



Medina, Ohio
Wooster, Ohio

PRSR STD
U.S. POSTAGE PAID
CLEVELAND, OH
PERMIT # 3630

InSight!

Serving Medina and Wayne Counties



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

March 2008

New Varilux Lenses Born From LASIK

Varilux, the #1 prescribed progressive lens around the world, has released a new no-line bifocal lens with the best vision ever produced by a multifocal. Using wave front technology, borrowed from LASIK surgery, the makers of Varilux have created the new Varilux Physio 360 lens.

Everyone over the age of 45 can benefit from these new lenses! By age 45, it's normal to have some trouble focusing on things closer than about 18 inches.

In 1959, Varilux developed the first progressive lens to help patients read up close without using a lined-bifocal. Since then, Varilux has led the way in advanced progressive lens technology. Varilux,

meaning "variable light", was named to demonstrate the progressive, or variable, power of the lens. It's the variable power of Varilux that allows patients to see near, far, and everything in between. The newest Varilux lens was de-

veloped using wavefront assisted LASIK, a beam of light is reflected off the back of the eye. As the light beam returns to its source, it is measured for any distortions or aberrations that occurred while inside the eye. A custom map of these distortions

is then developed for each patient. This map helps the surgeon treat as many visual distortions as possible. Varilux used the same technique to find distortions in each area of a progressive lens and eliminate them. The result is the best possible vision in a progressive lens. This new technology



Standard Progressive Lenses



Varilux® Physio® Progressive Lenses with W.A.V.E. Technology

signed using wavefront techniques similar to those used for LASIK refractive surgery.

tions is then developed for each patient. This map helps the surgeon treat as many

is available at Drs. Milburn. Call our offices for more information about Varilux!

InSight!

Serving Medina and Wayne Counties Page 4

Anti-Reflective Coating Free Until March 31st!!!

Until March 31st, anti-reflective coating on all single vision polycarbonate lenses is free when purchased with a complete pair of glasses (new frame and lenses). This is an \$80 value, offered at no charge.

Anti-reflective coating, also known as A/R, eliminates glare from headlights when driving at night and eases eye strain when working at a computer. A/R coating is also beneficial for patients with cataracts who experience glare.

Cosmetically, lenses with A/R coating just look better. With A/R on your glasses, people will see your eyes, and not the glare reflecting off your lenses. The picture on this page demonstrates what a difference A/R coating can

make on your lenses.

But A/R coating is not just about looks, it's also about seeing better! With A/R coat-

clarity in your sunglasses!

Some restrictions apply for this limited time offer. Please call our office or stop by to get



Would you like your new glasses with or without the glare?

ed lenses, your vision is crisper and clearer compared to glasses that have the annoying glare.

Are you looking for the best possible vision from your sunglasses? Then add anti-reflective coating for improved

complete details. There is no need for an appointment to browse in our opticals. Visit us any time! For more information call 330-725-4680 in Medina or 330-345-2020 in Wooster. Visit us online at www.drsmilburn.com.

Inside This Issue

- Meet Our Doctors!
- Varilux Releases New Progressive Using Wavefront Technology
- What Every Senior Should Know About Cataracts
- Five Things You Should Ask At Your Eye Exam
- FDA Certifies Only One Contact Lens For Sensitive Eyes

ProClear Still Only Contact Approved For Sensitive Eyes

Most contact lenses are approximately 50% water. Water evaporates from contact lenses throughout the day, leaving most contact lenses feeling dry and uncomfortable after only eight hours of wearing time.

It's a fact: only one soft disposable contact lens on the market has been FDA approved for dry and sensitive eyes. ProClear soft contact lenses are the only product that can make that claim.

Only ProClear has been proven in clinical trials to be

preferred by patients with sensitive or dry eyes. Evidence shows that ProClear does not dry out as quickly as other brands. For most patients, ProClear lenses stay moist and comfortable all day long.

