



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

# Eyesight

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## “The Big Top” Looking Out for Kids Vision Fundraiser



Photos by John Dolores  
Photography



The sixth annual “Looking Out for Kids” charity fundraiser was another great success this past November. The annual charity event raises money to provide vision care and eyeglasses to uninsured and under-insured children in Philadelphia and its surrounding communities. This year, the event’s theme included transforming the Hafter Student Center on the Elkins Park campus of Salus University into a circus tent. Under “The Big Top,” the supporting cast was a juggler and stilt walker who entertained guests, while children and adults played games and won prizes. “The event was festive and very enjoyable,” Barnett Satinsky,

a partner at Fox Rothschild, LLP, said.

The Eye Institute’s own Dr. Andrew Gurwood acted as ringmaster for the evening. Dr. Gurwood encouraged attendees to be generous when bidding on silent auction items. The red, white and gold auction tables were filled with unique autographed memorabilia, travel packages, dinner gift certificates, jewelry, and so much more.

Michael Vick, quarterback for the Philadelphia Eagles, enjoyed being the celebrity co-host for the evening. He graciously posed with guests, signed autographs, and talked about the importance

of vision care.

“It’s great to support an event that truly helps kids in need of vision care, and that we are able to help kids right here in our own community,” Matt McCandless, district manager of National Vision, Inc., said.



For more information on the  
“Looking Out for Kids” vision care  
initiative, visit [www.TElevision.com/LOFK](http://www.TElevision.com/LOFK).

# Invaluable Experience for High School Students

Two local high school students spent six weeks this summer learning about the optometric field.

**B**randy Bey and Ashna Blackston, both juniors at Martin Luther King High School, 6100 Stenton Ave., quickly discovered their six-week summer internship at The Eye Institute was no ordinary job. It was a unique experience providing them with the opportunity to work with eye doctors, administrative staff, interns and patients. Their duties included greeting and checking in patients, working in the medical records department, as well as selecting and ordering eye wear in The Eye Institute's optical department.

Both Ashna and Brandy expressed gratitude for the many professional experiences during their internship. They had the opportunity to experience all facets of a busy eye care practice. "Many of the things we learned will help with classes we still

have to take in high school, giving us a great advantage," Brandy said. Both Brandy and Ashna thought the best part of the internship was assisting patients select a suitable pair of glasses in The Eye Institute's optical department. Both students plan on attending college and pursuing careers in the health care field.

This summer marked the third year The Eye Institute hosted students from Philadelphia Academies, Inc. - a program focused on employment and post-secondary education.

*For more information about Philadelphia Academies, Inc., visit [www.academiesinc.org](http://www.academiesinc.org).*



Photos by Alexis Abate

## World Sight Day



**I**n October, The Eye Institute's doctors and interns wore a specially designed T-shirt to acknowledge their participation in World Sight Day. The shirts signified each individual's support for Optometry Giving Sight - a global fundraising endeavor to help the needlessly blind or visually impaired. TEI students



and doctors raised over \$2,000 for people who don't have access to vision care.

*For more information, visit [www.givingsight.org](http://www.givingsight.org).*

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The Eye Institute



PA Eye Institute

### *Acknowledgements*

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For more information, visit [www.alcon.com](http://www.alcon.com).

# Community Building and Outreach

This Fall, The Eye Institute participated in several community events and strengthened partnerships.



The Eye Institute's staff takes pride in the quality of service they provide in their facilities and in the community. During the year, teams of optometry students and clinical instructors go into the community to provide free vision screenings and health education.

In October, Dr. Mary Jo Thomas and her team of Eye Institute interns participated in the Living Hope Fellowship's Healthy Palooza at the Vietnamese Alliance Church, 931 E.

Lycoming St. The health fair focused on raising awareness and distributing information to members of the community. Members of Salus University's National Optometric Student Association (NOSA) along Dr. Thomas provided vision screening services at the "Taking Action for Your Health...While Having

Fun!" event. According to Cerina Buchanan, NOSA community service chair, The Eye Institute's team screened 40 of the 200 people in attendance. Many were referred for more comprehensive care. "We saw a number of interesting cases including blindness due to trauma, several cataracts, untreated glaucoma, and much more," Cerina said.

