



December 2017

2017: An Exciting Year at Isthmus Eye Care!

It's the time of year to reflect on the highlights of the past 12 months and look ahead to a new year with resolutions and intentions in mind. At Isthmus Eye Care, 2017 was indeed a banner year for us!

- We successfully opened our new state-of-the-art clinic and optical center on Madison's east side. It has been amazing to connect with so many new neighbors, partners and community members, and we're proud of how we were able to seamlessly transition our current east Madison patients into the new space.
- We welcomed two new doctors to our team, Dr. Aja Kimrey and Dr. Adam Burns, to help us offer increased flexibility and appointment times while still delivering the top-notch eye health care our customers expect.
- We continued our long-time support of Optometry Giving Sight by supporting World Sight Day on October 12 as well as other initiatives.
- Dr. Callie Maursetter welcomed a baby girl in May who became the littlest member of the IEC family!

What makes these milestones even more special is sharing them with our dedicated colleagues and wonderful patients. That said, our biggest resolution for the new year is work our hardest each day to fulfill our commitment to provide exceptional eye care and eyewear in a comfortable setting for the whole family.

In This Issue

[2017 Highlights](#)
[Style Show: This Thursday](#)
[Toys and Eye Safety](#)
[Thanksgiving Baskets](#)
[FSA Dollars](#)

Quick Links

[IsthmusEye.com](#)
[Contact Us](#)
[Appointment Info](#)
[Our Doctors and Staff](#)

Goodman Thanksgiving Basket Program

The week before Thanksgiving, some of our staff had the opportunity to volunteer with our community partners at Goodman Community Center. They helped sort 2,000 pounds of potatoes and 1,000 pounds of carrots for 3,500 holiday baskets that feed an estimated 20,000 people in need in our community. Visit the [Goodman Community Center's website](#) to learn more about their programs, the food pantry and how you can help.



OPTOMETRY GIVING SIGHT



Don't Let Your FSA Dollars Slip Away!

As we approach year-end, don't forget to use any available funds in your Flexible Spending Account (FSA) for health, medical and wellness expenses. If you're not sure what qualifies as eligible expenses when it comes to eye care, our staff is always happy to answer any questions to help you make the most of your FSA. As a local and independent provider, we also offer flexibility that some big box stores and major retailers cannot. For example, we can include contact lens solutions, nutraceuticals and other supplies and supplements beyond just glasses and contact lenses. Stop in or call today and we'll be happy to assist you!

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

Don't Forget: Style Show This Thursday, Dec 7

PLEASE JOIN US FOR OUR
SEMI-ANNUAL
STYLE SHOW

featuring the latest styles from
lafont.
PARIS

THURSDAY, DEC. 7TH | MIDDLETON LOCATION
11:00 AM - 6:00 PM | 7601 UNIVERSITY AVE.



SAVE 20% ON YOUR FIRST COMPLETE PAIR OF GLASSES WITH DIGITAL, TRANSITIONS LENSES AND GET A SECOND PAIR OF LENSES FREE WITH A FRAME PURCHASE!
Some exclusions apply. | www.isthmuseye.com

Consider Eye Safety When Selecting Toys and Gifts

When shopping for little ones this holiday season, we often think of what they want and what they will love. But - just as many toys are considered choking hazards and are not safe for children of a certain age - eye health and safety needs to be considered when selecting toys. Here are a few tips for Santa and parents to keep in



mind:

- For younger children, avoid toys that shoot objects, such as slingshots, dart guns or arrows.
- Older children who enjoy science experiments, woodworking or other building sets should be supervised and wear safety glasses as appropriate.
- Be wary of anything that has small pieces that could easily break off, or paints or coatings that can chip and flake.
- Avoid toys with sharp or rough edges or pieces.

You can also check out the annual W.A.T.C.H. (World Against Toys Causing Harm) list of the [Top 10 worst toys of 2017](#). Wishing happy shopping and a safe holiday to all!