



January 2017

## A New Year's Resolution That's Easy to Keep

It's that time of year again, when the vast majority of us resolve to make positive changes for the new year. Yet, for a whole host of



reasons, statistics show that only about 8% of the New Year's Resolutions people make actually stick. Some goals might be too lofty or just plain unrealistic, but at Isthmus Eye Care we want to help you take care of a few simple tasks that will feel good to check off your

health and wellness to-do list! It's as easy as 1-2-3:

1. For starters, call us today to book any needed appointments well ahead of time. Although we do provide patient reminders, booking in advance ensures you have a time blocked that works well for you.
2. Next, go through your medicine cabinet or closet and be sure to discard any expired eye care products. You can stop in anytime and our dedicated team will be happy to assist in replacing items you need!
3. Finally, take a moment to follow us on [Facebook](#) and [Instagram](#). We use these channels frequently to share news about new products, special events and promotions so you'll always be first to know!

## LASIK Coordinator Becomes the Patient

When a patient is a candidate for LASIK, we work in close partnership with [TLC Laser Eye Centers](#) in Madison. In fact, just last month our LASIK coordinator, Meaghan Tuohy, went through this process herself!

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## Special Offer for Tired Eyes

If you've been spending too much time in front of a screen, take advantage of our special promotion now through March 31 and receive a free pair of computer lenses after a separate complete pair purchase.

## Construction Update: Did You Know?



Construction Fun Fact: Our new east Madison clinic patient care and optical space will be

Like other patients, Meaghan had pre-LASIK consultations with her primary provider at Isthmus Eye Care to determine that she was a good candidate for the procedure. We consult closely with Dr. Probst and his team at TLC before, during and after LASIK surgery to ensure the highest quality of care and best patient outcomes.



Before LASIK, Meaghan could not get out of bed to get a drink of water or let the dog out without her glasses, so she was very excited to move ahead with the procedure. She described her experience as a short preparation pre-procedure in a spa-like setting followed by only about 10 minutes in the actual procedure room. "It's unbelievable how fast it is," Meaghan said. "And while there was just a slight pressure sensation to the area, it's so quick and virtually pain-free."

After LASIK, patients follow up with their eye doctor at Isthmus Eye Care regularly for a few months, but the results in terms of improved vision are immediate. "I still find myself rooting around for my glasses," says Meaghan. "Then I happily realize, I can already see! It's been life-changing."

### Early Morning Wednesday Hours Start January 1st



Effective with the start of the new year, Isthmus Eye Care will be open from 7 a.m. to 4 p.m. on Wednesdays to offer additional appointment availability earlier in the day. This added convenience will especially benefit early risers and those who prefer a before work, rather than after work, appointment option. Call us to book your early morning appointment today!

almost three times larger than our current East Madison office. We are excited to open in spring 2017! As always, if you have questions about our new space, feel free to call us anytime at (608) 249-5548.

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