Working with the non-profit organization, Hope4Philly,

students from Salus University's Christian Fellowship conducted vision screenings at Pennypacker Elementary School, 1858 E. Washington Ln., in September. The team performed vision screenings to 79 individuals, and 40 were referred for additional vision care to The Eye Institute. Hope4Philly provides outreach programs for at-risk families in the Philadelphia area.

**For more information on The Eye Institute's services, visit [www.TEIVision.com](http://www.TEIVision.com).**



## Changing a Life with a Contact Lens

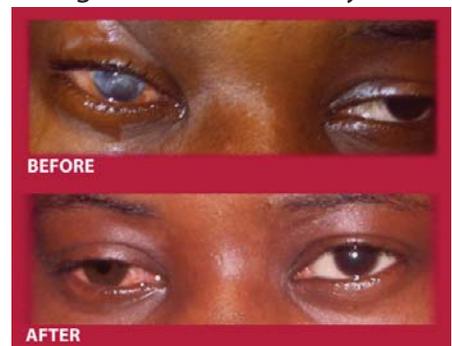


Specialty contact lens patient, Mamakaisa Moiyllah (center) was all smiles at her follow up visit with optometric intern, Kristen Epting, and Dr. Joel Silbert.

Dr. Joel Silbert, Director of The Eye Institute's Cornea and Contact Lens Service, had the gratifying experience of providing a specialty contact lens fitting for a young patient. Mamakaisa Moiyllah, an 18-year-old young woman, suffered trauma to her cornea while living in Nigeria. The cornea is the anterior most part of the eye. The cornea must be transparent to serve its function in helping to focus light that enters the eye. Mamakaisa's right cornea was badly scarred following her injury - she is blind in that eye and experiences light sensitivity, pain and tearing.

Dr. Silbert designed a custom painted cosmetic lens to match the color and appearance of her left eye. Additionally, the contact lens was

designed to block light entering the eye, thereby lessening her light sensitivity. The fabrication of the specialty lens took five weeks. Mamakaisa was taught how to handle the lens and quickly became comfortable wearing it. According to Dr. Silbert, she was all smiles at her two week follow up. Dr. Silbert's services and the cost of the specialty contact lens were provided through the "Looking Out for Kids" charity fund.





The Clear Choice For Your Vision Care Needs

**The Eye Institute (Oak Lane)**  
1200 West Godfrey Avenue  
Philadelphia, PA 19141

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

**The Eye Institute (Chestnut Hill) \*New Fall 2012\***  
Chestnut Hill Plaza  
7630 Germantown Avenue, #4  
Philadelphia, PA 19118

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

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

# The Eye Institute at Chestnut Hill



The Eye Institute (TEI) has relocated its Mt. Airy practice to 7630 Germantown Avenue in the Chestnut Hill Plaza. TEI doctors and staff are excited to be the community's neighborhood eye care provider. "We are thrilled to have the opportunity to offer our quality vision and eye health services to the Chestnut Hill community," Dr. Susan Oleszewski, The Eye Institute's Vice President for Patient Care Services, said.

The newly renovated Chestnut Hill space will provide the opportunity for The Eye Institute to expand its services to the community. In addition

to enhanced clinical space, the optical has a robust display of the latest in fashion eye wear. The Eye Institute is the clinical practice of the Pennsylvania College of Optometry at Salus University. Its' mission is to train and educate future eye doctors. These expert doctors look forward to providing educational presentations on vision and eye health topics to the community.



**To make an appointment, call 215.276.6111 or visit [www.TElevision.com/appointment.htm](http://www.TElevision.com/appointment.htm).**

## 50% OFF FRAMES



**Available at all THREE  
Eye Institute locations**

**Oak Lane      East Falls  
Chestnut Hill**

Cannot be combined with insurance or any other promotional offer

**Expires March 30, 2013**