

2011



The Opener



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Members Michigan and American
Optometry Associations

Doctors and Staff
Back: From left to right is Dr. Buckingham and Dr. Kaminski. Middle: From left to right Jeri, Kristina, Sylvia, and Celestina.
Front: From left to right is Al and Tim.

Into our 2nd year at the new office Thanks for supporting our growth!

In this issue:

- 2nd year at the new office
- Optical Incentives
- New summer hours
- Recommended eye exam schedules
- Website Improvements
- Our staff, we've grown!
- Importance of dilated eye exams
- New generation of high definition progressive lenses
- New technology in glaucoma care



A Big Thank You to All of Our Patients

We owe a big THANK YOU to all of our patients for helping us grow from our beginning in 1980, when Dr. Bruce Arnold started his practice with nothing more than his home town name, to one of the busiest private practices in the state. We could not have had the success we've had without the support of the families to which we have been privileged to provide eye care.

By now most of you have been able to visit our new facility. We were able to accomplish this goal and stay under our budget because of the efforts of our staff and their spouses who volunteered their time to help make this dream a reality. Through tears of frustration and smiles of anticipation, they put in countless hours helping us move and become organized in the new office environment. Dr. Kaminski and I are honored to have all of this support.

In return for the support we have received, we pledge to continue reevaluating our business practices and office policies to attempt to provide even higher quality care to our patients. As an example, we recently hired a new staff member (Kristina) to work at the receptionist's desk. This allowed Sylvia, a board certified optician, to move into our optical department. This will allow us to provide more convenient and faster service to our optical patients. We have also been able to upgrade our examination equipment to keep up with the ever changing technological advances in medical eye care. This allows us to provide our patients with the state of the art care that they deserve.

Thank you all very much.

Dr. Buckingham

Optical Incentives

We offer the following discounts on eyeglass orders....

- A discount is offered for those who pay cash or check in full at the time of their order.
- 20% discount off second pair of eyeglasses purchased within a 12 month period.

(Does not apply to professional fees.)

OFFICE HOURS

Mon-Thurs: 7am to 5pm

Fri: 8am to 5pm

The office is open during lunch



The Importance of Regular Eye Care

Age Group:

*6 months – 18 years

18 years – 40 years

41 years – 60 years

60 years and older

Frequency:

*At 6 months, 3 years old, before starting school, then every two years

Every 2-3 years

Every 2 years

Every year



The American Optometric Association (AOA) recommends visiting your eye care professional on the above schedule (more often, if specific problems or risk factors exists.) People who currently wear contacts should have their eyes checked once a year. Source: www.aoa.org Healthy Eyes Healthy People program

Uses and Benefits of Our Websites:

IMPROVED ACCESS: Use www.DoctorsBandK.com to access information about the office 24 hours/day. Our services, eye care articles and brochures, the insurances we participate with, and our policies about optical goods (such as warranties and deposits) are readily available. A link to email Drs. and staff is available.

BEFORE YOUR APPOINTMENT: You may download the forms needed before your appointment to better prepare for your visit or have more time to list medicines. A map to locate us can be printed. Background information about the doctors can be seen under "Our Practice".

AFTER YOUR APPOINTMENT: There are several articles about eyes and vision for further information about a condition you or a family member has.

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ABOUT OUR STAFF

(It Has Grown!)

NEW RECEPTIONIST:

Kristina has joined our eye care team. Kristina is the first person whom many of you talk to on the phone or see upon entering the office. Please join us in welcoming her. Celestina, our bright and shiny face at the reception desk for the past 3 years has moved up to billing.

CO-OPS:

We are happy to partner with the local public schools in educating our young adults. Scott Mitchell and Courtney Adcock of Midland High School are our co-ops for the '09-'10 school year. Both are interested in pursuing a career in health care, have top-notch grades, and are well rounded outside of academics. Scott and Courtney are a valuable addition to our staff and conduct most of the eye appointment pre-testing.

OPTICIAN SHOWCASE:

Our opticians are among the most experienced in the area

Al Hopkins: 35 years

Jeri Overly: 31 years

Tim Page: 22 years

Sylvia LaFever: 18 years

Sylvia is now working in the optical department with Tim & Al to better serve our customers.

