



**South Jersey Eye Associates, P.A.
& South Jersey Eyewear**
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Bridgeton, NJ 08302

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inSight

South Jersey Eye Associates, P.A.

Patient News

FALL 2010

PLAYING IT SAFE:

Protecting Your Child Athlete's Eyes

Preparing your kids for back to school means new clothes, a trip to your favorite school supply store, and, hopefully, a pair of safe and healthy eyes. One item many parents overlook is eye protection for those sports their children plan to join throughout the school year. Eye protection is not only for prescription wearers, but for anyone active in sports. For children who need prescription lenses, it is important to know that regular eyeglasses and contact lenses provide little or no protection. In fact, regular eyewear may even cause an eye injury when worn while participating in a sporting event.



Here are a few facts to ponder:

- Over 85% of children do not utilize protective eyewear in situations that represent a risk of eye injury.
- Every 13 minutes a person with a sports related eye injury visits an emergency room.
- More than 90% of all eye injuries can be prevented with the use of protective eyewear.

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With the advent of fashionable eye protection in sports, athletes need no longer dread looking uncool and may even embrace the idea of wearing something that's both functional and attractive. Most important is the relief a parent feels, knowing that a son or daughter won't be sporting a black eye—or an even more serious eye injury.

South Jersey Eye Associates is fully staffed to handle your questions and concerns for your children's eye needs and provides only protective eyewear that passes ASTM F803 standards. SJEA has also been designated a "Sports Eye Injury Prevention Center" by Liberty Sport.

STYLES KIDS LOVE...QUALITY PARENTS VALUE Hot Back to School Specials!

August 1st through September 30th SJEA will be featuring special deals on brand name eyewear your kids will love with the quality you value. For your fashion forward student, we offer the always hot **Skechers** line. For the school-age athlete, check out the popular **F8 Street Series** and **Rec Specs** by Liberty Sport. Also on sale throughout August and September are kids' non-prescription sunglasses for under \$40. And, *just in case*, all glasses come with a full one-year warranty.



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

Monday	8:00am-7:30pm
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

"We guarantee satisfaction and a competitive price on all our eyeglasses at South Jersey Eyewear."



Dr. Robert M. Cole, III
Optometric Physician



Dr. Michael A. Feinstein
Optometric Physician

Dr. Harry A. Lebowitz
Ophthalmologist

Welcome to

inSight!

A LOOK INSIDE:

- Playing it Safe: Protecting Your Child Athlete's Eyes
- Back to School Savings
- Technology Update: Smart Centration System
- Kids Korner: Do Insects Have Good Eyesight?
...and more!



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

SouthJerseyEye.com

BACK TO SCHOOL SPECIALS!
Visit southjerseyeye.com or stop by the SJEA Eyewear Department for more information.

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SouthJerseyEye.com

KIDS KORNER

Q: Do insects have good eyesight?



A: The eyes of insects are very different from ours. Most insects—like the bee, butterfly, and beetle—have compound eyes, which means their eyes are divided into many sections each with its own little lens. Some insects, like ants, have as few as six lenses. The dragonfly has the most complex compound eye with as many as 30,000 lenses in each eye! A compound eye isn't good at seeing detail or making out shapes. A honeybee only sees about 1/60 of what humans do. We would have to have compound eyes as large as our heads just to see as much as we normally do. A compound eye is extremely good at spotting motion though. Some insects have very large compound eyes that allow them to see almost all the way around them. That's one reason why it's practically impossible to sneak up on a housefly!

KEEPING CURRENT

Update Your Contact Information

If you've moved, changed your email address or phone number, don't forget to let us know! *Keep us current!*

SJEA'S "PATIENT FIRST" PHILOSOPHY

Thank you for Your Patience

We realize your time is a precious commodity. Here at SJEA we do our utmost to stay on schedule and care for you in a timely manner. Unfortunately, eye emergencies do happen and will occasionally take priority over our regularly scheduled appointments.

Part of our "patient first" philosophy means being fast and responsive to any patient in the midst of an emergency situation. We feel it's important that you be able to count on us when you need us the most. If you have been kept waiting for a scheduled visit, we apologize and thank you for your understanding!



REMINDER: SJEA ACCEPTS MOST INSURANCE

If you're not sure whether you are covered, call us to find out!

Lists provided by your insurance company are not always up to date — so if you're in doubt, talk to us.

Even if SJEA is not covered by your current plan, we may be able to offer you a similar or comparable plan. We're always happy to explore available options with you!

Finding the best solutions for our patients is important to all of us at SJEA!

“ Got Something to Say About SJEA? ”

WE WANT TO HEAR IT! (You might just win a prize!)

