



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



Eyesight

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The Eye Institute: Our New Look

The Eye Institute is undergoing a \$10 million renovation to its clinical facility, representing a commitment to its mission and the community it serves.

The Eye Institute opened its doors in 1978. Now, after more than three decades of serving the community, it will undergo a major renovation. The building's transformation will result in a state-of-the-art practice that will provide an inviting and comfortable environment for patients, and a facility rich in technology that supports the educational mission of training future eye care practitioners.

***WE WILL
CONTINUE TO BE
OPEN DURING
RENOVATIONS!***

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The Eye Institute's Mission

The Eye Institute's mission is to provide competent, comprehensive and patient-centered vision care to all who seek services, while providing the highest quality clinical education to the Pennsylvania College of Optometry's optometric interns. In pursuit of its mission, The Eye Institute (TEI) offers a vast array of services to care for the visual needs of persons of all ages and to manage routine and not so routine vision and ocular health problems. In the spirit of being true to its mission and continuing its commitment to its community, TEI's renovation project represents a \$10 million investment in its Oak Lane facility through an expansion and renovation of its current facility.

The Renovation Project: Facts and Features

- The project is scheduled to begin in April 2010 and will take approximately 18 months to complete.

Phase I will involve renovation and build out of the clinical level of the facility. The first phase will take approximately 13 months to complete, which means clinical services will be provided in the new facility in July of 2011.

Phase II of the project involves renovation of the upper level of the facility, where administrative and staff offices are located. Phase II will be completed in October 2011.

- The architectural plans include a 15,000 square foot addition to the lower level and a complete renovation of the current structure. The rehabilitation of the existing facility's interior will include new walls and layout, new ceilings, flooring, wall coverings, lighting and furniture, along with wiring that will support the future integration of electronic health records.

- When construction is finalized, all patient care services will occur on the facility's lower level. An exciting design feature of the lower level is the expansion of the optical department. The upper level will include administrative and staff offices, meeting and educational spaces, and an enlarged café/vendeteria.

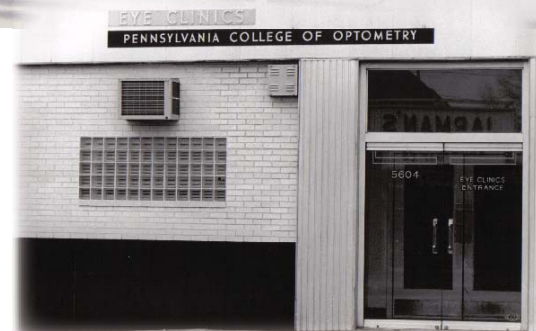
- When complete, the clinical facility will have one central entrance located on the west side of the current building. This will allow for improved patient flow and enhanced security. This entrance will be accessed most conveniently through the current Godfrey Avenue driveway. The newly designed clinical facility will continue to offer free parking for its patients and staff.



Original Site
1809 Spring Garden Street
1919-1932



"Old Main" Campus
1933-1970



Uptown Clinic
5604 N. Broad Street
Opened in 1966
Acted as the second optometric clinic

The Eye Institute's History in the Community

The Eye Institute (TEI) is the clinical practice of the Pennsylvania College of Optometry. From 1919 through 1932, the then Pennsylvania State College of Optometry (the College became PCO in 1964) was located at 1809 Spring Garden Street in downtown Philadelphia. In 1933, the College relocated to Oak Lane at 12th Street and Godfrey Avenue, where it significantly expanded its facilities, including building The Eye Institute in 1978. After 65 years in Oak Lane, the College purchased the Breyer Office Park in Elkins Park and moved its academic and administrative functions to the new campus in 1998. The Eye Institute remained in Oak Lane and continued to be a community anchor, providing more than 60,000 patient visits per year, through a combination of primary care and specialty vision care services.