Are your current lenses as comfortable as they should be? Have you ever been unsuccessful trying contact lenses? Has a doctor ever told you that you cannot wear contacts? Did your doctor try ProClear? If not, call our office to set up an appointment to try ProClear. You will receive a free trial

pair to see if ProClear lenses are right for you! Normal professional fitting fees apply.

ProClear lenses are available for astigmatism and in a multifocal for patients who require a bifocal in their glasses.

CooperVision, the makers of ProClear, are currently offering a \$50 mail-in rebate on a four box supply of ProClear lenses. Chances are ProClear lenses are less expensive than the lenses you are wearing right now and a whole lot more comfortable.



Ask yourself, has your doctor recommended the only contact lenses proven to be more comfortable than all others? If not, why not?

Call our office to schedule your trial of ProClear today!

What Every Senior Should Know About Cataracts

Cataracts are the number one form of preventable blindness worldwide. Cataract surgery is the number one surgical procedure performed in the United States.

Cataracts can happen at any age, but are most common in patients over the age of sixty. A variety of cataracts are possible including congenital cataracts at birth, traumatic cataracts, as well as cataracts formed from taking certain medications. But, by far, the most common form of cataract is age-related and due to decades of sun exposure.

Simply put, a cataract is an

opacity that forms inside the eye's crystalline lens. The crystalline lens, which sits

behind the iris, has two main functions. First, its most important job is to focus light on the back of the eye. Second the lens absorbs ultra-violet radiation, protecting the retina from the sun's harmful rays.

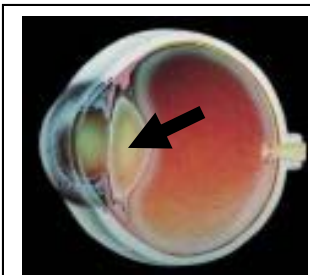
Over time, and with age, the lens becomes thicker and

more difficult to see through. As the lens absorbs more and more UV light, it also changes from being a clear crystal at birth to a golden brown color by the sixth decade of life. Cataracts are often described as looking through a cloudy or dirty crystal. Once the lens is no longer clear and transparent, a cataract has formed.

An age related cataract may slowly change the prescription in a patient's glasses. Initially, it may be possible to

correct blurred vision caused by cataracts with a new prescription. For more advanced cataracts, this is usually not possible and surgery becomes necessary. In most cases, cataract surgery can restore vision to 20/20 and is handled on an outpatient basis.

There are several things that patients can do to slow or delay cataract formation. First, always wear sunglasses with 100% ultraviolet protection anytime you are outside. Second, don't smoke. There is a link between smoking and cataract formation.



The black arrow points to a cataract inside the eye.

Five Things You Should Ask At Your Next Eye Exam

There's a lot of trust that goes into choosing an eye doctor. After all, how can you know for sure if your exam will be complete and thorough?

Eye exams can be a bit overwhelming at times. In less than twenty minutes, patients experience about a dozen tests, look through a dozen or more lenses, and get dazzled by some very bright lights.

But when it's all over, how will you know if you received the proper care? Your doctor should take the time to explain the purpose and the results of every test during your exam. But, many patients also choose to take a proactive approach and become involved in their own care. Ask questions! Remember, they are your eyes and you have every right to ask as many questions as you need.

Our doctors want you to share any concerns that you might have about your exam.

It also helps to know some good questions to ask. Here are five questions that you should ask at your next eye exam.

First, ask your doctor what your eye pressures were. Your pressures should be below 22. The pressure should be about the same in each eye. This is an important test for glaucoma.

Second, ask your doctor how your peripheral vision tested? Peripheral vision is very important. A computerized visual field test is best for

detecting many different types of eye disease.

Next, be sure to tell your doctor about any new or unusual problems that you have been experiencing. Be very specific about any vision problems that you would like your doctor to address.

