

It's Your
**LUCKY
DAY!**

30%
DISCOUNT
on Featured
Brand Frames

**Designer Brand
FRAME SHOW**

Tuesday, March 15
8am - 4:30pm

Choose from hundreds of these
featured designer brand frames:

- Dior
- Fossil
- Kate Spade
- Smith Optics
- Jack Spade

NO LIMITS

Buy as many frames as you like!

Discounts cannot be combined with insurance and apply to featured brand frames only on March 15th.

Our certified and licensed opticians will gladly assist you with all selection and fitting needs. We'll also answer any questions you may have about the featured designer brands and how to find a style that fits your personal preference.

See you on March 15th!

Get a \$10 Gift Card for Every Referral!

We have a \$10 gift card ready for you whenever you refer a friend, neighbor, relative or co-worker who becomes a Greenville EyeCare Associates patient. You'll receive a \$10 gift card every time one of your referrals becomes a new patient. It's that easy! So why not tell everyone about the great care you receive at Greenville EyeCare so that they can see it all – with clear and healthy vision.

Call us at 234-7700 or email katiemendez@greenvilleeyecare.com and indicate the name of your referral(s).

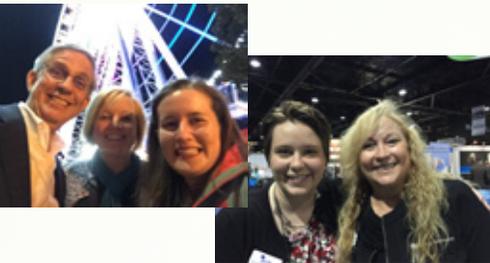


Martina Brown Earns Optician License

We are very proud of our optician, Martina Brown, who is now a licensed optician after recently passing her exam! Martina invested countless hours studying and preparing for the examination. To celebrate her accomplishment, we surprised her with her framed license and a delicious lunch enjoyed by the entire staff. Join us in congratulating Martina!



Greenville EyeCare Team Attends SECO International



Our doctors and staff recently attended the SECO International (Southeastern Educational Congress of Optometry) convention in Atlanta, Georgia to see the latest in scientifically advanced equipment and products for vision care. The group from Greenville EyeCare participated in hands-on learning labs and team-centered learning courses throughout the event. This is just another way we pursue continuing education opportunities which allow us to provide you with the best vision care available!

Comfortable Vision with Eyezen Lenses

Eyezen lenses manufactured by Essilor are designed to protect your eyes in multiple ways.

This new technology brings extra power optimized according to a wearer's profile in the bottom part of the lens to support the eye's effort in focusing at ultra-near distances. For those using handheld devices, these lenses create a relaxing effect for your eyes while performing up close activities. This is achieved without the disadvantages created by a true bifocal or progressive lens and works great for patients who just need a little help for up close vision or for those who are on the computer all day.

The Eyezen lenses offer a unique light filtering technology which protects eyes from harmful blue-violet light emitted by digital screens. The precision-engineered coating lets beneficial blue-turquoise light pass through while deflecting a significant amount of the dangerous blue-violet light. Realizing that everyone looks at digital devices differently, Eyezen lenses are enhanced to help you see comfortably regardless of device sizes and the distances you hold them. This helps you continue to see clearly and reduce eye strain.

Ask our any of our certified and licensed opticians about Eyezen lenses for your next pair of glasses. They'll gladly assist you with any questions you may have to get the right lenses for your vision needs.



Dispensing Schedule Reminder

Earlier this year, our opticians began setting scheduled times for spectacle dispensings at the time of the eyewear purchase. This minimizes your wait time and allows you more individual attention to ensure your new eyewear fits properly. When you schedule your appointment to pick up your glasses, you will receive reminders from our Solution Reach system via text, email or phone. Scheduling your glasses pick-up for timely delivery is just another way we strive to deliver the best vision services possible for your needs.



Joanne Smith Joins Administrative Team

The newest member to our Greenville EyeCare administrative team is Joanne Smith! As an assistant billing specialist, Joanne is responsible for insurance claims on behalf of our patients. A graduate of USC Upstate, Joanne spent the last five years in the medical field before joining us. Married with two kids, CJ and Tylar, Joanne and her family enjoy racing, watching football and spending time outdoors. They also stay busy with their two horses, three dogs and bunny! We are happy to have Joanne with us to help serve your eye care needs.



'Like' Us on Facebook – Share with Your Friends!

Join us on Facebook where we routinely post information about new technology, products, vision health tips, special announcements, promotions and more. Simply “like” us on Facebook to see these updates in your news feed. And, encourage your friends to “like” us, too! Click on the Facebook link in this article to “like” us and share our page with your friends!

