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Eyesight

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Seventh Annual Kids Fundraiser: A Bushel of Fun

On the evening of Friday, November 15, 2013, the Hafter Student Center on the campus of Salus University was once again buzzing with excitement as guests arrived to support the seventh annual "Looking Out for Kids" charity fund-raiser. Legendary Philadelphia Eagles running back, Brian Westbrook, and superintendent of the Norristown Area School District, Dr. Janet Samuels, co-hosted the fall-themed benefit.

The festivities began with an hour long VIP cocktail reception. The party then moved into the main facility where guests mingled, dined, sipped cocktails and bid on an extensive silent auction including autographed memorabilia, restaurant gift certificates, traveling experiences and more. "We had a fantastic time at this beautiful, creative and fun event," Rebecca Thornburgh, a Chestnut Hill resident, said.

Almost 300 guests from the community attended. "It's really important for me to support such a worthy cause," Andrea Lieberman from Fed Ex Office said. "I thought the event was great - the food and the desserts were delicious."

The funds raised through the "Looking Out for Kids" initiative are used to provide vision care and eyeglasses to disadvantaged children in Philadelphia and its surrounding communities. Central to the charity's work is a long-standing collaboration with the School District of Philadelphia. In the 2012-2013 academic year, The Eye Institute's staff provided vision screenings to over 2,300 Philadelphia public school children; comprehensive eye exams to over 500 who failed the screening and



Legendary running back Brian Westbrook poses with Dylan Falkowski during the evening's VIP reception.



Photos by John Dolores Photography

dispensed approximately 800 pairs of glasses to children in need.

The growing financial success of the "Looking Out for Kids" charity has now allowed The Eye Institute to bring its services to disadvantaged children in Norristown's public schools. (see pg. 3).

For more information on The Eye Institute's "Looking Out for Kids" vision care initiative, visit www.TElvision.com/LOFK



GRAB A PAIR *and show you care*

285 MILLION people worldwide are visually impaired or blind and 80% don't have to be.



On the second Thursday of October each year, World Sight Day raises global awareness about blindness and visual impairments. Coordinated by the International Agency for the Prevention of Blindness, the focus this year was Universal Eye Health and access to comprehensive eye exams. The Eye Institute and the Salus

doctors and interns took part in the World Sight Day Challenge – a major fund-raising campaign to support Optometry Giving Sight. This project aids in improving the quality of life for people who are needlessly visually impaired because they simply don't have access to an eye exam or eyeglasses. The students, through T-shirt sales and other creative fund-raising endeavors, raised over \$2,000.



University community supported this endeavor in a variety of ways. For the second consecutive year, The Eye Institute's

Staff, doctors, residents and students of Salus University also joined the TOMS #BeShady campaign. Many wore their shades inside The Eye Institute's exam rooms and optical center and in Salus University's classrooms all in a gesture of support to help more people see worldwide.



Photos by Alexis R. Abate

DID

YOU

KNOW?



The Eye Institute of Salus University recently completed an \$11 million renovation through the Setting Our Sights campaign?



The original site of the Pennsylvania College of Optometry's clinical site was located at 1809 Spring Garden Street in Philadelphia?



The Eye Institute has approximately 45,000 patient visits each year?

*Did You Know? is a new, recurring feature of TEI's Eyesight Newsletter. To send suggestions, email aabate@salus.edu.

"Looking Out for Kids:" Norristown

For the second year, a team from The Eye Institute has been providing vision care through in-school exams in the Norristown Area School District.

After a successful school-based pilot program last spring in the Norristown Area School District, The Eye Institute was determined to expand its children's vision care initiative and provide vision care services for uninsured and under insured children in the Norristown community once again.