Fourth, if your doctor does not use eye drops during your exam, ask for them. It's that important! Your doctor can not view the entire retina unless your pupils are dilated.

Finally, ask your doctor if your vision was correctable, to 20/20? If the doctor answers no, then ask why? This is a very important question. If vision can not be corrected, then it's critical to know why. What's causing the problem? Vision problems like myopia are not signs of a serious eye disease and should always be correctable. But when a loss of acuity can not be corrected, it could be a warning sign for serious eye disease.

Special Offer From CIBA VISION and Drs. Milburn

Save \$100 on a one year supply!

Focus Night and Day lenses are FDA approved to sleep in for 30 days and nights in a row!!

Purchase Four Boxes of Night and Day Receive \$70 back by mail from CIBA Plus a 10% Annual Supply Discount from Drs. Milburn



Schedule an appointment in Medina By Calling 330-725-4680

Meet the Optometrists of Drs. Milburn



Timothy Milburn, O.D.



Annamarie Milburn, O.D.



Judson Avila, O.D.

Dr. Tim Milburn excels with helping patients with challenging contact lens fits. His practice also has an emphasis on glaucoma and the treatment of severe dry eye.

Dr. Tim is a 2000 graduate of The Ohio State University College of Optometry, where he trained with

Dr. Anna Milburn is the mother of three young children and has a great way with kids. She is often requested by the moms in a our practice to examine their children.

Dr. Anna received her doctorate in optometry from The Ohio State University in 2001. While at Ohio State, she completed an

Dr. Jud Avila joined our practice in 2007 as an associate optometrist. He is a graduate of the Pennsylvania College of Optometry where he received clinical honors and a scholarship from the Board of Trustees.

Dr. Avila enjoys working with first time

the department of Ophthalmology. He has a special interest in aviation vision and works with many of the pilots in our practice.

He met Dr. Anna while the two attended Ohio University in Athens, Ohio. They married in 1999 while both were in optometry school at Ohio State.

externship in ocular disease at the Columbus Veterans Hospital. She has extensive experience managing advanced ocular disease.

She is a 1997 graduate of Ohio University with a Bachelors in The Biological Sciences. Originally from Columbus, she attended Bishop Hartley High School.

contact lens wearers. During his clinical externships at the VA hospitals in Akron and Canton, he managed patients with glaucoma, diabetic retinopathy, and macular degeneration.

Many of our patients may remember Dr. Avila's externship ro-

Dr. Tim started Drs. Milburn, Inc. over seven years ago. Six months after the practice launched, Dr. Anna graduated and joined him in Medina.

Since taking over the Medina location, their patient volume has more than tripled in size. In 2005, Drs. Milburn expanded to in-

clude the Wooster location. In three years, the doctors have examined over 8,000 eyes in Wayne County alone!

Dr. Tim is a huge Cleveland Indians fan, enjoys golf, skiing, and loves going to the movies.

Dr. Tim and Dr. Anna have three young children.

Which Contact Lenses Do the Doctors Wear?

Recommending contact lenses for patients is one thing. But which lenses do the doctors prefer for themselves? Dr. Tim Milburn wears Focus Night and Day lenses as a 30 day extended wear disposable. Dr. Anna Milburn wears ProClear Monthly as a 30 day, daily wear disposable. Dr. Jud Avila wears ProClear Toric as a monthly disposable daily wear contact lens.

tation through our practice in 2006.

Dr. Avila received contact lens training from Dr. Tim Milburn. Dr. Milburn was serving in his role as a clinical instructor for the Pennsylvania College of Optometry.

Dr. Avila recently married his wife,

Maggie, who is a fourth year optometry student at Ohio State. Dr. Avila holds a bachelors in Zoology from Miami University in Oxford, Ohio.

Dr. Avila attended Perrysburg High School near Toledo. He enjoys racquetball, golf and football.

www.drsmilburn.com

Schedule an appointment in Wooster By Calling 330-345-2020

