

InSight!

Medina's Eye Care Update!



Drs. Milburn & Milburn
735 North Court Street, Medina, Ohio 44256, (330) 725-4680
www.drsmilburn.com

Jan. 2004

New Technology Supports Infant & Pre-School Eye Exams

Drs. Tim and Anna Milburn have always loved working with children. They believe that when you help a child see better, you are giving a child the tools they need to learn better. So, what happens when you take doctors who enjoy helping kids and combine them with the latest digital technology for fast, accurate eye exams? It's simple! We've created a caring atmosphere that is specially equipped to take care of children's eyes.

Recently, a new technology called the auto-refractor has made the eye exam faster, more accurate, and more comfortable for all patients. Just last month, our office purchased the state-of-the-art hand held Retinomax K2 plus auto-refractor. Our doctors are now using this new technology during most eye exams.

There is a special reason why the doctors insisted that the new auto-refractor be a hand held device. The hand held auto-refractor allows the doctors to get up-close to infants, preschoolers and disabled patients of all ages.

With the new auto-refractor, the doctor does not have to examine a child

in the big exam chair. Instead, the child often sits on mom's lap, or the doctor has the option of taking the exam down to floor level where a child may be playing. For older children and adults, the auto-refractor is not a shortcut to a more thorough exam. Instead,



the auto-refractor becomes an additional test that the doctors can run to gather more information.

The portion of the eye exam where the doctor finds your eyeglass prescription is called the refraction. The optometrists' famous line "Is it better at one or two?" is necessary to decide which set of lenses help patients see their best during the refraction.



Unfortunately, for children who can not talk there is no way to answer the doctor's questions. An accurate eye exam is very important for young children. That's why the auto-refractor is an invaluable tool to help infants and toddlers see their best. Children need to see clearly even at a young age in order for their visual pathways and optic nerves to develop normally.

This leads to a logical question: when and how often should children have an eye exam? The answer is simple. Just remember 1-3-5. Both the American Optometric Association and the American Academy of Ophthalmology recommend a comprehensive eye exam with an eye doctor for children long before they start elementary school and as early as age one.

When it's time for your children to have their eye exam, remember: our office is committed to providing the most thorough and advanced eye care available. The hand-held auto-refractor is just one way that our office is specially equipped to meet all of your family's eye health needs.

No Fault Breakage Guarantee New For 2004

Starting January 1st, 2004, our office offers the best breakage guarantee in the optical business! It's simple. If you purchase your glasses in our office, we will replace them one time, for one year, at no cost to you, no questions asked. (Does not include loss of theft.)

That's why we call it our "no-fault"

breakage guarantee. Accidents happen. Even the best glasses are not indestructible. In the event of a mishap, no one needs a hassle when it comes to replacing a broken frame or scratched lenses.

Starting in 2004, all patients get our "no-fault" breakage guarantee for free with every spectacle purchase.

Our In-Office Lab Delivers Same Day Service

Did you know that our office is the only optical in Medina that offers same day service on glasses? Almost two years ago we installed state-of-the-art finishing equipment so that our patients can receive quicker service on most prescriptions.

The new lab equipment allows our office to provide fast and accurate service for a wide range of spectacle prescriptions. Most prescriptions can be filled the same day and some special orders can be done in 24 hours.

If you've ever been asked to leave your glasses at the doctor's office, then you know what an inconvenience that can be. With our in-house lab, you never have to be without your glasses again. We can complete most jobs in under 30 minutes, while you wait. If your lenses have to be special ordered, as soon as the lenses arrive in our of-

fice, we will schedule an appointment for you to have your glasses made while you wait. This way, you are never without your eyeglasses.

On occasion, an especially high prescription may need to be special ordered. Also, all bifocal and progressive prescriptions will have an average turn around time of 3-5 days. The new in-house lab will cut our production time for no-line bifocals in half! Some special orders may still take 7-10 days if patients order special coatings or tints for their lenses.

Call our office for details.

Some insurance companies require that orders be sent to their private labs, call ahead to see if your insurance has special handling rules.

Most single vision plastic or polycarbonate lenses are in-stock for fast service.

Visit our office and enjoy the convenience of same-day glasses. Our doctors are committed to providing the best eye care experience in Medina. With the our finishing lab, our goal is also to be the fastest!

Visit our website for important eye care news & information

www.drsmilburn.com

What You Need to Know About Ocular Vitamins



Dr. Timothy Milburn, O.D.

OCULAR VITAMINS

This past year, ocular vitamins have been a very hot topic at eye care conferences and among our patients. Many patients want to know if vitamins can help improve their vision or the health of their eyes. Also, which vitamins should you be taking?

Contrary to many radio commercials, vitamins can not repair damage that has already been done to the eyes.

However, vitamins are an important tool to prevent disease in the first place. The key vitamins and nutrients to eye health are lutein, vitamin A, vitamin C, and zinc.

If you are currently taking a multi-vitamin, you are already receiving the necessary nutrition. It is not necessary to take a special ocular vitamin to receive these nutrients. Simply take a major, name brand multi-vitamin. Start now. Once a health problem occurs, good nutrition can help control the problem, but nutrition can not turn back the clock.

EMERGENCY EYE CARE

Did you know that our office offers 24-hour emergency eye care? One of our doctors is always on-call. In this day and age when many eye doctor simply refer patients to the emergency room after 5:00PM, we feel it is important to always be there when you need us. We know you and our office is

specially equipped to handle eye emergencies. Always see an eye care practitioner for an eye care problem.

THREE YEARS IN MEDINA!!!

On December 1st, we celebrated the third anniversary of our private practice in Medina. I want to extend to you our sincere thanks to all of you who make practicing in Medina so enjoyable.

As patients come in for their annual eye exams in December and January, we are now seeing many patients for the third time. As I talk with many of our returning patients, I hear many of the same positive comments. Patients say that they appreciate our Saturday hours, the advanced technology in our office, the advanced optical materials that we offer, and the professionalism of our staff.

We appreciate your business and all of your kind comments. Our goal is to never lose sight of how important our patients are to our practice.