



Medina, Ohio
Wooster, Ohio

Free Transitions Upgrade!
Details Inside!

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InSight!

Serving Medina and Wayne Counties



Drs. Milburn, Inc., Optometrists
735 North Court Street, Medina, Ohio 44256
3880 Cleveland Rd, Wooster, Ohio 44691

Fall 2007

ProClear Releases Daily Disposable Contact Lenses

We have great news for patients with sensitive eyes. ProClear has developed a 1 day disposable contact lens.

ProClear contact lenses are the only contacts FDA approved for dry and sensitive eyes. Until now, ProClear has only been available as a monthly disposable or as a custom conventional lens. Recently, CooperVision, the manufacturer of ProClear, announced the release of the new ProClear 1 day disposable contact lens.

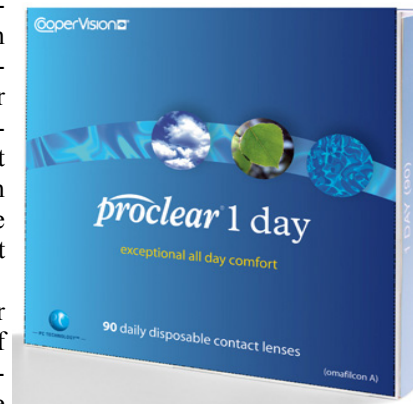
Many new patients who arrive in our office are wearing old technology in their contact lenses. As your doctors, it is important that we

take the time to recommend new technology that can improve your vision and your lens comfort. Older contact lens designs often cause dryness or poor overall comfort when worn for more than eight hours.

ProClear is made of a biocompatible material that mimics the body's own cell membranes. The result is less irritation to

the front surface of the eye. Now that ProClear is available in a 1 day disposable, the lens is even thinner and more comfortable than before! Just wear them for up to 16 hours and throw the lenses away!

At just 65 cents each, ProClear 1 day lenses are an inexpensive alternative for the occasional lens wearer. Plus, these lenses are perfect for athletes and it's even safe to swim in 1 day lenses. If



you choose to swim in your contact lenses, you need to discard them as soon as you leave the water. With a two week or monthly lens, that can be very costly, but with a 1 day lens, its no problem to throw away your lenses after a swim. ProClear 1 day lenses are an excellent alternative for patients with allergy eyes. Even if you can't wear any other lens, try ProClear 1 day, and see how comfortable these thin, biocompatible lenses can be.

Call our Medina office today at 330-725-4680 or our Wooster office at 330-345-2020 and ask about a free trial of ProClear 1 day lenses.

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It's Back To School Eye Exam Time!

The American Optometric Association claims that one out of every four school aged children has an undiagnosed vision problem. That's a staggering statistic. Think about it for a second: the typical grade school class of 30 students has seven children with an undetected vision problem.

An equally disturbing statistic was revealed in a survey conducted by Vision Service Plan. VSP found that 70% of children under age six had never had an eye exam.

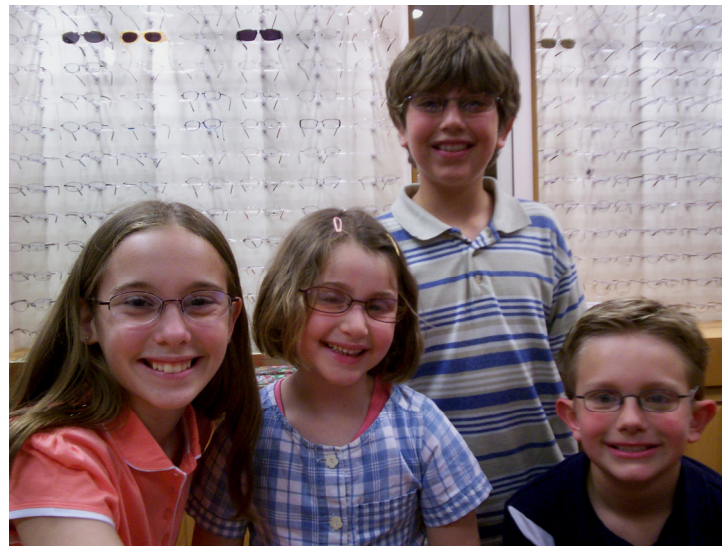
Now consider that the Vision Council of America states that 80% of what a child learns by age 12 is learned through vision. Then you'll understand why in 2002, The Ohio Better Vision Task

Force stated, "It is in the best interest of children entering school to receive a comprehensive eye exam."

