

A Quarterly Publication  
of The Eye Institute  
of Salus University

# Eyesight

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## Looking Out for Kids: A Philadelphia Experience

On the evening of Saturday, November 1, 2014, the Hafter Student Center on the Elkins Park campus of Salus University stirred with excitement as guests arrived for The Eye Institute (TEI) of Salus University's eighth annual "Looking Out for Kids" charity fundraiser.

"It was a party for Ben Franklin and the Mummers," said Rosemary Connors, this year's host, an NBC10 Emmy award winning news anchor and reporter. The 2014 fundraiser celebrated Philadelphia's unique culture while fostering important community partnerships.

Ben Franklin and Betsy Ross were

among the 300 attendees, while Tastykake and the legendary Philadelphia soft pretzel also made special appearances.

Over 100 silent auction items were donated, ranging from sports and theatre tickets, to an 18" snow blower, handmade wooden stools, autographed memorabilia, and a limited edition Phillies Fender® Stratocaster® guitar. "From the chocolate liberty bell candies and signature drink, the "Liberty Bellini", to the Italian Market and Chinatown food stations, this Philadelphia-themed event has been the most exciting yet," said a pleased attendee.



*(Photos by John Dolores Photography)*

Funds raised through the "Looking Out for Kids" program help provide vision care and eyeglasses to uninsured and under-insured children in the Philadelphia area. In the 2013-2014 academic year, The Eye Institute provided vision care to nearly 800 students in the Philadelphia public school system.

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# Offering Hope at TEI's Brain Injury Clinic

The Brain Injury Clinic at The Eye Institute of Salus University uses vision therapy to improve the visual function in patients with acquired brain injuries.

This specialty works to provide comprehensive care for patients with vision disorders including amblyopia (lazy eye), strabismus (eyeturn), accommodative (focusing), eye teaming, eye tracking, and learning-related visual issues.

This service was created due to the increased number of patients with brain injury related vision problems, and receives many of its referrals from the Children's Hospital of Philadelphia and Moss Rehab. "We see many adult patients with motor-vehicle related injuries, as well as children with concussions from playing sports," said Dr. Ruth Shoge, Assistant Professor and Director of the Pediatric &

Binocular Vision Services at The Eye Institute.

Components of the visual system are located in all lobes of the brain; consequently, trauma to any part of the brain may affect visual function. Rehabilitation can often relieve symptoms including double vision, headaches, blurred vision, sensitivity to light, nausea, and tracking issues, to name a few. Vision therapy utilizes office-based techniques along with the use of prisms, tinted lenses, and filters in order to rehabilitate eye posture and coordination.

Through rehabilitation, visual function can improve and enhance the patient's quality of life. "We are able to empower our patients," said Dr. Shoge. "We are able to evaluate and treat their vision-related issues in order for our patients to get back to work and school, back to life, and back to feeling better!"

For more information on Vision Therapy, please visit [www.teivision.com/services\\_visiontherapy.htm](http://www.teivision.com/services_visiontherapy.htm)



Dr. Ruth Shoge treating a patient with vision therapy.

**DID**

**YOU**

**KNOW?**



You can connect to the guest wireless network at our main location by selecting "Salus Patient Network" on your wireless device.



Our new providers, Drs. Minhas, Koukas, and Kim completed their post-graduate residency programs in Primary Eye Care at The Eye Institute.



February is Low Vision Awareness Month. Age-related macular degeneration affects more than two million Americans- 50 years of age and older.

# “Looking Out for Kids” continued

The Philadelphia- themed event raised over \$50,000 for the “Looking Out for Kids” program, and 28 local businesses were sponsors.

“This event would not have been successful without the involvement of our sponsors and their continued commitment to helping our community,” said Alexis Abate, Director of Communications at Salus University. “The mission of our initiative is to enhance the education of generations to

come, one vision screening at a time. Our intent is to grow and expand the program with each passing year, and begin to include other disciplinary areas of the University, including audiology. We’re excited to see where the program leads us in the future,” said Abate.

