

# InSights

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## Winter Eye Safety and Protection

**W**ith cold weather comes outdoor activity usually involving snow or ice. This is the time of year when skaters return to the rinks – both indoors and outside – and skiers head to the slopes. Some even enjoy snowboarding, snowmobiling and snow tubing activities. Whether you're seeking the thrill of winter sports or just enjoying cold weather activities outdoors, eye safety and protection must be considered. Every year, thousands of Americans incur an eye injury from winter activities when a majority of them could have been prevented.

Appropriate eye protection is a must for skiing, snowboarding, and snowmobiling for both adults and children. Protection for these activities is needed from the likelihood of snow and ice particles flying around as well as from the sun's damaging ultraviolet (UV) rays. Significant glare and sun reflection off the snow and ice can be especially dangerous to the eye where the lens and cornea can be harmed. During the winter, UV rays from the sun's lower angle have an ability to penetrate through clouds much easier than in summer months when the clouds are thicker. Eyes also tend to dehydrate and become irritated in winter months. Spending prolonged hours outside enjoying winter sports activities can certainly be fun, but it also puts you at risk if you fail to take the proper measures to protect your eyes.

Those who ski, snowboard or enjoy snowmobiling should wear goggles designed especially for these winter activities. Special lenses in this type of eye wear will protect your eyes from debris and dangerous UV rays. Others should consider winter sunglasses that provide full UV protection from the harmful glare of the sun. And, eye drops can help relieve burning, dry eyes.

Ask your doctor at Greenville EyeCare Associates what kind of eye protection is best for you this winter. Doing so will help you enjoy outdoor activities without the worry of exposing your eyes to potential harm.

**Greenville  
EyeCare**  
*associates* 

*One Patient at a Time*

David E. Weaver, OD  
Thomas E. Tucker, OD  
Billie P. Skinner, OD





## Attendees Get in Style at Fall Trunk Show

The annual fall trunk show gave attendees 50% off on all eye glass frames and sunglasses. Stylish, designer lines by Giorgio Armani, Juicy Couture, Claiborne for Men, Liz Claiborne, Valentino and Carrera were showcased throughout the Greenville EyeCare optical center giving existing patients and newcomers easy access to the latest frame styles available. Attendees took advantage of the one day event to obtain new eye glasses and sunglasses with some even purchasing multiple pairs. The day was capped off when drawings for gift cards to local merchants were held for participants.

“Discounts like we offered at this event are great for participants – especially with our current economic conditions,” says David E. Weaver, OD. “The opportunity to take advantage of these kind of discounts is one aspect of the event while receiving professional eye care services to ensure healthy vision is equally as important. Our optical staff gives each patient personal attention so that their eye wear is best suited for their visual needs. A trunk show offers attendees a comfortable and relaxing venue for getting outstanding value in an environment that makes the process enjoyable.”

Plans are already underway for the spring trunk show. When finalized, information on that event will be posted at [GreenvilleEyeCare.com](http://GreenvilleEyeCare.com).

## New Equipment Added to Improve Eye Exam Accuracy

A state-of-the-art camera-mounted slit-lamp and digital acuity testing equipment were recently installed at Greenville EyeCare. Leveraging this new technology enables our doctors to perform even more accurate eye exams with precision diagnosis of each patient’s vision.

Examinations using the camera-mounted slit-lamp provide the doctors with the necessary data to determine the suitability of a patient’s eyes for wearing contact lenses while also identifying any changes that may have occurred for those already wearing contacts. Equally important is analysis of a patient’s eye health for detection of eye disease or potential for vision issues to occur. By reviewing instantaneous images of a patient’s eyes captured by the slit-lamp camera, doctors are quickly able to make an accurate assessment for contact lens compatibility as well as diagnosis of overall eye health. These images also support the doctors while

demonstrating the healthy aspects of proper contact lens wearing including cleaning, storing and replacement, and for eye health management.