The Patients We Serve

Our patients are important to us and we recognize that they are a valued asset to our clinical practice. The quality of care we render and commitment we have to our patients' visual well being, have been returned in kind by patient loyalty, as demonstrated in their pattern of returning to The Eye Institute for their vision care year after year. Here are some facts about our loyal patients:

- There are more than 60,000 patient visits to The Eye Institute each year.
- Our patients range in age from one to 93-year-olds, with the average age being 50-year-olds.
- 65% of our patients are female.

The "New" Eye Institute will enrich the patient experience by creating a pleasant environment and a design that supports a more efficient experience. The Eye Institute's investment in our patients' vision care experience is our way of saying thank you for years of loyalty to us.



The Eye Institute
1978 until 2010



Our Future is Here
The Eye Institute:
Our New Look
2011 and beyond



The Clear Choice For Your Vision Care Needs

Three convenient locations to serve you:

The Eye Institute

1200 West Godfrey Avenue
Philadelphia, PA 19141

The Eye Institute (Mt. Airy)

7145 Germantown Avenue
Philadelphia, PA 19119

The Eye Institute (Strawberry Mansion)

2301 North 29th Street
Philadelphia, PA 19132

Main: 215.276.6000

Appointments: 215.276.6111

Website: www.TElvision.com

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

Thank You for Your Patience

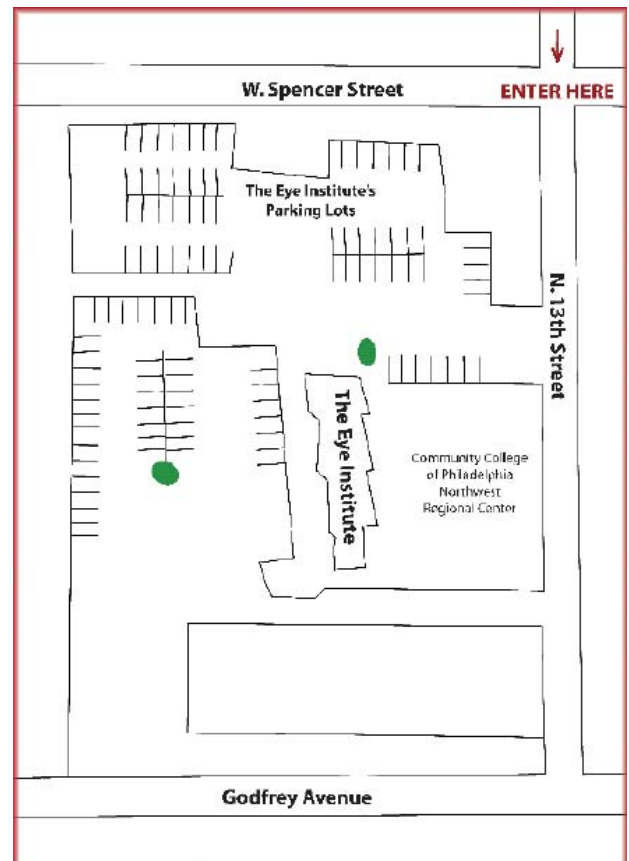
Throughout the 13 months it will take to renovate the clinical service level of the new facility, we will continue to operate all services.

WE ARE OPEN FOR BUSINESS!

At times, the renovation may cause confusion and inconvenience to our patients, as well as our staff and students. We will surely do all we can to minimize the inconvenience to all and to ensure services are not interrupted. We ask for everyone's patience and understanding during this period. What we can promise is that in 2011, when the project is completed, The "New" Eye Institute is poised to enrich the community and the visual well being of all who seek our services.

Parking During the Renovation

Starting on June 1, 2010, all patients and visitors coming to TEI should enter through the Spencer Street entrance. The pediatric service will be temporarily relocated to the Spencer Street side of the facility. If you are driving to the facility, use the Spencer Street driveway and parking lots.



Acknowledgements

For more information, visit www.alcon.com.

