



The Visualeyeyes View

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Inside this issue:

Trunk Show Winners	2
Free Form Lenses	2
Retinal Photography	2
Ask Dr. Dodge	3
Kid's Corner	3
Upcoming Events	4
Social Networking	4

Patient Gives Her Eyetooth for Vision!

In 2000, a Mississippi woman lost her eyesight due to Stevens-Johnson syndrome, a condition which causes scarring of the eye and blindness. Because of this condition, these patients are unable to have standard corneal transplants to help them see.

Earlier in 2009, the first modified osteo-odonto-keratoprosthesis was developed that uses a shaved tooth to hold an optical cylinder that the patient is able to see through.

For this procedure, the patient's eyetooth and surrounding bone were extracted, shaved and sculpted. An optical cylinder

lens was inserted through a hole in the tooth. Then, the prosthesis had to be implanted under the patient's skin in the cheek so that it would help bond the optical cylinder to the bone. After two months, the prosthesis was removed and finally implanted in the eye. Two weeks post-op, the patient was reading newsprint and recognizing faces. Her vision is expected to improve as the surgical scars heal.

It certainly is amazing what we can do these days with new technology and thinking outside of the box. That is why Dr. Dodge is always optimistic in all cases

that he sees in the office. He is almost always able to do something for everyone!



Special Points of Interest

- *Did you see Dr. Dodge on So You Think You Can Dance? Yes, that was him doing a samba roll on national TV!*
- *Did you know that Dr. Dodge was recently featured as a panel speaker with hundreds of Optometrists discussing various issues dealing with optometry today at a statewide optometric conference?*

Welcome Jacque to Visualeyeyes!

As you may or may not have noticed, things are really picking up here at Visualeyeyes Optometry. Because of your kind referrals and trust in us, we needed to hire someone to assist Dave and Rochelle, so that we can all better serve you.

After weeding through over 500 resumes (no exaggeration) and countless interviews, we extended an invitation to Jacque to join our family here at Visualeyeyes Optometry, and she eagerly accepted!

Hailing from the agricultural hub of California's Central Valley, Jacque made the move to the "big city" soon after graduating from college. She spends most of her free time singing and songwriting. She says that she, "is glad to have joined the Visualeyeyes team." She looks forward to becoming acquainted with each of the office's patients, new and returning.

So, when you hear a new friendly voice over the

telephone or see a new face in the office, first rest assured that Dave and Rochelle are still here, and know that it is just Jacque, excited to meet you and help you get the best service possible. Come in and say Hi!





Patients seem to be catching on to what goes on during these events and are excited to see them coming!

Our last trunk show was a huge success. We had the representative from the Bebe, Nicole Miller, Hart Shaffner Marx and Dakota Smith LA lines come and give fantastic discounts. Angela, our lens representative from Hoya, was also here to discuss lens options with everyone. Not only that, but all patients got free anti-glare treatments

Trunk Show Winners

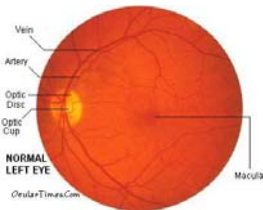
applied to their lenses, a \$150 value!

Besides the food and fun that abounded, we had various items that were raffled off. Almost everyone that came in received something! We had purses, makeup kits, shirts, hats, and Douglas Osby from Sherman Oaks won our grand prize, which was an ipod!

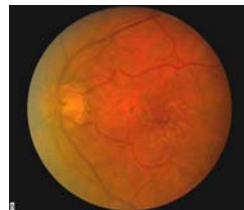
The next trunk show is scheduled for **January 16, 2010** and is bound to

be the best trunk show yet! It is titled, "New Year, New You." Easy Twist and Takumi, lines known for their well-made frames, will be the brands that are being featured. Some are flexible and most come with magnetic clip-on sunglasses. These brands are very stylish, classic and trendy. If you don't know what a trunk show is, it is definitely something that you want to check out. You will definitely get some discounts, and you may even win something!

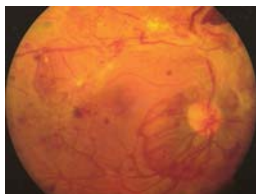
Retinal Photography now available!



Normal Retina



Macular Degeneration



Diabetic Retinopathy



Glaucoma

In the past few years, both the American Medical Association and American Optometric Association have been increasing their stress on the importance of retinal photography, or taking pictures of the back of the eye. This is extremely important since this is the only way to track any changes in the back of the eye, related to not only eye conditions such as glaucoma

and macular degeneration, but also systemic conditions such as diabetes and high blood pressure.