The new digital acuity testing charts feature ultra sharp and bright screens for patient eye examinations and the wireless remote control provides an easy way to change eye charts for any vision scenario or patient age level. Because of the high contrast of the digital charts, a patient’s vision can be tested with varied lighting conditions that simulate actual vision scenarios. When not being used for examinations, the digital chart screens are used to show patients videos and slide shows that highlight proper eye care and healthy vision tips.

Greenville EyeCare is committed to providing you with comprehensive eye exams using the latest technologies and equipment available that help deliver the best eye care possible.





## Community Benefits from Greenville EyeCare Blood Drive

Someone in the United States needs blood every two seconds which is why blood banks constantly need donors. Recently, Greenville EyeCare Associates sponsored a blood drive with the Blood Connection to demonstrate their commitment to support community blood programs.

Collections at these blood drives represent the “gift of life” that can benefit up to 3 people who have various blood needs. Once processed and tested, the donated blood is used for emergencies and for those with certain illnesses as well as for surgical patients. Numerous donors from the local community, Greenville EyeCare

Associates staff members and several first-time contributors participated in the blood drive.

“Organizations like the Blood Connection depend on blood drives to encourage donor participation and make the process convenient and easy,” says Shaye Scarborough, Marketing Manager for Greenville EyeCare Associates. “Greenville EyeCare Associates believes in the cause and understands the criticality of these programs as the result is often life changing. By sponsoring this recent blood drive, we’re attempting to make an impactful contribution to the Greenville community.”

## New Patient Experience a Smooth One

Efficient, professional and personable. Those are the words Verlon Baxley uses to describe his first experience with Greenville EyeCare Associates and Dr. David Weaver. Although he’s a fairly new patient to us, Verlon already knew several of the staff members and some of their extended family. With those pre-existing relationships, he already knew what to expect when he came in for his eye examination. And, Verlon wasn’t disappointed.



From check-in and the examination through the selection of his new eye glasses, Verlon was pleased and says the entire process was smooth and simple. His time with Dr. Weaver was

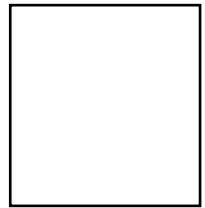
cordial and personable enabling the two of them to discuss things beyond eye care. When it came time to visit the optical center, Verlon was given prompt attention and personal assistance in picking out his new eye glass frames. As a result, he has received numerous compliments about his new glasses which he considers proof positive that his choice in frames was a good one.

As a first time patient, Verlon tells us his experience was a great one because of the professionalism of the Greenville EyeCare staff and Dr. Weaver. As the opportunities present themselves, Verlon says he will definitely recommend Greenville EyeCare to others.

Welcome, Verlon, and thank you for trusting us for all your eye care needs!



During the recent holiday season, Greenville EyeCare Associates answered the call to help fill the food pantry for Greer Community Ministries with your participation. The need was greater than ever due to the challenging economy that has brought job losses and a strain on families to feed their children. Escalating needs for meals rose to unusually high levels during the holidays, so we asked for your help and you responded. All kinds of food items were brought to our office including canned goods and dry foods. Your donations were highly appreciated and made a difference for Greer Community Ministries! Thank you for your generosity and sacrificial giving to this worthy cause.



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# Refer a Friend

Tell your friends and neighbors about the friendly and professional treatment you enjoy at Greenville EyeCare Associates. Like you have experienced, they'll receive:

- Professional, comprehensive eye examinations
- Diagnosis, treatment and management of eye disease
- Custom contact lens fitting and management
- Extensive selection and fitting of glasses
- Laser surgery consultation and co-management
- First alerts to special sales and events

When you refer a friend, neighbor, co-worker or relative who becomes a new Greenville EyeCare Associates patient, we'll reward you with a Target gift card! Simply call us at 234-7700 or email [kwmendez@greenvilleeyecare.com](mailto:kwmendez@greenvilleeyecare.com) and indicate the name of your referral.

