FDA.

HOW COULD A CONTACT LENS BE USED OFF LABEL?

Common off label uses for a contact lens include recommending a two week disposable lens for monthly wear or allowing a patient to sleep overnight in a daily wear lens.

IS IT SAFE TO WEAR CONTACT LENSES IN AN OFF LABEL MANNER?

In general, the answer is no. It's not a good idea to wear lenses in an off label manner. If a two week disposable contact lens is worn for six weeks, it does not guarantee that a patient will get an eye infection; just like smoking a cigarette does not guarantee someone will get lung cancer. However, wearing contact lenses in an off label manner will increase your risk of an eye infection.

"At Drs. Milburn, our doctors never prescribe off label. For patient safety, we rely on the clinical research and recommendations provided by the companies who develop and test the medications and products that we use."

WHAT COULD HAPPEN IF I AM WEARING MY CONTACT LENSES LONGER THAN I SHOULD?

Problems associated with improper contact lens wear include blurred vision, poor comfort, and bacterial conjunctivitis, a type of pink eye. These problems are rare in patients who wear their contact lenses properly.

TIPS FOR SAFE CONTACT LENS WEAR

Replace these lenses every **two weeks**:

All Acuvue products, SofLens 66 products, Encore, BioMedics, FreshLook, and Extreme H2O.

Replace these lenses every **30 days**:

All ProClear lenses, Focus Monthly lenses, and Frequency 55.

Do not sleep in a contact lens unless prescribed by your doctor. Soak your lenses every night in Opti-Free. Change your case every three months.

HOW CAN I KNOW IF MY DOCTOR IS PRESCRIBING OFF LABEL?

Ask them. It's your healthcare and you have a right to know. You can also research the products you are using by visiting the manufacturer's website or calling the consumer hotline phone numbers for the contact lens manufacturer.

At Drs. Milburn, our doctors never prescribe off label. For patient safety, we rely on the clinical research and recommendations provided by the companies who develop and test the medications and products that we use. Our doctors also rely on the scientific evidence that is submitted to the FDA. We only prescribe FDA approved products and we only prescribe in the manner that a product is labeled. At Drs. Milburn, we believe that this is the safest way to treat and care for all of our patients.

IS IT MORE EXPENSIVE IF I REPLACE MY LENSES MORE OFTEN?

Safe contact lens wear is not as expensive as you might think. For example, if you replace your Acuvue lenses as a monthly, you should be replacing the lens every two weeks instead. However, it will not cost you double to replace your Acuvue lenses twice as often. When you purchase eight boxes of Acuvue in our office, you will receive discounts and rebates equal to at least \$50 off the cost of an annual supply of contact lenses. Buying an annual supply of your contact lenses offers the best value. With your annual supply purchase, you get twice as many lenses for only about \$40 more than you are used to paying if you are wearing Acuvue as a monthly contact lens.

WHAT'S THE BENEFIT TO FOLLOWING THE MANUFACTURER'S RECOMMENDATIONS?

Frequent lens replacement is healthier, less risky, more comfortable, and allows for sharper, clearer vision.

WHAT'S THE NEXT STEP?

Make the decision to take better care of your eyes today! If you have any questions about your contact lenses, call our offices in Medina at 330-725-4680 or in Wooster at 330-345-2020. We will provide you with product literature direct from the company that makes your contact lenses.

Schedule your eye exam in Wooster by calling 330-345-2020.