According to the College of Optometrists in Vision Development, "Good vision is critical to success and achievement in classrooms."

Review these statements and three things become very clear. First, there are many children out there with vision problems. Second, these vision problems directly impact their ability to learn. Third, very few children actually get an eye exam before they start school.

One of the best investments you can make this fall is to get your child a back to school eye exam!



Our Jelly Beans Kids' Package includes frame and polycarbonate shatter resistant lenses for \$109! Call our office today!!!!

Drs. Milburn Scholarship Winners Announced

Our office awarded a total of \$4,000 in college scholarships in June to four high school seniors from Medina and Wooster High Schools.

The Drs. Tim and Anna Milburn Science awards were established in 2005 to honor the top male and female science scholars in the cities where we practice.

Dr. Anna Milburn explains that she and her husband, Dr. Tim Milburn, wanted to encourage local students to excel in science.

Dr. Anna said, "Tim and I

have a big science background. So, naturally, we wanted to honor both the male and female students in each town."

The winners of the scholarships are selected by the faculty at each school based on their performance in biology, chemistry, and physics.

This year, the scholarships were awarded for the third time in Medina and for the first time at Wooster High School.

Each winner received a \$1,000 college scholarship to the school of their choice, a medal, and their names are

now engraved on plaques that hang at their local high school and also at our practices.

This year's winners in Medina were Sarah Ward and James MacDonald. Sarah will be attending the University of Michigan in the fall.

The top science scholars at Wooster High School for 2007 were Christian Dalton and Sarah Gantz. Christian plans to attend Case Western Reserve and Sarah is going to Purdue University.

Congratulations to our winners!!!



Transitions Upgrades Are Free Until October!!!



Dr. Tim Milburn

Transitions lenses are becoming increasingly popular with the patients in our practice. So, we are offering a special bonus to our patients until October 1st: buy a pair of glasses and upgrade your new lenses to Transitions for free. That's a \$90 upgrade at no charge.

These are not your grandfather's photochromic lenses. Remember the old photogrey glass lenses that were dark indoors? We have come a long way since then.

Transitions are light weight plastic lenses that only darken outside in direct

sunlight and not indoors, under artificial lighting.

HOW DO THEY WORK?

Transitions lenses respond only to ultra-violet light. So, unless you are in direct sunlight, the lenses will be clear. When exposed to UV light they turn dark within two to three minutes. Once you step inside, they quickly turn clear again.

Transitions lenses also offer many health benefits. It has been shown that protecting your eyes from the sun, with lenses that block 100% of UV-A and UV-B, can guard against premature aging, cata-

acts and macular degeneration

WHY THE FREE OFFER?

It's simple. Think of this as a free trial of a product that can improve your vision and protect your eyes. As your doc-

tors, we feel good about sharing this technology with our patients.

Before every purchase in our office we like to offer the latest technology to our patients. In the month of June, 25% of our

patients who purchased glasses, selected Transitions lenses. That's a lot, but we think this number is still too low. If you try Transitions, you're going to love it!



WHAT'S THE CATCH?

There's no catch, but there are some rules and restrictions on this offer. First, this offer is only valid to patients who order a complete pair of glasses (frame and lenses). This offer ends at the close of business on September 29th, 2007. It is not valid on 'lenses only' orders. The offer is for an upgrade to Transitions lenses and not for a free pair of lenses.

To receive the discount, patients must mention this offer when ordering at our office. The Transitions feature is embedded within your prescription lenses and can not be added or removed after your order has been placed. We can not extend this offer to previous orders, remakes, or warranty re-orders.

Only one Transitions upgrade per patient, please. Offer is not valid in combination with any other discount or offer. Offer has no cash value. Sorry, no refunds are possible on previous orders. Please call our offices in Medina or Wooster for more information.

Staff Members Achieve National Certification

In the last six months, two of our opticians have earned national certification from the American Board of Opticianry. Renee Survance, our Medina office manager, and Carolyn Durham, an employee in the Wooster office, have both passed the ABO certification exam.