Dr. Dodge is now incorporating retinal photography into the comprehensive eye examination that he gives to his patients.

Come in to have a picture of the back of your eye done soon!

Spotlight on Free Form Progressive Lenses

Newer technology has arrived at Visualeyes Optometry when it comes to progressive lenses for eye glasses. Progressives, or no-line multifocal lenses, have been a popular feature offered at Visualeyes, and it is only getting better. For those of you that wear progressives, you know that there can be some getting

used to the lenses. Although rare today, some may experience aberrations or blur to the sides. This is where the free form progressives come into play! These specialty lenses virtually eliminate blur or distortion on the side of the lenses, thus giving patient clearer vision when looking ahead! Patients that have

ordered these lenses absolutely love them! Even patients that could never wear progressive lenses before are finding that they can now wear this modality of glasses. And they love it!

Please come in to find out about these great new lenses available immediately at Visualeyes Optometry!

Ask Dr. Dodge

Question from Britt Leach (Sherman Oaks, CA): How do I minimize computer screen reflection? Is there a proper resolution that should be used?

Answer:

It is no secret that computers are leading to more and more eye problems with the increase of their use. Not only has the rate of myopia or near-sightedness in America increased (from 25% in the 1970s to 41% today), but there is also an increase in the amount of eyestrain and fatigue encountered by the patients. This is due to both the distance that the computer is at, as well as the strain that the brightness and reflections put on our eyes.

So we need to really think about our use on the computers and how we can both reduce myopia and increase the comfort on our eyes. Avoiding reflections is a great way to start.

The first thing that I almost always recommend to patients is a separate pair of **computer glasses**. A special pair of glasses that is set for a specific distance allows us to relax our eyes. I often prescribe these glasses for those that have jobs that utilize a computer or for students that are spending multiple hours studying and writing essays on computers.

This pair of glasses should have an **anti-glare treatment** on them to reduce reflections and allow more light to enter the eye. When there are

reflections, our eyes “fight” or “struggle” to see the screen. This leads to tired or fatigued eyes at the end of the day. When less reflections travel to the eye, our ability to see is much easier, which translates to less tired eyes at the end of the day.

There are also shields that can be placed directly on the monitors to reduce the glare. These can be purchased through various catalogues or office supply stores.

The last thing you might want to do is to check the resolution and lighting on the computer screen. All settings should be set at moderate; not too high, and not too low. Room illumination should also be at a moderate level.

Do you have a question for Dr. Dodge? If so, please email him at lee@drdodgeod.com, and you may see your question answered in the next issue! If not answered in the issue, you can be assured that you will get a response no matter

Fun and Games

How many words can you make from the word, “EYEBALL?”

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

* The patient under 16 that sends us the longest list before January 16, 2010 will receive a very special prize!

Do you like to draw? Maybe create pictures on the computer? We want to see your artwork representing the moment that you received your first pair of glasses. Remember how excited and happy you were!

You can email the pictures to drdodgeod@aol.com, bring them in, or mail them to us. Make sure we get your pictures by January 31, 2010!

The top picture will also receive a very special prize! You may even see your picture in the next issue of the Visualeyes View! Hurry up and draw!



Visualeyes Optometry

bringing your world
into focus

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At Visualeyes Optometry, we strive to enhance each patient's quality of life by providing thorough eye examinations and diagnoses in a welcoming, gentle environment using state-of-the-art technology and procedures. Each patient will be treated in a professional, friendly and compassionate manner, with the ultimate goal of assessing and treating individual patient needs, building each patient's confidence and establishing long-term relationships.



Upcoming Events/ Promotions

2010

- TRUNK SHOW featuring Easy Twist and Takumi eye glasses: January 16, 2010 from 8am—1pm
- THANK YOU to all that participated in our very first annual toy drive. All toys collected were donated to the Los Angeles Child Services program. It was a huge success!



Visualeyes Optometry is on Facebook!

Facebook is quickly becoming a great means to communicate with a large group of people. If you want to hear more information about Visualeyes Optometry and what is going on before you receive your quarterly newsletter, log on to our page to see what's up!

To become a member of our page, simply search for "Visualeyes Optometry" in the upper right corner of your Facebook profile page.

This is the easiest way to gain the latest postings from Dr. Dodge about what is new and exciting in the office. Hope to see you soon!



Did you have a good experience during your visit to Visualeyes Optometry? Please write to us at DrDodgeOD.com. We would love to hear from you and possibly share your story!