We want your feedback! Praise, complaints, suggestions—let us know about your experiences at SJEA. It's the only way we can continue to improve the quality of our care.

Send your comments to testimonials@southjerseyeye.com and you'll be automatically entered into our regular prize giveaways! (Winners are chosen in a random drawing, so the content of your comment will have no bearing on your chances of winning.) Prizes for previous quarterly winners have included a Nautica® beach chair and a Tourneau ladies' watch!

Below is a sampling of what people are saying about SJEA...

“Three generations of our family have their eye needs taken care of at SJEA. Although our needs are all different, everyone is very satisfied with their service.” ~ B. VanMeter

“I really appreciate the individual customer care. [The staff is] always friendly, professional, and helpful. Thank Dr. Feinstein for providing prompt answers to my questions.” ~ A. M. Bjornson

“I like everything, especially the staff. They have always treated me with respect and friendliness. It is a pleasure being a patient here.” ~ R. Grace

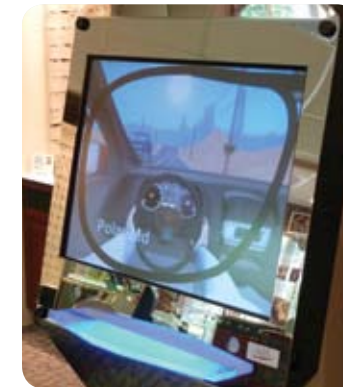
See more of what people are saying about SJEA at www.southjerseyeye.com/testimonials.html



SMART TECH FOR YOUR EYES

The Smart Centration System

Next time you are in the optical dispensary at SJEA, you will see something slightly short of Robby the Robot, but every bit as smart. SJEA now has The Smart Centration System, a digital measuring system that allows fast and reliable fitting of prescription glasses. No, it won't replace your favorite optician, but it will aid in providing the most accurate fitting of your eyeglasses in the industry today.



Its multi-camera system photographs you with your frame selection and automatically provides technical information to the optician about the proper fit of your glasses and what type of lens suits you best. It even gives you the opportunity to see the thickness of your lens in various lens and frame materials. In addition, it lets you view

your choice of frame with Transition, anti-reflective or sunglass lenses in it.

When the Smart Centration System is not being actively used, it offers a wide variety of patient education videos on a wealth of everyday topics.

Whether you are at SJEA for an exam or just in the neighborhood, feel free to stop in and experience the smartest new thing in optical technology.

SJEA Gift Certificates: Not Just For the Holidays!

Looking for a special gift that a friend or family member can really use? Why not give the gift of sight? An SJEA gift certificate is a perfect fit for just about any friend or family member.



COHANSEY SOCCER CLUB

Discount on Protective Sports Glasses



SJEA is proud to sponsor the Cohansey Soccer Club. As part of our sponsorship and our campaign for kids' eye safety, SJEA will be offering Cohansey Soccer Club participants a special discount on prescription sports eyewear. We will match \$35 spent on protective prescription sports glasses with a \$35 discount. SJEA will also offer club members a \$20 discount on non-prescription sports eyewear.

REMINDER FOR PARENTS: On January 11, 2006, the New Jersey State Senate and General Assembly enacted a bill requiring "any child who wears corrective eyeglasses while participating in racquetball, squash, tennis, women's lacrosse, basketball, women's field hockey, badminton, paddleball, soccer, volleyball, baseball or softball, sponsored by a school, community or government agency ... to wear protective eyewear that meets the frames standards of the American Society for Testing and Materials and lens standards of the American National Standards Institute."

DOCTORS ON-CALL

SJEA Is Always There For You!

Our doctors are on-call 24 hours a day, 7 days a week to respond to all your eye emergencies. Call us — *before and after regular office hours* — at our main office line: **856-455-5500.**

FEATURED STAFF

Our staff is like a family! We owe the warm atmosphere at SJEA to the wonderful and caring people who work here.

Joyce Goldsborough
Certified Paraoptometric Assistant, CPOA; Clinic Team Leader

"I love working with the great doctors and friendly staff. The family



atmosphere is wonderful." An SJEA employee since 1999, some of Joyce's many duties include performing refractometry, visual field screening, contact lens fittings, and retinal photography and tomography. She is also trained in 3D wavefront measurement and mapping and the use of the Epic 2100 Vision Diagnostic System.

Joyce, a native of Pittsgrove, is a long-time resident of Hopewell with her husband, Jim, son, Jarrett, and dog, Lucy.

Trish Paraskewich
Insurance and Billing Coordinator



Trish is no novice when it comes to dealing with insurance companies.

Prior to joining SJEA in 1998, Trish worked ten years in Claims and Customer Service with Prudential Insurance.