

# inSight!

FALL/WINTER 2013



**South Jersey Eye Associates, P.A.  
& South Jersey Eyewear**

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...and more!



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## Back to School Eyecare



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*In the scramble to get kids ready to go back to school, one of the things that sometimes gets overlooked amid all the pencils, notebooks and lunch bags is the yearly eye exam.*

According to the American Optometric Association, 1 in 4 children suffer from a vision problem. Undetected vision disorders can significantly impact a child's ability to learn. Regular comprehensive eye exams for children

are crucial. School eye screenings are far from complete and can miss many hidden problems.

At SJEA, we've found that one of the best ways to examine a child's eyes is by taking a photo of their retina. Not only does it provide us with a more comprehensive view of the eye and any potential problems, it also eliminates the need for a child to sit still for an extended period of time. A child's eye exam may be serious business, but it doesn't have to be a hassle.

**To schedule your child's back-to-school visit, call us at 856.455.5500.**

## We Value Your Feedback!

Our thanks to those of you who have completed patient satisfaction surveys. We appreciate your help in making the SJEA experience as pleasant, efficient and productive possible. Your feedback has already helped us reduce wait times! Got a question, comment or complaint for us? Give us a call or let us know at [info@southjerseyeye.com](mailto:info@southjerseyeye.com).

If you wish to help save paper and would prefer to have this newsletter emailed, please let us know at [info@southjerseyeye.com](mailto:info@southjerseyeye.com)

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## SJEA Featured In South Jersey MOM Magazine!



SJEA is proud to have been featured in the August 2013 edition of *South Jersey MOM Magazine's* Business Spotlight. If you missed their print issue, you can catch it online at [www.southjerseymom.com](http://www.southjerseymom.com).

## Back to School Eyewear Special

### Buy 2 pairs of glasses for \$99!\*

"Kidsafe" polycarbonate lenses included for kids under 18!

\*Offer for two pair of prescription glasses with the same Rx. Not to be split between two prescriptions or a single pair purchase. Restrictions apply. See optician for more details. Full payment due at time of purchase. Valid 9/1-9/30/13.





**South Jersey  
Eye Associates, P.A.**  
Eyecare At Its Best

## Tech Spotlight

# OCT Imaging—Better, Faster, Stronger

We often talk about the state-of-the-art technology we use at SJEA, but what do we really mean when we say “state-of-the-art”? One of the best examples of leading-edge tech at our practice is the Spectralis OCT (Optical Coherence Tomography) with BluePeak instrument. OCT technology is, essence, ‘optical ultrasound’, providing us with an incredibly accurate, high resolution 3D view of your retina in mere moments. Light years ahead of previous diagnostic tools, OCT is simply the best proven technology of its kind available. It’s fast, painless, and noninvasive. OCT imaging can help better identify and monitor a wide variety of conditions, including macular degeneration, glaucoma, diabetes, hypertension, and cardiovascular and cerebrovascular disorders.



*At SJEA, we strive to offer you the highest standard of care possible and OCT imaging is one tool we’re using to ensure we live up to that pledge.*

## SJEA Is Growing!

We’re excited to announce that SJEA is expanding both its staff and its range of onsite services. We take our pledge to provide eyecare at its best seriously and that means growing when needed to meet our patients’ needs.

We hope you’ll join us in welcoming two new staff members to the SJEA family:

**Dr. Brandon Wuzzardo**, optometrist and recent grad of Salus University with extensive training in primary eyecare. He most recently completed externships in specialty contact lenses and visual assessment and remediation of children with visual problems.

**Dr. Ari Abel**, an ophthalmologist specializing in oculoplastic surgery. Oculoplastics focuses on the reconstructive and cosmetic surgery of the structures around the eye—the eyelids, brows, orbit and tear drainage system.

*Have a question about oculoplastics or our new doctors? Call or email us at [info@southjerseyeye.com](mailto:info@southjerseyeye.com).*

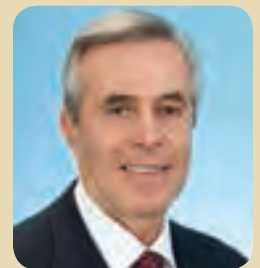
Monday	8:00am - 7:00pm
Tuesday	8:00am - 6:00pm
Wednesday	7:00am - 6:00pm
Thursday	8:00am - 6:00pm
Friday	7:00am - 4:00pm

**856-455-5500**

24 Hours A Day, 7 Days A Week

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[SouthJerseyEye.com](http://SouthJerseyEye.com)



**Dr. Robert M. Cole, III**  
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**Dr. Michael A. Feinstein**  
Optometric Physician  
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**Dr. Harry A. Lebowitz**  
Ophthalmologist

## Eyes on Our Community



### SJEA School Nurse Contact Lens Care Kit Program

SJEA is pleased to have once again distributed complementary contact lens care kits to nurses at more than 30 schools throughout our area as they start their new year.

### Boo at the Zoo!

On October 19, join us for some spooky fun at the Cohanzick Zoo for their annual Halloween celebration. SJEA is proud to be the name sponsor for this event. Stop by the SJEA table and get some treats.

### SJEA is also proud to sponsor...

- The Dream Foundation’s 2013 Lasagna Dinner
- Georgetown Swim Club’s Peter Vanderkaay Event
- 1st Annual Tea Burner 5K & 1 mile Run/Walk
- 22nd Annual Sunset Challenge
- The Bridgeton Invitational Tournament
- North Cumberland Little League
- The Cohanzick Soccer Club

## Don’t Forget Your Flex Spending!

If you have a medical flex spending account, don’t forget that most plans require you to use the remaining balance before December 31 or lose it for good! Many vision needs may qualify for reimbursement, including eye exams, prescription sunglasses and eyewear, contact lenses, even laser eye correction.

## ThinkAboutYourEyes.com

SJEA is pleased to be part of Think About Your Eyes, a national public awareness campaign from the Vision Council and the American Optometric Association dedicated to educating the public about the benefits of vision health and the importance of yearly eye exams. Their website [ThinkAboutYourEyes.com](http://ThinkAboutYourEyes.com) is loaded with articles, videos, helpful tips, and more all designed to help you understand more about the health and care of your eyes. Go ahead—take a look-see at [ThinkAboutYourEyes.com](http://ThinkAboutYourEyes.com)!

