

In Focus

Eye and vision information newsletter

VOLUME 3 ISSUE 2

SUMMER/FALL 2006

North Suburban Vision Consultants, Ltd. A practice dedicated to excellence in eye care

"Ours is a 20/20 commitment to you!"

Macular Degeneration...Are YOU at Risk? New Screening Test at NSVC is available

Featured in this
issue:

- AMD Screening
- Dry eye treatment developments
- SMART study will evaluate CRT's ability to control myopia progression
- Glaucoma, avoidable vision loss
- Hybrid Contacts

NSVC is a participating provider for the following Insurance/Vision Programs

Medicare	MC
Private Healthcare	PHCS
Blue Cross Blue Shield PPO's	BCBS
Humana PPO	Humana
VSP & EyeMed	VSP EM

We will submit all claims to your insurance carrier for your direct reimbursement for plans that we don't participate in as a service for you! It's our pleasure!

Macular degeneration is the leading cause of legal blindness for people over the age of 55 in the US.

About 10 million Americans have early signs of age-related macular degeneration (AMD). The disease is caused by the deterioration of the central portion of the retina called the macula. This area is responsible for central vision. AMD can cause distortion, blur, and loss of central vision which causes variable difficulties in your ability to read, drive, see TV, or recognize faces. Currently there is no cure for AMD and the effects are permanent. New treatments and surgeries are being developed but results have so far been limited and variable.

New research has identified key risk factors for AMD. They include: Family history of AMD,

Smoking (even if you have quit), and low levels of macular pigment (zeaxanthin and lutein).

NSVC is the first practice in the Chicago area to introduce "QuantifEYE" testing of macula pigment levels. This quick, painless, and inexpensive test will determine your MPOD (macula pigment optical density) score. Scientific studies show low MPOD is associated with higher risk for AMD. Further, those with low MPOD can be treated with dietary supplements to increase macula pigment levels (which can be monitored with subsequent MPOD measurements). Prevention is the key in reducing the number of people who may suffer the ill effects of AMD.

For more info see our website at www.nsvc.com



QuantifEYE

Measures key macula pigment levels to determine your relative risk to develop macular degeneration and allows for preventative intervention



"EP Restore" is an effective dietary supplement with high levels of zeaxanthin & lutein

Dry Eye relief promises improved contact lens comfort

The most common reason patients have trouble with their contacts is dry eye. Symptoms like grittiness, sandiness, and overall irritation signal inadequate tear film.

Today we have a multitude of treatment options that allow patients to regain comfortable all day lens wear.

Restasis (cyclosporine 0.05%) by Allergan pharmaceuticals helps increase tear production and reduce symptoms of dry eye. This drop is applied twice daily before and after contact lens wear.

Dr. Tiffany Lueken Polanek states "Restasis has shown remarkable promise in allowing patients to achieve successful contact lens wear.

This is truly a breakthrough in the treatment of dry eye for contact lens wearers and others that suffer from dry eye".

Ask your NSVC doctor about new



treatment options for dry eye.

"Teflon Lenses", the ultimate in performance and protection!

Teflon Clear Coat lens treatment is one of the most exciting optical developments in recent years.

By reducing over 90% of reflections off of the lens surface maximal light transmission is achieved and vision quality is optimized.



Present this to our opticians at Visions Optique for a \$50 discount on a complete pair of glasses

Additionally, Teflon Clear Coat lenses are treated with the most scratch resistant surface available today.

Due to the advanced antireflective technologies utilized in Teflon Clear Coat lenses, not only is vision optimized, but lenses remain clean and free from annoying deposits commonly found in old antireflective treatments.

The vision optimization achieved with Teflon Clear Coat lenses is especially appreciated with night driving, in fluorescent lighting, when watching TV, and anytime you are exposed to glare.

Ask our opticians about Teflon Clear Coat Lenses.



- **Over 1,000 contemporary frames for all budgets**
- **Exclusive frame collections for the most discriminating clients**
- **State-of-the-art lens technologies**
- **On-site laboratory**

NSVC Exclusive Eyewear combines high fashion with comfort



Our opticians at NSVC continually strive to bring you the latest styles and trends in eyewear.

We present frame lines that are unique and often exclusive in our area. The result is

that our patients are offered the ultimate in eyewear fashion along with optimal comfort and visual function.

Some our most exciting frame lines come from manufacturers such as **Gotti + Niederer of Switzerland** and **O & X of New York**. Bold colors and exciting shapes make eyewear an integral part of your overall expression.

Available in metal, rimless, and limitless plastic colors you can find your unique style that makes you feel just right in your new glasses!

Please come in to view the continually changing selections of frames at **Visions Optique of NSVC**

- Paula Wrobel - director of optical services
- Corey Brown - certified optician
- Richard Chmielewski - certified optician



Corneal Reshaping Therapy (CRT): clear vision all day long without: Glasses, Daytime Contacts, & NO SURGERY!

NSVC has been a leader in the treatment of myopia (nearsightedness) with corneal reshaping therapy (CRT). We have treated hundreds of patients allowing them to obtain clear vision all day long without the use of glasses, day time contact lenses, or the risks and permanence of surgery.

Applicable to patients of virtually all ages, CRT has shown great promise in the control of

progression of nearsightedness.

