

# inSight!

FALL/WINTER 2014

## IN THIS ISSUE:

- SJEA Celebrates 17 Years!
- Eye Exams & Retinal Photography
- See, Jane, See! A Vision Resource for Women
- Eyes on Community

...and more!

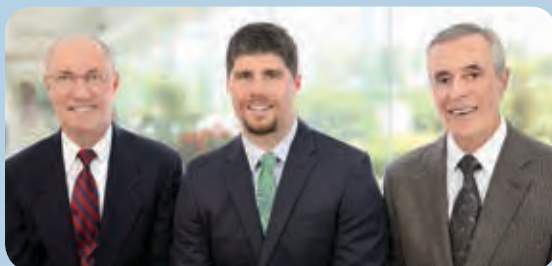


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## SJEA's Celebration is All About You!

It's an exciting time for South Jersey Eye Associates! We're thrilled to be celebrating a couple of important anniversaries this fall.

In October of 1997, **Dr. Cole and Dr. Feinstein joined forces and merged their practices together** so they could serve the community as a team.



Dr. Michael A. Feinstein, Dr. Brandon J. Wuzzardo & Dr. Robert M. Cole, III

Over the years, SJEA has continued to thrive, grow, and advance to meet our patients' needs. This October, we're also proud to be marking **the first anniversary of Dr. Brandon Wuzzardo joining our family**. With Dr. Wuzzardo as a part of our team, we are able to continue to accept new patients while continuing to offer the level of care and attention our established patients—like you—expect and deserve.

After all, we would not be here to celebrate these milestones without our extended family of loyal patients. Thank you for your support and joining us for the journey! We look forward to seeing you far into the future!

**Know someone who's looking for quality family eye care? SJEA is accepting new patients! Our mission is to deliver the best in comprehensive eye care and eyewear to patients young and old. New patients can make an appointment by contacting us at 856-455-5500 or by visiting [southjerseyeye.com](http://southjerseyeye.com).**



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

205 Laurel Heights Drive  
Bridgeton, NJ 08302  
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## NOW! Accepting New Patients.



### EYES ON COMMUNITY

#### Boo at the Zoo!

We take pride in our community and look forward to be celebrating our 9th consecutive year as a sponsor of Boo at the Zoo, the Cohanzick Zoo's free Halloween trick-or-treat spooktacular! Come along with the family to New Jersey's First Zoo and enjoy a fantastic day of kid-friendly Halloween fun on October 18, 2014.



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#### Supporting Our Schools

SJEA is entering its fourth year of providing free contact lens care kits to more than 30 schools in Cumberland and Salem counties.



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#### SJEA is also proud to sponsor:

- Tea Burner 5K & 1 Mile Run/Walk
- 23rd Annual Sunset Challenge
- The Bridgeton Invitational Tournament
- North Cumberland Little League
- The Cohanzick Soccer Club
- Italian American Civic Club



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

## Tech Spotlight

# The Importance of Photography in Eye Exams



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Occasionally, patients ask us about our policy of taking photographs of the eye during examinations. Some fantastic evidence of the added value of taking photographs was provided by Review of Ophthalmology in 2010. An article in the journal stressed the importance of doctors photographing the eye during exams, citing an Ocular Hypertension Treatment Study that found that “four times as many disc hemorrhages were found on photographs as were found during standard disc examinations.” For glaucoma patients, disc hemorrhages in the eyes are a common indication that their doctors should be on the lookout for the possible progression of the disease. Disc hemorrhages, however, are notoriously easy to overlook during an exam and frequently go undiagnosed. Photographs of the eye can aid

in catching many conditions that might otherwise be missed. Of course, early detection is a critical factor in treatment. That’s why we always take those all-important a snapshot of your eyes!

## SJEA’s Optical Department

# The Better Choice for Your Eyewear



Our job at SJEA is to help you make the most of your vision and a critical component of that is ensuring you have the right eyewear for your life. Whether that means finding the perfect pair of sunglasses, changing up

your style with a new set of designer frames, or having access to the best in low vision aids and specialty eyewear, we strive to ensure that the SJEA is the best choice for your needs.

- ✓ Our skilled opticians offer you friendly, personalized service--without pressure or a sales pitch
- ✓ A huge selection of high quality budget, designer, sport, and specialty eyewear for patients of every age
- ✓ 100% Satisfaction Guarantee\*
- ✓ All plastic lenses come with UV blocking and scratch protection included
- ✓ We guarantee our prices are the lowest. We will match anyone!

\*Contact our office for details.



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## See Jane See

### A Vision Resource for Women and Those Who Care for Them

Recent studies have shown that women run a far greater risk for visual impairment than men. The factors that can affect a woman’s vision throughout her life are often different from those of a man and require care that understands the role gender plays in eye health. In the interest of improving the understanding of women’s vision health, the organization Prevent Blindness America has launched an educational campaign called **See Jane See – Women’s Healthy Eyes Now** which provides women and their caregivers access to information on a the wide variety of issues related to their eyesight. Their website [seejanesees.org](http://seejanesees.org) includes printable fact sheets on a range of topics from Diabetic Eye Risk to Living Well With Low Vision.

*While SJEA is always here to answer any of your questions about vision health, we suggest See Jane See as an excellent supplementary source of information.*



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If you’re planning on playing outside this fall, don’t forget to invest in your eyes. We carry a wide variety of sport-specific eyewear, whether your passion is golfing, hunting, fishing, tennis, or cycling. Specialty frames and lenses not only provide important protection, they can also help improve your vision for special conditions and give you an edge—no matter what your game.

*Ask our opticians to show you what the right eyewear can do for you!*



**Dr. Robert M. Cole, III**  
Optometric Physician  
O.D. License 27 OA 00347300



**Dr. Michael A. Feinstein**  
Optometric Physician  
O.D. License 27 OA 00386700



**Dr. Brandon J. Wuzzardo**  
Optometric Physician  
O.D. License 27 OA 00649500

**Dr. Harry A. Lebowitz**  
Ophthalmologist

**Dr. Ari Abel**  
Ophthalmic Plastic Surgeon



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

Fax: 856-455-5480

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