Renee and Carolyn are now in the process of obtaining Ohio State Licensure as dispensing opticians. All of our opticians are trained directly by our doctors to fit and

dispense glasses. Our doctors take staff competency very seriously. In fact, all new staff members complete a 12 week training program when they begin work in our office. Then, after completing a two year apprenticeship, and passing the ABO Certification exam, opticians become eligible for state licensure.

Over the past seven years, three of our staff members have passed the ABO exam and proceeded to state licensing. Congratulations Renee and Carolyn!



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

Proper Contact Lens Care Factors in Solution Recalls



Dr. Anna Milburn

It's been an interesting year in the contact lens industry. Several product recalls have refocused the entire industry on the importance of contact lens safety.

In March of 2006, the CDC announced an outbreak of fusarium keratitis (fungal corneal infections) among contact lens wearers. Only 164 cases of this rare, potentially blinding eye condition, were confirmed, out of 34 million contact lens wearers nationwide. But, the number of cases was double the year before.

After investigating the fungal outbreak, the CDC found that 71% of the cases involved patients using ReNu Multi-Plus with Moisture Loc as their contact lens cleaning solution. Moisture Loc was a new formula of the popular ReNu Multi-plus solution. Bausch & Lomb has since permanently removed ReNu Multi-Plus with Moisture Loc from the market.

Tim and I have not typically recommended ReNu because, in our personal opinion, more patients are sensitive to it than other solutions. We prefer Opti-Free. Optifree is very mild and gentle on the eyes, but it is still a very strong disinfectant. In fact, Opti-Free

is equal in antiseptic power to hydrogen peroxide.

We rarely recommended ReNu to our patients, so the recall of the Moisture Loc formula had very little impact on our practice.

Bausch & Lomb's plant has been given a clean bill of health by the CDC. No signs of contamination were found on the part of B&L. In fact, the CDC never found a single

Proper hygiene can limit your exposure to dangerous organisms. In addition to being exposed to fusarium, a large number of patients affected by the outbreak were reusing their old lens solution each day. That's a very bad idea.

In May of 2007, another contact lens solution, Complete Moisture Plus, was also voluntarily recalled. This time, the problem was not fun-

Now the good news, I was reassured by the quick action of the CDC and FDA in getting these products off the market. The FDA has high standards for the effectiveness of contact lens solutions. Remember, these products were not contaminated, but because they were less effective than they should have been, the FDA and CDC worked to get the products voluntarily recalled.

Next, these episodes demonstrate the risks when patients abuse their contact lenses. Contact lenses are a safe and effective way of correcting vision when they are worn properly.

Following these simple guidelines can allow you to enjoy safe contact lens wear for a lifetime:

First, follow your doctor's recommendations for wearing schedule, wearing time, and type of contact lens. Do not sleep overnight in a lens without talking to your doctor. Like Tim discussed in our last newsletter, make sure that your doctor is following the same recommendations as the lens manufacturer.

Finally, do not swim in your contact lenses unless you discard them as soon as you leave the water. Never rinse a soft lens in tap water. Always wash your hands before touching your contact lenses. Replace your contact lens case every three months. Never reuse your contact lens cleaning solution. Leave your lens case open to air dry during the day.

If your eyes are ever red or painful remove your contact lenses immediately and call your eye doctor right away.

"...the problem was that 'Moisture Loc' was not able to prevent these infections in contact lens wearers who had been exposed to fusarium. So, there's definitely a moral to this story!" — Anna Milburn, O.D.

sealed bottle of ReNu with any contamination. The CDC learned that the patients in the outbreak must have been ex-

posed to fusarium from some other source. The problem with Moisture Loc was not that it gave anyone a fungal infection, instead the problem was that Moisture Loc was not able to prevent these infections in lens wearers

who were exposed to fusarium from other sources. So, there's definitely a moral to this story!

posed to fusarium from some other source. The problem with Moisture Loc was not that it gave anyone a fungal infection, instead the problem was that Moisture Loc was not able to prevent these infections in lens wearers

gal but an outbreak of acanthamoeba, an organism found in water that has not been sterilized. Acanthamoeba is most common in lake or pond water, but is sometimes present, to a lesser degree, in tap water or swimming pools.

Once again, Complete Moisture Plus was not found to be contaminated. Instead, Complete

could not protect patients who had been exposed to acanthamoeba from other sources.



Our doctors recommend Opti-Free products by Alcon.

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