



A Quarterly Publication  
of The Eye Institute of  
the Pennsylvania College  
of Optometry at Salus  
University

# Eyesight

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## The "NEW" Eye Institute

After nearly a year of construction, the clinical renovation (Phase I of the project) at The Eye Institute was completed in May. Patient care began in the new space on

May 31, 2011. The feedback from our loyal patients has been "fantastic" - they are grateful for the investment The Eye Institute has made to the community with this construction project. These renovations also represent an investment in the visual well being of the patients we serve. The **new main entrance** with a **dramatic yellow canopy** is accessible through the **Godfrey Avenue driveway**. The open architecture of the central lobby is beautifully furnished, and presents a warm



and welcoming environment. The quality care our patients have always received at The Eye Institute will now be delivered in a wonderful new space. **Come see The "New" Eye Institute. For an appointment, call 215.276.6111.**

If you have difficulty when calling for an appointment, please fill out the **"Schedule an appointment" form** on TEI's website at [www.TEIVision.com/appointment.htm](http://www.TEIVision.com/appointment.htm). A patient representative will call you within 24 hours to schedule an appointment.



*Our Future is Here*

# Fashion, Function and Affordability: Our New Optical Center

One of the most "eye-catching" features of the clinical renovation is the spacious and elegant eye wear center located right off the main lobby. As you enter the main entrance, you can't help but notice the beautiful space dedicated to ensuring that the eye wear (frames and lenses) needs of The Eye Institute's patients are met.

"Fashion and function" is the new optical department's motto. The expansive new space allows for the display of more than 1100 frames. There is something for everyone. Functional eye wear is essential; quality lenses in an appropriately-fitted frame represents the medical device recommended by a patient's doctor. Ensuring the recommended eyeglass prescription is "what the doctor ordered" is top priority. Getting the prescription right will ensure that a patient's vision will be maximized. The optical staff is committed to providing all patients the personal attention that guarantees "patient satisfaction" with the "fashion" and the "function" of their eye wear selection. Please be assured that with the optical space comes a renewed commitment to customer service, patient satisfaction and a faster eye wear turn around time.

Tell your friends about our new optical center. Even if you're not a patient at The Eye Institute, the optical staff will be happy to fill your prescriptions, always with a commitment to quality. The Eye Institute and its optical department honors most insurances.



Call 215.276.6111 or  
visit [www.TEIVision.com/appointment.htm](http://www.TEIVision.com/appointment.htm) to make your  
next appointment  
today!

**TWO PAIR OF GLASSES**  
COMPLETE WITH ANTI-GLARE,  
REFLECTION-FREE LENSES  
**ONLY \$129**



Single vision lenses.

Any frame with a retail value of \$100 or less.

Certain RX restrictions apply.

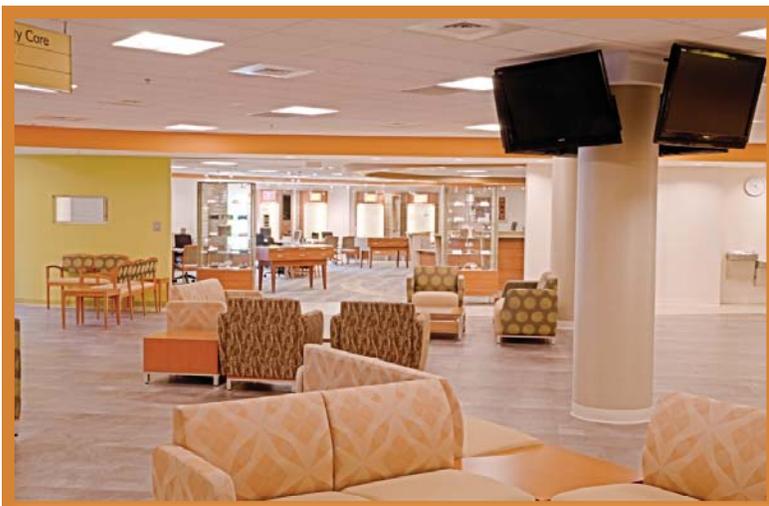
Cannot be combined with insurance or any other benefit.