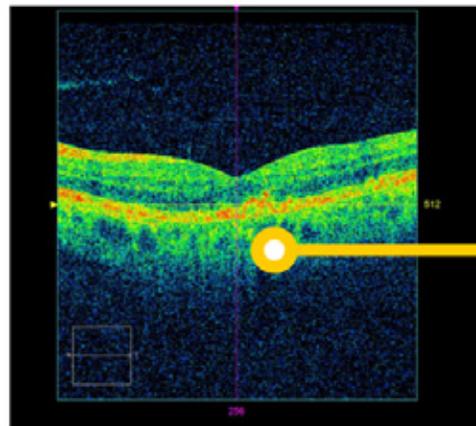


Optical Conclusions *by Dr. Johndra U. McNeely*

Using Technology to Proactively Detect Eye Disease

The doctors at Greenville EyeCare are always looking for new technology to better detect and treat eye diseases. One instrument that we use for this is the OCT which stands for Optical Coherence Tomography. The OCT is a non-invasive imaging test that uses light waves (as opposed to how an ultrasound uses sound waves) to take cross-section pictures of the retina (the inside of the eye). Each distinct layer of the retina can be mapped and measured with this instrument. There are many diseases which can be detected with the OCT, but the three that we see most commonly are age-related macular degeneration, diabetic eye disease, and glaucoma.

Age-related macular degeneration is a common eye disease which causes vision loss typically in people over 50 years-old. It causes damage to the macula which is the most specialized area of the retina used for central vision. Risk factors include smoking (doubles your risk), family history, and race (Caucasians



This image depicts Dry Macular Degeneration. The disruption of the red line are the drusen (crystals that form in the macula) which causes a loss of central vision. This patient's visual acuity is 20/800.

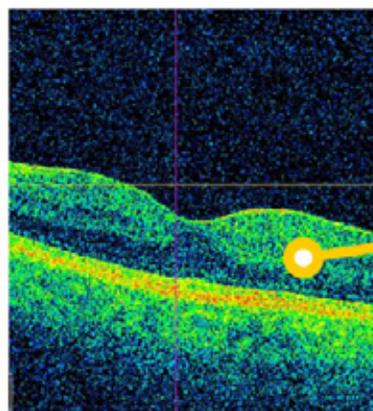
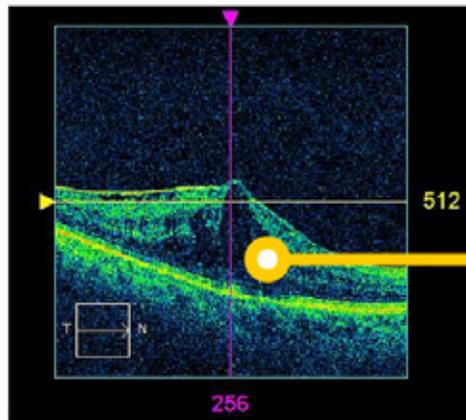


Image of a healthy eye. The red line seen in this picture is a straight line, meaning there is no drusen. This patient has a normal visual acuity of 20/20.

are higher risk). The OCT is able to detect early changes in the macula that can help us get patients on nutritional supplements to protect the macula from further damage.

Diabetic eye disease is very common in South Carolina because there is a high percentage of the population with diabetes. A dilated comprehensive examination is recommended yearly for all patients with diabetes. In diabetic patients whose blood sugar runs high or fluctuates, blood and fluid can leak in the retina and cause vision change. The OCT is able to detect fluid building up under the macula which causes swelling of the macula and can cause permanent vision loss if left untreated. We follow this condition closely and sometimes will refer to the retina specialist if further treatment is needed.

The OCT is a very useful tool for monitoring patients with glaucoma or those who are glaucoma suspects. The instrument maps out the nerve fibers in the optic nerve itself. Looking at the measurements yearly helps us to know if the disease has progressed. As the nerve fibers degenerate in glaucoma, patients begin to lose peripheral vision first and it gradually progresses toward central vision. Seeing change in the OCT means that we need to treat the patient more aggressively.



This ridge is an example of swelling of the retina from an accumulation of fluid that has leaked from the patient's blood vessels as a result of uncontrolled diabetes. The patient's diagnosis is Diabetic Macular Edema. This patient's visual acuity is 20/200.

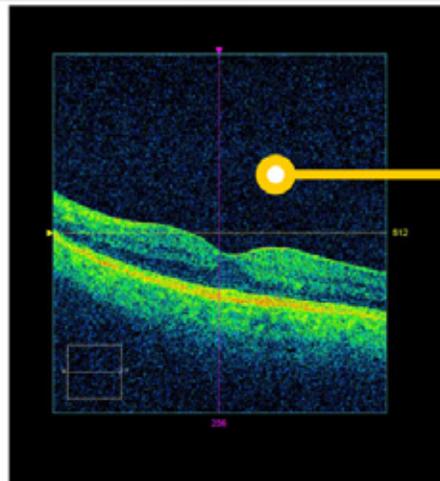


Image of a healthy eye. This patient's visual acuity is 20/20.

What Do You Want to See in a Future Edition of InSights?

Let us hear from you. Contact us with your InSights suggestions by emailing:

katiemendez@greenvilleeyecare.com