



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



# Eyesight

Winter 2009/2010 ~ Volume 1, Issue 8

## Third Annual Looking Out for Kids Fundraiser: A Charitable Night



Eagles' offensive guard, Todd Herremans; The Eye Institute's Vice President for Patient Care Services, Dr. Susan Oleszewski; and President of Philadelphia Academies, Inc., Lisa Nutter served as the night's hosts.

(Photo by John Dolores Photography)

**Inset photo:** Herremans enjoys time with kids attending the event.

To view more event  
photos, visit  
[www.TELvision.com](http://www.TELvision.com)

### Inside this issue:

**Multiple Designers  
Join the Eyeworks  
Team** 2

**Give Kids Sight Day:  
And What a Day It  
Was!** 3

**The Right Frame:  
Style, Comfort and  
Durability** 4

On the evening of October 30, 2009, the lights in the Hafter Student Center on the campus of Salus University were dim, while donors sipped cocktails and enjoyed hors'oeuvres during the hour-long VIP reception at The Eye Institute's third annual Looking Out for Kids (LOFK) charity fundraiser. The silent auction tables were packed with unique items such as autographed sports memorabilia and hotel accommodations, packaged with dinner certificates or theatre tickets.

Lisa Nutter, President of Philadelphia Academies, Inc. and first lady of Philadelphia was excellent as the event's co-host. Although the evening's other co-host, Kevin Curtis, wide receiver for the Philadelphia Eagles, could not attend because of a knee-related medical procedure, a fellow teammate stepped in. Offensive guard Todd Herremans, attended in Kevin's absence.

With music playing in the background, over 220 people enjoyed delicious food and an open bar, while placing bids on silent auction items and purchasing goods from local artisans. All funds raised throughout the night help provide vision care services and eyeglasses to uninsured and under insured children in the community.

One in four children experiences a vision problem, which may result in poor school performance. To ensure academic success, comprehensive vision care is essential. The Looking Out for Kids vision care program

helps make sure disadvantaged children receive the vision care necessary for success. The Eye Institute is especially grateful to the Looking Out for Kids' corporate sponsors, as their generous contributions helped ensure a successful evening. Sponsors included:

- Fox Rothschild LLP: Attorneys at Law
- Dr. James Lewis
- Davis Vision
- America's Best Contacts & Eyeglasses
- Crown Holdings, Inc.
- Armstrong, Doyle & Carroll, Inc.
- VSP (Vision Service Plan)
- Commercial Flooring Systems
- Edward B. O'Reilly & Associates, Inc.
- Turner Construction Company

If you would like to help us "Look Out for Kids," tax-deductible contributions can be made to "Looking Out for Kids" and mailed to:

**Dr. Susan C. Oleszewski**  
**The Eye Institute**  
**1200 West Godfrey Avenue**  
**Philadelphia, PA 19141**

# Multiple Designers Join the Eyeworks Team



In today's world, eyeglasses serve the dual purpose of both fashion and function. On one hand, a quality pair of eyeglasses is considered a medical device, as the lens prescription and features are responsible for correcting a person's vision. But, the eyeglass frame, by virtue of its color, design and style, creates the fashion most patients' desire.

**Eyeworks**, the optical department at The Eye Institute, has a renewed commitment to providing quality eyewear to its patients. In an effort to better meet patient needs, the inventory of value and quality frames has expanded to address price ranges for all patients. Many designer frame lines have been added to the selection. Coach, Sean

John and Christian Dior are available for the fashion conscience. To ensure lens prescriptions are produced accurately and in a timely manner, relationships with new optical laboratories have been established. "We are pleased with the shorter turn around time for our patient's eyewear that our new laboratory partners have been able to provide," Michael Krass, Eyeworks manager, said. "Our patients appreciate the improved delivery time and quality."

The Eyeworks' staff are experts in making optical recommendations for various lifestyles. "The department's goal is to educate patients about all lens options and to help them make a decision that will serve them best, that is, the right frame

with the right lens design for the right price," Charles Sporer, Eyeworks co-manager, said.

Understanding the value and need for certain lens options is essential in making an eyewear purchase. Lens options may increase the overall cost of your eyeglasses, but the added value is well worth it, particularly when most patients keep the same pair of eyeglasses for two years or more.

An **anti-reflective (AR) lens treatment** is a perfect example of a lens feature with great functionality. When a lens is treated with an AR coating, lens surface reflections are minimized, while allowing more light through the lens. The result is better vision and visual comfort in all lighting situations. An AR coating is particularly valuable to patients who notice glare and scattering of light while driving at night - especially from on-coming headlights. An AR lens coating reduces this glare. It also provides a

cosmetic advantage in decreasing the visible reflections off the front surface of the lens, which is more apparent in photographs.