**For more information on The Eye Institute of Salus University’s “Looking Out for Kids” vision care initiative, visit [www.TELvision.com/LOFK](http://www.TELvision.com/LOFK)**



Betsy Ross at the eighth annual “Looking Out for Kids” charity fundraiser. (Photo by John Dolores Photography)

## Communicating With You

Over the past few months, we have implemented new initiatives that will directly benefit our patients. Through our **Electronic Health Record (EHR)**, we can now provide you with your own private health information portal. This system allows you to share your medical information electronically with other providers as well as securely submit questions and comments about your care directly to our clinic.

**Demandforce (DF)** communication system is another new initiative

which interfaces with our EHR and gives us the ability to send text and email messages to you. These messages include a “Welcome”, a “Reminder”, and a “Thank You” message. This system gives you the ability to submit a satisfaction survey and to post a quick review about your experience. It allows us the ability to send you our newsletters, as well as information regarding weather closures. We hope our communication efforts will enhance your patient experience here at The Eye Institute.

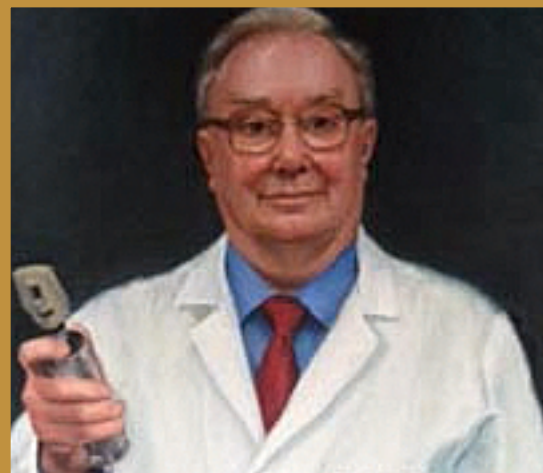
**Demandforce**  
Growth. On Demand.

**The Eye Institute**  
Philadelphia, Pennsylvania

### Patient Satisfaction

- Was it easy to schedule an appointment
- Were you satisfied with the registration process upon arrival
- Were the intern/doctor and staff sensitive to your needs
- After your arrival, was your waiting time reasonable
- Were your concerns or questions answered
- How would you rate the cleanliness of our facility
- How would you rate the quality of care received from the intern/doctor
- Did the intern/doctor protect your health by washing their hands

An example of The Eye Institute’s Demandforce satisfaction survey.



Painting of Dr. Toland located in the Toland Classroom. (Painting by Irene Nunn)

## Toland Classroom Dedication

On October 19, 2014, a classroom at The Eye Institute of Salus University was dedicated to Dr. Joseph Toland. Dr. Toland was influential in allowing The Eye Institute’s (TEI) optometrists to practice therapeutic optometry at a time when Pennsylvania did not have therapeutics for optometrists. A therapeutic optometrist can treat eye diseases and injuries, prescribe medication, and perform procedures.

Following the dedication ceremony, Dr. Susan Oleszewski, Chief of Staff at Salus University, and Dr. Michael Mittelman, President of Salus University, invited TEI faculty, staff, and campaign donors to attend a reception in which they each shared their fondest memories of Dr. Toland. In his speech, Dr. Toland expressed gratitude to his family, friends, and peers.



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 optometric practice of Salus University*



## Karen Kutner- New Assistant VP for Clinical Operations

Karen Kutner has been named Assistant Vice President for Clinical Operations at Salus University, and will serve as the chief operating officer responsible for the management of the University's

clinical sites. These clinical sites include The Eye Institute and its satellite clinics, as well as the Pennsylvania Ear Institute. In this role, Kutner will guarantee the highest standards of patient care.



## A New Look is Coming!

We're making some exciting changes at The Eye Institute of Salus University, and very shortly, we'll be rolling out a refreshed brand. We'll have a vibrant new look and feel in everything we do—from office signage and brochures

to advertising and our website—that will make a powerful promise about our commitment to health and well-being. Be on the lookout for our new appearance, and make sure to tell us what you think!



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The Eye Institute



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