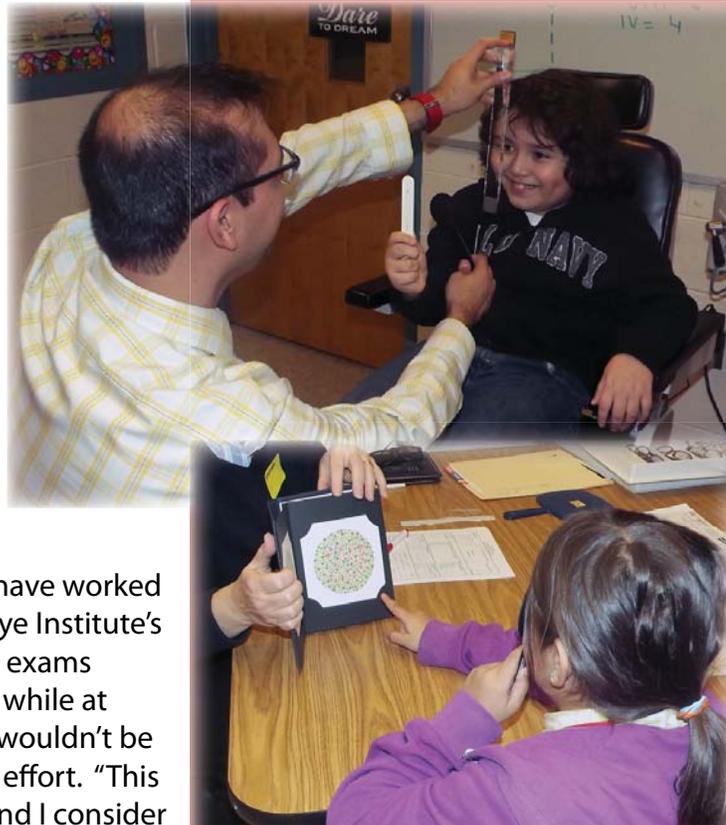
In November, a second in-school eye clinic was set up in Marshall Street Elementary School, 1525 W. Marshall Street, to provide comprehensive exams to both Marshall and Stewart Middle School students. This initiative is an offspring of The Eye Institute's "Looking Out for Kids" initiative, which continues to expand its reach for children in need of vision care services. "We want the best for our students and especially want them to achieve and do well in school", Cheryl Brumbaugh, Stewart Middle School nurse, said. "By having their vision problems corrected, this ensures a good start for them."

The design for the Norristown vision care project involves moving the in-school exams to different locations throughout the year. In early January, children at Whitehall Elementary School, 399 N. Whitehall Rd., began receiving services. Once the vision needs of Whitehall are met, the team expects to move to Cole Manor, 2350 Springview Rd. The program will shift to at least two more schools before June with approximately 250 Norristown public school children

receiving vision care and eyeglasses before the end of the school year. Since nearly 85% of children examined require eyeglasses, about 420 pairs of eyeglasses will be provided.

Dr. Janet Samuels, superintendent of the Norristown Area School District (NASD), along with the district's nurses have worked diligently to ensure The Eye Institute's team can complete these exams efficiently and effectively while at each school. This project wouldn't be possible without a group effort. "This is a wonderful program and I consider it an honor and privilege to be part of it - there is a lot of good that is being done," Dr. Luis Trujillo, the pediatric optometrist providing the care, said. "We are helping to give kids a clear vision and if a child can't see clearly, then chances are they aren't going to do as well academically." Cathie Muhr, a 30-year optometric technician veteran, who has been providing support to Dr. Trujillo, agreed. "The most important part of this project is being able to provide eye care to children who obviously need it in an environment that is comfortable and convenient for them," she said.

For more information on the "Looking Out for Kids" initiative, email lookingoutforkids@salus.edu or visit www.TElvision.com/LOFK



Two children during exams at Marshall Street Elementary School. Photos by Alexis R. Abate

SALUS UNIVERSITY THANKS "LOOKING OUT FOR KIDS" 2013 SPONSORS

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The Eye Institute PA Eye Institute





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Website: www.TEIVision.com

The Eye Institute is the clinical practice of Salus University



Chestnut Hill Office Opens on Fridays



Drs. Richards, Miller and Amos will be taking care of patients at The Eye Institute's Chestnut Hill office.

On Friday, January 10th, The Eye Institute's Chestnut Hill office located at 7630 Germantown Avenue expanded its hours to include Fridays from 8 a.m.-5 p.m. The Eye Institute moved into the Chestnut Hill community in September 2012 in an effort to expand its services to the surrounding neighborhoods. "To meet the increasing needs of the Chestnut Hill community, we are pleased to add another day to our schedule," Dr. Susan Oleszewski, Salus University's Chief of Staff, said. "In addition to a full complement of practicing optometrists, our

offices provide real-life training for Salus University students who are pursuing the Doctor of Optometry degree."

The Eye Institute of Salus University opened in 1978 to provide the highest quality of vision care to patients through the collaboration and expertise of optometrists, ophthalmologists, opticians, ophthalmic technicians and optometric interns. The Eye Institute at Chestnut Hill features the latest in ophthalmic technology, including the newest diagnostic tools and courses of treatment.

Acknowledgements

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HOURS

Hours of Operation
Monday, Tuesday, Thursday
and Friday: 8 a.m.-5 p.m.
Wednesday: 10 a.m.-7 p.m.
Saturday: 8 a.m.-4 p.m.

Retail Store Hours
Monday, Tuesday, Thursday
and Friday: 9 a.m.-5 p.m.
Wednesday: 10 a.m.-7 p.m.
Saturday: 9 a.m.-4 p.m.

Appointments

Call 215.276.6111 OR

visit www.TEIVision.com/appointment.htm