The selection of the right frame and lens features can make all the difference in your day-to-day visual comfort and appearance. When you visit **Eyeworks**, don't hesitate to challenge the staff by asking them to:

- Recommend a frame that fits well and satisfies your fashion sense
- Educate you on lens features that meet your needs
- Inform you about the value of ultraviolet radiation protection
- Explain the many options available in fashion sun wear
- Answer all of your eyewear questions and concerns

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# Give Kids Sight Day: And What a Day It Was!



Hundreds lined up outside The Eye Institute to have their children's eyes examined and receive glasses free of charge on Give Kids Sight Day. (Photos by Alexis Abate)



On Saturday, November 21, 2009, The Eye Institute participated in the first "Give Kids Sight Day" (GKSD). Public Citizens for Children and Youth (PCCY), a child advocacy group, invited The Eye Institute (TEI) to be part of a city-wide coalition to address the unmet vision care needs of thousands of children in Philadelphia. The event was created to increase public awareness about the importance of good vision and the role it plays to ensure academic success for children and adolescents.

After studying the state of children's vision care in Philadelphia during the 2008-2009 academic year, PCCY discovered more than 13,000 children who failed the state-mandated vision screening (primarily through

the work of school nurses) never received comprehensive eye care. As a result of this discovery, PCCY created a vision-care coalition. The coalition represents a consortium of local organizations interested in providing vision care services to children.

The public response on "Give Kids Sight Day" was incredible. Even before the doors opened, families eager for services lined up at The Eye Institute's Oak Lane facility. "We brought 13 kids with us and about five parents because a number of kids in my church needed eyeglasses and quite a number of children don't have insurance," Carolyn Johnson, a resident of

Collingdale, Pa., said. Children who attended received a free vision screening. If the child failed the screening, a refraction (testing for eyeglasses) was performed and two pairs of eyeglasses were ordered. All services and eyeglasses were free to those who attended.

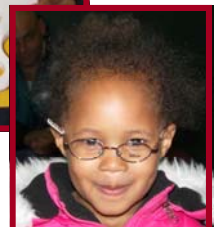
On "GKSD," eye care services were provided at The Eye Institute and Wills Eye Hospital. The crowds at both locations were quite large, demonstrating the great unmet vision care needs for Philadelphia's children. More than 400 children were seen at The Eye Institute that day; 90 were recommended for follow up care; and over 330 pairs of eyeglasses were ordered.

Although many families waited several hours for care, all were thankful for the free services. "It wasn't just about our children and our family. When you find an event like this happening in today's economy, you try

to get the information out for other children as well," Johnson said.

Even though the event was supposed to end at 2 p.m., the number of children needing care required TEI's team to work past 6 p.m. "The wonderful public response made our entire team feel good about the great work we accomplished that day," Dr. Susan Oleszewski, Vice President for Patient Care Services, was quick to note.

PCCY expects "Give Kids Sight Day" will become an annual event. The Eye Institute and its entire vision care team look forward to being part of this great community partnership in 2010.



## Acknowledgements



The Eye Institute would like to acknowledge the generous support of Alcon Laboratories in the production of this newsletter.

Alcon's mission is "to discover, develop, produce and market innovative, high quality eye care products that preserve, restore and

enhance vision."

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



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**Appointments: 215-276-6111**  
**Website: [www.TElvision.com](http://www.TElvision.com)**

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

## The Right Frame: Style, Comfort and Durability



Many patients are interested in the way eyeglasses look, while others pay more attention to comfort, fit and durability. Selecting the right frame - with assistance from The Eye Institute's expert opticians - can result in all three.

Taking advantage of The Eye Institute's expert optician's knowledge and skill can be extremely helpful.

For example:

- **If a frame looks good, but slides off your nose**

The optician can adjust the temple length or the way the temple end wraps around your ears during the

final fitting.

- **If the nose pads are uncomfortable**

The optician can replace the nose pads with a more comfortable pair or find a similar style of frame with better pads.

Durability is another important factor in selecting a frame. Our opticians understand the durability of certain frames. They experience firsthand which ones are continually brought back for repairs and which have had few or no complaints. Make sure to ask your optician's advice on frame durability.

- **Choosing frames to match facial structures**

Lastly, opticians can provide guidance about frame style and shape based upon your face shape. For example, patients with round faces should avoid perfectly round glasses, as this design will make the patient's face appear even more round. The Eye Institute's optical staff are experienced to help you select a frame that will be both functional and fashionable.

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