What's New in Contact Lenses

Two new advances in contact lens materials represent the most exciting changes in the contact lens industry in a very long time. First is the newest class of contact lens materials called *silicone hydrogels*. The first application of integrating silicone into contact lenses was right here in Midland at Dow Corning in the late 1970s / early 1980s. What makes silicone ideal for contact lenses is its high oxygen permeability. When the front surface of the human eye has adequate oxygen, there is significantly less inflammation, corneal swelling and risk for infection. Second is the advances in daily disposable contact lenses. Their advantages are to maximize contact lens comfort, convenience and eye health. Daily disposables are ideal for patients who have allergies, heavy tear deposits on contacts or who are infrequent contact lens wearers.

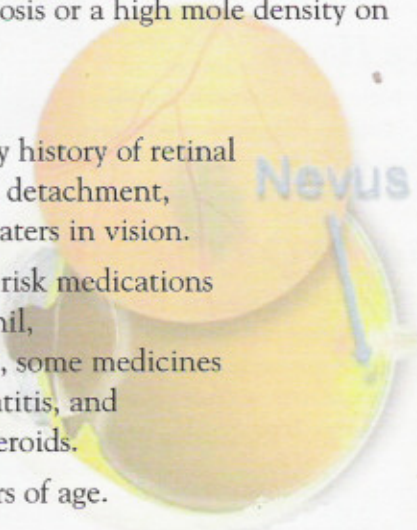
Due to these two advances the contact lens consumer market has shifted to silicone hydrogel lenses and daily disposable contacts. We now have both lens/material types in designs to correct astigmatism, higher prescriptions and bifocal/interfocal needs. Each lens has its particular niche, depending on how you wear your lenses. Despite their slightly higher cost and refitting fees, these lenses offer increased safety, wearing flexibility and improved comfort. For more information please speak with Dr. Buckingham, Dr. Kaminski or our contact lens technicians.



The Importance of Dilated Eye Exams

Your eyes are a window to several indicators of your general health. Although a dilated eye exam is somewhat of an inconvenience, it greatly helps Drs. Buckingham and Kaminski to better evaluate your eye health. If you are not aware of how the dilating drops will affect your vision, you can schedule a return visit where a driver is present or available to call. Frequent dilated exams are of particular importance to those patients having or a history of:

- High near-sighted prescriptions.
- Melanomas, cancer with self or strong family cancer history, skin conditions like actinic keratosis or a high mole density on their skin.
- Diabetes.
- Self or family history of retinal tears, retinal detachment, flashes or floaters in vision.
- Taking high risk medications such as Plaquenil, Amiodarone, some medicines to treat hepatitis, and long-term steroids.
- Over 60 years of age.



Flexible Spending Account Tips

We would like to remind our patients that have flexible spending accounts (medical reimbursement plans) that if you still have money left in your account, Fall is the time to schedule an eye exam and purchase glasses, contact lenses, and/or sunglasses before the end of the year creeps any closer. Remember funds are forfeited if not used by a specified date. Also, LASIK corrective eye surgery can be paid for with flex spending dollars.

New Technology For Early Diagnosis and Treatment of Glaucoma

Glaucoma is known by eye care professionals as the silent thief of vision. Many with glaucoma or in the process of developing glaucoma are not aware of it. Glaucoma is a slow, usually painless, progressive loss of optic nerve tissue with corresponding field of vision losses. Optic nerve tissue scanning and corneal thickness measurement are new technologies used for the early diagnosis and treatment of glaucoma that have become the standard of care. In the past, eye pressure measurements, retinal photographs, and a field of vision test were the standard.

A recent study conducted by the National Eye Institute concluded that corneal thickness was an important factor influencing eye pressure. Additionally we now know that a subpopulation of glaucoma patients actually have normal eye pressures!! Drs. Buckingham and Kaminski check for the suspicion of glaucoma at every routine eye exam and recommend the new testing to those determined to be a glaucoma suspect.



*Drs. Buckingham and Kaminski are part of a new AOA public health program providing a no cost eye assessment to infants under 12 months of age. The InfantSEE™ program broadens the evaluation of an infant's vision and eye health status done at the pediatrician's office.