



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

# Eyesight

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## 35 Years of Excellence in Eye Care

The Eye Institute (TEI) of the Pennsylvania College of Optometry at Salus University has been a valuable vision care resource to the community for nearly 35 years. Construction of The Eye Institute's original building began in 1976 and was completed in late 1977. Several months later, in April of 1978, TEI was formally introduced to the public with a "grand opening" celebration. This opening represented more than four years of planning and work.

At the time of its opening in 1978, TEI's facilities were state-of-the-art. However, with the passage of time it

was clear the building was in need of a "face-lift."

In 2012, an \$11 million renovation of The Eye Institute was completed, representing a commitment to its mission and the community it serves. The excellent quality of care patients experience is now enhanced by a beautifully designed modern clinical space.

This year, TEI celebrates its 35th birthday. The Eye Institute's talented doctors and staff continue to provide the highest quality vision care to its patients through the collaboration and expertise of optometric

physicians, ophthalmologists, opticians, ophthalmic technicians and optometric interns.

Celebrate this monumental anniversary by checking TEI's Facebook page "**Wayback Wednesday**" posts each week. For more information about TEI and its services, visit [www.TEIVision.com](http://www.TEIVision.com).

Pictured above are photos of The Eye Institute through the years from its opening in 1978 through 2013.

# A Joint Approach

The Eye Institute at Chestnut Hill and the Chestnut Hill Hospital's Family Practice provide a multi-disciplinary approach to healthcare.

Patients walking through the glass doors of The Eye Institute's newest office in Chestnut Hill, 7630 Germantown Avenue, on Tuesday mornings through June experienced more than just exceptional eye care. They also saw a joint partnership in the education of future eye and healthcare providers. The Eye Institute's move into the Chestnut Hill community in September from Mt. Airy served as the perfect opportunity to renew a partnership with the Chestnut Hill Hospital's Family Practice.

Second year medical residents from the Family Practice, 8815 Germantown Avenue, have been working alongside The Eye Institute at Chestnut Hill's doctors and optometric interns. A total of five medical residents rotated through the Chestnut Hill practice. "This initiative has allowed both professions to gain further respect for each profession's contribution to patient care," Dr. Linda Casser, dean of the Pennsylvania College of Optometry, said.

The hands-on training and sharing

of different viewpoints made a great learning environment. The medical residents not only had the opportunity to observe optometric clinical professionals render care, but they experienced first-hand the depth and breadth of the optometric profession. Similarly, the optometric trainees had the added benefit of the resident's perspective on the medical care a patient received. "I liked the multi-disciplinary approach," Dr. Christopher Daroy, who was assigned to TEI's Chestnut Hill site in February, said. "The patient care exposure was excellent and the patient population was great."

According to Dr. Valerie Pendley, assistant director of the Family Practice's Residency Program, the relationship between the two Chestnut Hill practices was a natural fit. "A lot of our patients use The Eye Institute's services for regular and diabetic eye exams," she said. "It's a great partnership in the community since we share patients."



Dr. Melissa Vitek and Dr. Christopher Daroy at The Eye Institute's Chestnut Hill office.

*Photo by Alexis R. Abate*

Dr. Melissa Vitek, the optometric physician who supervised the medical residents and optometric trainees, enjoyed integrating the medical and optometric disciplines for TEI's patient base. "This collaborative approach to patient care and clinical education promises more effective healthcare delivery, ultimately leading to improved patient outcomes," Dr. Casser said.

**To make an appointment at the Chestnut Hill office, call 215.247.0300.**

**DID**

**YOU**

**KNOW?**



The Eye Institute has served the Oak Lane community since 1978?



Construction for The Eye Institute started in 1975 and took over two years to complete?



The Pennsylvania College of Optometry is one of 23 optometry schools in North America?

# “Looking Out for Kids” in Norristown

For the first time, The Eye Institute provided care to children in a Norristown area school during the last two months of the academic year.

The Eye Institute (TEI) stepped up in a very big way to provide vision care and eyeglasses to uninsured children in the Norristown Area School District. In late April, TEI set up a school-based eye clinic in Joseph K. Gotwals Elementary School, 1 E. Oak Street. Gotwals Elementary was chosen for this special project because of the amount of uninsured children in need of vision services identified through the school nurse.

Once a week for seven weeks, an Eye Institute doctor examined children inside the school. “Good vision is an essential component of learning and academic success,” Dr. Susan Oleszewski, vice president for Patient Care Services at TEI, said.

Fifty nine children received exams. Of the 59 children, 50 required eyeglasses. “Without eyeglasses, these 50 children would really struggle with their school work and other daily tasks,” Dr. Luis Trujillo, the optometrist who examined many of the children, said.

The Eye Institute has a long and proud tradition of providing services to under served populations. This vision care initiative at Gotwals

Elementary was financed through The Eye Institute’s “Looking Out for Kids” charity fund. The annual “Looking Out for Kids” fundraiser occurs each fall and the money raised helps provide vision care and eyeglasses to children in need.

“The Eye Institute was thrilled for the opportunity to provide these services and we hope to continue working with the Norristown Area School District in the fall of 2013,” Dr. Oleszewski said.

However, the fund has its limitations and The Eye Institute continues to search for benefactors to support this important initiative. “It would be a wonderful contribution to the Norristown community if we could expand this program and reach even more children,” she said.



(Top right) Dr. Luis Trujillo and intern Jannelle Engel during an exam; (middle) Sherlyn loved her new glasses; (bottom left) Gotwals students sport their new glasses alongside Principal Fernandez.

Photos by Alexis R. Abate

**For more information about the “Looking Out for Kids” charity fund, visit [www.TEIVision.com/LOFK](http://www.TEIVision.com/LOFK) or e-mail [LookingOutforKids@salus.edu](mailto:LookingOutforKids@salus.edu).**

## Open House at Chestnut Hill Office



In September of last year, The Eye Institute moved its Mt. Airy practice to Chestnut Hill at 7630 Germantown Avenue. On the evening of Thursday, February 21st, The Eye Institute’s staff, administration and faculty gathered with community members and business owners for an intimate open house at The Eye Institute’s Chestnut Hill site.

With music playing in the

background, attendees enjoyed appetizers from Roller’s Restaurants, 8142 Germantown Avenue, mingled and toured TEI’s newest facility. Community members also had the opportunity to check out the latest in the site’s fashion eye wear selection.

**For more information on The Eye Institute at Chestnut Hill, visit [Locations/Hours](http://Locations/Hours) at [www.TEIVision.com](http://www.TEIVision.com).**



**The Eye  
Institute**

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)**  
Chestnut Hill Plaza  
7630 Germantown Avenue, #4  
Philadelphia, PA 19118

**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*

## Electronic Health Records Launch at TEI

The Spring/Summer 2010 edition of TEI's Eyesight newsletter stated TEI's new building and renovation project included "wiring that would support the future integration of electronic health records."

With renovations complete, that day has come. In the beginning of June, The Eye Institute launched its first implementation of electronic health records (EHRs) at its main location in Oak Lane as well as satellite locations in Chestnut Hill and East Falls. During the implementation, patient wait times and length of exams may be a bit longer than

expected, but the quality of care remains intact.

In healthcare, it's important to have a seamless flow of information within a digital infrastructure. Storing patient information electronically has several added benefits such as enhanced quality and convenience of patient care including e-prescriptions, more accurate diagnoses and increased patient participation. This conversion has improved the continuity of care between doctors and staff at The Eye Institute from start to finish.



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The Eye Institute



PA Eye Institute