



April 2018

Help Give Kids a Head Start in Reading

During National Library Week, April 8-14, Isthmus Eye Care will be holding a book drive to benefit the Madison Public Library's Pinney Branch. Customers and patients are encouraged to drop off new children's books at our east Madison or Middleton locations. The Isthmus Eye Care doctors are kicking off the drive by donating 10 books each. All books will be donated to the Pinney Library to support the Reach Dane Headstart program. [Madison Public Library](#) works directly with Reach Dane Headstart, and other 4K classrooms with a large number of kids from families with lower income levels, to increase kids' early literacy skills through high quality developmentally appropriate programming, teacher training, and access to library materials. We thank you in advance for helping us support the Madison Public Library!

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Isthmus Eye Care Book Drive

National Library Week

April 8- 14, 2018

Supporting:



Donations of new children's books accepted at our Madison & Middleton locations

April is National Donate Life Month

April is National Donate Life Month, and for those who have not yet registered as an organ, eye and tissue donor it's a good time to learn more. The work of providing lifesaving and healing transplants to men, women and children wouldn't be possible without the selfless decision of those who register. Becoming a donor makes a strong statement about your beliefs and wishes, and relieves your family from the burden of having to make the decision for you during a time of trauma and loss.

With nearly 124,000 men, women and children on the national transplant waiting list - more than 2,200 of those here in Wisconsin - registering today can provide hope to those desperately waiting for the gift

It's That Time of Year: Seasonal Allergies

Spring is the season of rejuvenation and renewal, but for millions of people who suffer from seasonal allergies, spring has a downside -

sneezing, coughing, and itchy, watery eyes. We see many patients this time of year to help soothe eye allergy symptoms.

"Allergic conjunctivitis" is the inflammation of the tissue lining the eyelids due to a reaction to pollen, mold, dust mites, pet dander and other common allergens. While antihistamines can help with symptoms such as runny noses and sneezing, these medications can actually make eye symptoms worse in some cases. That's where a visit to the eye doctor is warranted. Depending on the patient and his or her medical history, typically we can help soothe allergy-related conjunctivitis with prescriptions, over-the-counter eye drops or other therapeutic lifestyle modifications.

While seasonal allergies can affect anyone, they can be particularly difficult for contact lens wearers. Quick tips from the Wisconsin Optometric Association to help alleviate symptoms for those who wear contact lenses include:

- When possible, reduce the amount of time contact lenses are worn.
- Replace your case every few months.
- Wash your hands with soap and water before handling lenses.
- Clean contact lenses with multi-purpose solution every day.
- Soak your lenses in sufficient multi-purpose solution overnight.
- Clean your lens case after each use, keeping it open and dry between cleanings.
- Avoid sharing eye make up or lenses and cases with other people.

Seasonal eye allergy reactions and symptoms can also be prevented or made less severe by avoiding touching or rubbing your eyes and by washing bed linens and pillowcases weekly in hot water and detergent to reduce allergens.

Eyewear Event: April 6

You are invited to join us for an exclusive eyewear event on Friday, April 6 featuring Tom Ford and Swarovski! This special product launch will take place at both our east Madison and Middleton locations from 10am-4pm. Receive 20% off your first complete pair of eyewear and 50% off all additional complete pair purchases. We look forward to seeing you April 6!



of life and healing. Thousands more await tissue, bone, skin and corneas. Donated corneas can actually restore vision for the blind! In all, just one donor can save and heal the lives of more than 50 people - a life-changing gift to recipients, family members and our community as a whole.

To register as an organ, tissue and eye donor, individuals must be older than age 15½ and have a driver's license or state ID. It just takes a few minutes to register online at [Donate Life Wisconsin](http://DonateLifeWisconsin.com).



Medicare Card Changes April 1

We would like to remind our patients with Medicare that beginning April 1 your Medicare ID number will change to a unique ID number. Please bring your new Medicare card with you to all appointments so that we may submit your visit to your insurance. Please [contact us](#) with any questions.

Contact Us

Middleton Clinic
7601 University Ave.
Middleton, WI 53562
(608) 831-3366
reception@isthmuseye.com

Madison Clinic
6012 Gemini Drive
Madison, WI 53718
(608) 249-5548
ieceast@isthmuseye.com



