

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

# Eyesignt Winter 2012 Volume 3, Issue 1

# 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. TEl'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.TElvision.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







For more event photos, visit www.TElvision.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.

Large conference room

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

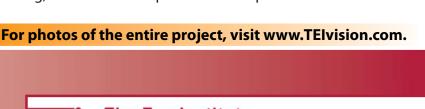


Website









### Redesign The redesigned TEI website - www.TEIvision.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."



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 Eve 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.

## **Community Based Care**

Although not a comprehensive eye examination, a vision screening can represent the first step in detecting serious vision threatening conditions. A vision screening includes testing visual acuity (traditional eye chart), screening for glaucoma and a general eye health examination. Since this is not a full exam, patients will not receive an eyeglass prescription. The vision screening may reveal problems that require attention, and if so, patients will be counseled on how to proceed with their eye care.

Screening teams from The Eye Institute partnered with Bravo Health to provide vision screenings to selected individuals, who are members of their plan. On two separate dates in November, TEI doctors and a team of interns provided glaucoma screenings to over 400 patients at the Pearl Theatre, 1600 N. Broad St. A key clinical point gathered in a glaucoma screening is an eye pressure check.

On December 16, 2011, over 50 patients received a community based diabetic eye exam at the Lenfest Center in North Philadelphia. Diabetes affects small blood vessels. A key clinical point in diabetic care is examining the retina and viewing the retinal blood vessels with special instruments. Glaucoma and diabetes represent two chronic conditions with the potential to cause significant vision loss if undetected and untreated. Early detection is essential, which is why vision screenings can be extremely important for a community.

To make an appointment for a comprehensive eye exam at any of The Eye Institute's THREE locations, call 215.276.6111 or visit www.TElvision.com/appointment.htm.

#### **GLAUCOMA**

A group of diseases that can damage the optic nerve.

#### **2X**

A person with diabetes is nearly two times as likely to get glaucoma.

#### **DILATED EYE EXAMS**

These help determine if an individual has diabetes or glaucoma.

#### **DIABETIC RETINOPATHY**

The most common diabetic eye disease and a leading cause of blindness.

#### **AT RISK**

You are at risk for glaucoma if: a family member has glaucoma, you are an older adult, or you are African American.

#### 215.276.6111

Call for an appointment.

# **Children's Eyecare**

Working with the School District of Philadelphia's school nurses, each year, The Eye Institute provides eye care services to thousands of children throughout Philadelphia's public schools. Since September through the beginning of February, TEI has provided vision screenings to over 1200 students, of which 550 have failed. Nearly 300 of these children who failed the school vision screening have already been transported to The Eye Institute's pediatric service for comprehensive eye exams. Approximately 400 pairs of eyeglasses have been distributed to these children. The Eye Institute is dedicated to providing vision care services to area children and will continue to strengthen its commitment for the remainder of the school year and years to come.

For more information about the "Looking Out for Kids" vision care initiative, visit www.TElvision.com/LOFK.

Follow us on Facebook and Twitter





Acknowledgements





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.TElvision.com** to make your next appointment.