Valid at any of the THREE Eye Institute  
locations until 12/23/11.



The Eye  
Institute





“I am very delighted with the appearance of the new building and the service is great!”  
 —Raphaelle Jean

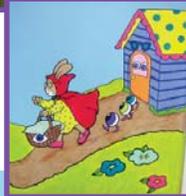
“As a long term patient here at TEI, the care is always consistently excellent, the staff has always been very helpful and friendly and the new building is beautiful with so much more space and seating than before the renovations.”  
 ~ Kathleen DeMara, Springfield, PA



Photos by: Michael Hagan Photography

## Your Child's Eye Exam

Now that the kids are back in school, it's time to make an appointment for your child's annual comprehensive eye exam. The Eye Institute's newly renovated pediatric department is the perfect place for that exam. One in four children experiences a vision problem affecting their school performance. These problems can make it difficult to read and even affect a child's self esteem. Routine eye exams are important for all ages, but especially for children. Although the vision screenings provided by the school nurse can identify some vision problems, the screening may not identify more complicated vision issues. The vision exam your child will receive from an expert doctor at The Eye Institute will include testing for vision, how their eyes focus, how their two eyes work together, and will thoroughly evaluate the eye health with pupil dilation. Good vision is essential for learning and academic success.



Local artist Rebecca Thornburgh created a whimsical "eye-catching" mural in the pediatric waiting room. These are just a few close ups.

To ensure success in the classroom, call **215.276.6111** or visit **www.TEIVision.com** to schedule your child's annual eye exam today with one of the expert pediatric doctors at The Eye Institute.

For more photos, visit [www.TEIVision.com/news/news.htm](http://www.TEIVision.com/news/news.htm).



**The Eye  
Institute**

The Clear Choice For Your Vision Care Needs

**The Eye Institute**  
1200 West Godfrey Avenue  
Philadelphia, PA 19141

**The Eye Institute (Mt. Airy)**  
7145 Germantown Avenue  
Philadelphia, PA 19119

**The Eye Institute (Falls Center)**  
3300 Henry Avenue, Suite 104  
Philadelphia, PA 19129

**Main: 215.276.6000**  
**Appointments: 215.276.6111**  
**Website: [www.TEIVision.com](http://www.TEIVision.com)**

*The Eye Institute is the clinical practice of the Pennsylvania College of Optometry at Salus University*

## **Eagles Host FIFTH Annual “Looking Out for Kids” Charity Fundraiser**

### **LOOKING OUT FOR KIDS**

What The Eye Institute was able to accomplish during the last year using the LOFK funds raised in 2010 was quite impressive.

The numbers below say it all:

- Provided vision screenings to **2,122** children (909 children failed our screening).
- Provided comprehensive vision and ocular health examinations to **485** children by transporting them to The Eye Institute’s pediatric service.
- Distributed **748** pairs of eyeglasses to public school children.

*Philadelphia Eagles’ Moise Fokou and Joselio Hanson will host the FIFTH annual “Looking Out for Kids” Charity Fundraiser*

on **November 5, 2011** at the Hafter Student Center on the campus of Salus University in Elkins Park, PA. The fundraiser, each year, raises money to help provide vision care services and eyeglasses to uninsured and under insured children in Philadelphia and its surrounding communities.

With music playing in the background, attendees gather around the silent auction tables placing bids on their favorite items all while enjoying a full buffet and open bar.

To become more involved in the “Looking Out for Kids” initiative, email [LookingOutforKids@salus.edu](mailto:LookingOutforKids@salus.edu). To make a **monetary donation** to the LOFK fund, to **purchase tickets** for the November event, to **donate silent auction items** or to **become a corporate sponsor**, call **215.276.6070** or visit [www.TEIVision.com/LOFK](http://www.TEIVision.com/LOFK).