The The "SMART" Study

of myopia progression with CRT in kids ages 8 to 15 is now underway. **Dr. Eiden** is the principle investigator and co-designer of the study. CRT involves the use of specialized "reverse geometry" contact lenses worn during sleep. The lenses gently reshape the central cornea so that in the morning when lenses are removed vision remains clear all day long! CRT is FDA approved and has been shown to be safe and highly effective. Join our thrilled CRT patients who enjoy the freedom of clear vision without daytime



Glaucoma: Early Diagnosis is the key to preserving vision

Glaucoma is an insidious eye disease effecting over 2 million people in the United States. If left undiagnosed and not treated the result is total blindness. However, vision loss due to glaucoma is entirely unnecessary. Appropriate early diagnosis and treatment can allow patients with glaucoma to preserve their vision and maintain totally normal lives.

Recent research study results have helped us identify the key risk factors for the development of glaucoma. The outcome is that we can now treat much earlier and prevent loss of vision due to glaucoma.

New technologies also allow us to make much

earlier diagnostic and treatment decisions. NSVC is one of the leading practices in the utilization of state of the art technologies in glaucoma diagnosis and treatment. Instruments such as the HRT-3 scanning tomographer, ultrasonic pachymetry, and SWAP perimetry are just a few of the most advanced glaucoma technologies utilized at NSVC.

*Treatment for glaucoma is primarily based on taking eye drops daily. Today's glaucoma medications have far fewer side effects, are typically used only once daily, and are far more effective than older medications. An example of the newest glaucoma medications is Travatan by Alcon laboratories. **Dr. Eiden**, a consultant*

for Alcon labs, states "All adults should have annual eye health examinations to screen for eye diseases like glaucoma which have absolutely no symptoms during their early phases. This is the time when treatment is most effective".



"Infant See" at NSVC provides free eye screenings to babies!



*NSVC is proud to be a participant in the American Optometric Association's **Infant See** program. Designed to provide free vision screenings for babies one year of age and under. The program has brought critical care to hundreds of children in need.*

Promoted by former president, Jimmy Carter,

the Infant See program emphasizes the importance of eye care for the pediatric population.

***Dr. Darin Strako**, director of pediatric eye care services at NSVC and Infant See participating doctor, states that "all children should have their first eye examination between the ages of 3 and 5 years, but as early as infancy if any eye or vision problems are suspected or if there are significant family history risk factors such as strabismus (eye turns) or amblyopia (lazy eye)".*

Dr. Strako was featured on NBC's Today Show recently when they promoted the Infant See program.

For more information on the Infant See program go to our web site :

www.nsvc.com or

www.infantsee.org.



SynergEyes "Hybrid" Contact Lenses the best of both worlds!



*NSVC is one of a select group of practices to introduce **SynergEyes Hybrid Contact Lenses**. These amazing contacts combine the exceptional optics of rigid gas permeable lenses and the comfort and stability of soft lenses. The center of the*

lens is made from high oxygen transmission rigid material and the periphery of the lens is fabricated from soft hydrophilic material. The result is a lens with the comfort of soft lenses and the superb vision of a rigid lens.

*SynergEyes hybrid contacts are applicable for patients with all forms of vision anomalies such as **nearsightedness, astigmatism, and farsightedness**. Additionally, special designs of SynergEyes assist pa-*

*tients with corneal diseases such as keratoconus, post LASIK vision problems, and patients who have had corneal transplant surgery. Your doctors at NSVC are also developing a **bifocal form of SynergEyes Hybrid Contact Lenses** that has worked wonderfully in providing clear far and near vision without the use of reading glasses or monovision.*

Call NSVC to find out if you may be a candidate for SynergEyes Hybrid Contact Lenses!

North Suburban Vision Consultants, Ltd.

A practice dedicated to excellence in eye care
"Ours is a 20/20 commitment to you!"

360 S. Waukegan Rd.
Suite A
Deerfield, Illinois 60015

847 412 0311
Fax 847 412 0316

303 N. Northwest Highway
Park Ridge, Illinois 60068

847 823 8283
Fax 847 823 1099

"Ours is a 20/20 commitment to you!"

WE'RE ON THE WEB

WWW.NSVC.COM



Your Doctors at North Suburban Vision Consultants

visit www.nsvc.com for more details

S. Barry Eiden, OD, FAAO

Is president and medical director of NSVC and an assistant clinical professor at the University of Illinois Medical Center. He is residency trained in the treatment of eye disease and is renowned in the field of contact lens specialization.



Stuart Sondheimer, MD

Is director of ophthalmology, eye surgery, and laser vision correction at NSVC and is an attending physician at Rush Northshore Medical Center. He provides surgical eye care and medical eye consultations at both the Deerfield and Park Ridge offices.



Tiffany Lueken Polanek, OD

Is residency trained in primary family eye care and eye disease treatment. She is a clinical instructor at the Illinois Eye Institute. Dr. Lueken Polanek provides comprehensive eye care at the Park Ridge office.



Darin Strako, OD, FAAO

Is director of pediatric eye care at NSVC. He is residency trained in children's vision and binocular vision function. Additionally, he provides comprehensive family eye care at both the Deerfield and Park Ridge offices.



Carol Barron, OD, FAAO

Provides low vision rehabilitation services at NSVC Deerfield. She is an assistant professor at Northwestern University Medical Center and an honored diplomat of the low vision section of the American Academy of Optometry.



Alphonse Serpico, OD

Is the founder of the Park Ridge office. He has provided eye care for over 30 years and is one of the most respected professionals in the community. He provides family eye care at the Park Ridge office.

