



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

Eyesight

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FIFTH ANNUAL LOOKING OUT FOR KIDS CHARITY FUNDRAISER

“Delicious food and a really good time” are just two descriptions from attendees of The Eye Institute’s FIFTH annual “Looking Out for Kids” (LOFK) charity fundraiser. On the evening of November 5th, the Hafter Student Center on the Elkins Park campus of Salus University set the scene for the charity fundraiser. The LOFK event raises funds to help provide vision care services and eyeglasses to uninsured and under-insured children in Philadelphia and its surrounding communities.

Co-hosts, Moise Fokou and Joselio Hanson of the Philadelphia Eagles, mingled and posed for photos with guests. TEI’s own Dr. Andrew Gurwood served as the evening’s emcee, encouraging guests to bid on silent auction items while enjoying a full buffet. “The food is always excellent, high quality and done extremely well,” Dr. Daniel Abramowicz, from corporate sponsor, Crown Holdings, Inc., said. First time attendee Eva Grider agreed. “The food was awesome,” she said.

The enjoyment of the evening increased when a natural competition developed between attendees bidding on the same items during the silent auction - a highlight of the festivities. “One thing that stood out to me this year was the variety of the silent auction items - there were some very unique pieces,” Brett Moore, student volunteer for the past two years, said. Dr. Abramowicz, who has attended the event since its inception in 2007, agreed. “The quality of auction items is always neat and there is always something for everyone, including sports memorabilia, art, theatre tickets, dinner gift certificates and other gadgets,” he said.

This benefit has grown into The Eye Institute’s most successful fundraising initiative to date. “I really enjoyed the evening and the cause,” Dr. Abramowicz said. “I couldn’t say more about the event and how fun it was.”

The ability for TEI to provide vision care services to uninsured children depends on the success of this annual fundraiser. The 2011 event was very successful, but there is always more that can and should be done.

To donate, click on the **How Can I Help?** tab at www.TEIVision.com/LOFK, call **215.276.6070** or checks can be mailed to:

The Eye Institute
“Looking Out for Kids”
1200 West Godfrey Avenue
Philadelphia, PA 19141



Silent auction tables



Moise entertained the crowd



Joselio enjoyed signing autographs



Ashley & Ryan Hildebrandt during the impromptu live auction

Photos by John Dolores Photography

For more event photos, visit www.TEIVision.com/LOFK/LOFK_5thannualevent.html

TEI Renovation: Final Tweaks

The Eye Institute's \$11.2 million renovation project is nearly complete:

Phase I, a redesign of the clinical lower level was completed in May 2011. Examining patients in the new space began on May 31, 2011.

Phase II of the project was finished in December 2011, which included renovations of the facility's upper level. The "New" Eye Institute's second floor houses administrative and faculty offices, a classroom, conference rooms and a small cafe that provides a daily selection of lunch items for TEI's staff and interns. A large area of un-renovated space remains on the upper level and future decisions about the use of this space have yet to be determined.

Final tweaks to the project will occur in the spring, once the temporary module units are removed from the Spencer Street side of the building.

At that time, the parking lots will be rehabilitated and expanded. The parking lots will also be resurfaced and restriped in the spring, along with final cosmetic touches to the exterior facade of the building.

We are proud of the new facility and are thrilled to provide an inviting, state-of-the-art practice to the patients we serve.

For photos of the entire project, visit www.TElvision.com.



Cafe



Large conference room



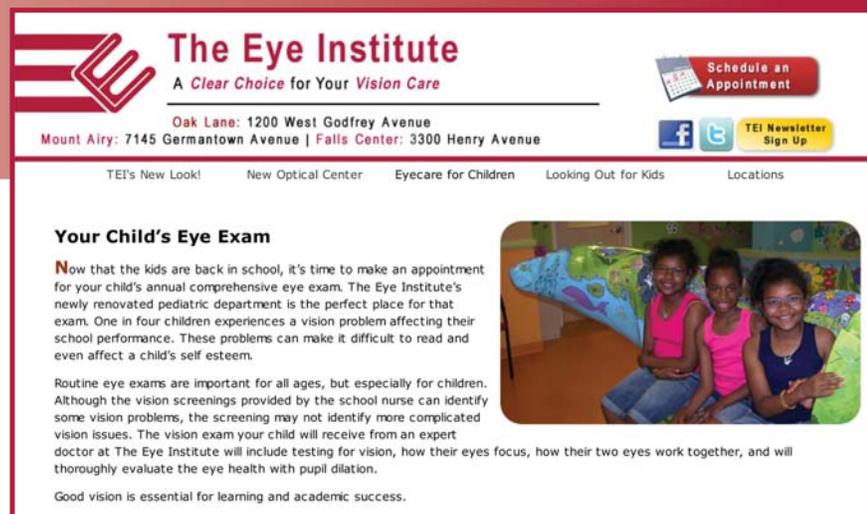
State-of-the-art classroom

Website Redesign

The redesigned TEI website - www.TElvision.com - will launch this month. The new layout will be more attractive and easier to use.

Please visit our website and give us your feedback. To leave comments, visit

www.TElvision.com/contactus.htm or email aabate@salus.edu with the subject "Website Feedback."



The Eye Institute
A Clear Choice for Your Vision Care

Mount Airy: 1200 West Godfrey Avenue
Falls Center: 3300 Henry Avenue

TEI's New Look! New Optical Center Eyecare for Children Looking Out for Kids Locations

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.

[Schedule an Appointment](#)

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**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

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

Spreading Holiday Cheer

The Eye Institute's staff, doctors and residents celebrated the holiday season with cheer during the annual Salus University party in December.



Photos by Alexis Abate

High-Definition Progressive Lenses

The optical center at The Eye Institute specializes in precision diamond high-definition lenses. Unlike most conventional lenses, these are manufactured with computer controlled quality and precision. High-definition progressive lenses enlarge the effective area of optimal acuity, reduces lens distortion, can increase your field of vision by up to 30% and can help you achieve never before possible clarity.

Call **215.276.6111** or visit **www.TEIVision.com** to make your next appointment.



**Diamond Lens High Definition
50% Discount**



HD Lenses will increase your field of vision 30% to achieve never before possible clarity.

Available at all three TEI locations.

Offer cannot be combined w/ funded insurance plans.
Offer expires April 16, 2012.