



July 2016

Summer: Sun, Fun and Eye Safety

Here in Wisconsin, it seems we wait all year for summer. Then, in the blink of an eye, the solstice has passed and the July 4th holiday is right around the corner! While summer means fun in the sun it can be tough on the eyes because of extra sun exposure, increased outdoor recreation, fireworks and more. Last week, our Dr. Callie Maursetter appeared on the NBC 15 4pm news to talk about summer eye protection.



Dr. Callie's main tips:

- We all know we need sunscreen to protect our skin, and need to do the same with sunglasses for our eyes. Mild sunburn can occur on the eye with short-term exposure, while longer term exposure can contribute to more serious problems.
- Children are even more susceptible because their lens is not fully developed and they tend to get about three times as much exposure because of outdoor play time.
- Increased outdoor sports and other activities can also be a potential hazard as far as allergens, sand, twigs and other debris. Consider wrap-around sunglasses for added protection, and glasses with impact resistant lenses for more adventurous activities such as mountain biking.
- When it comes to fireworks, leave it to the professionals!

[Watch the full interview segment](#) with Dr. Callie, then grab your sunglasses, get outside and enjoy the sunshine!

Honoring Dr. Vic Connors

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Book Ahead for Back to School!

The school supply aisle isn't the only place that gets really crowded in August. Back-to-school is a popular time for your child's annual eye exam. Healthy eyes are critical to success at school, so parents need to ensure kids aren't having any vision problems and to have prescriptions checked for kids who already wear glasses or contact lenses.

We book far in advance for August and September, so [contact us](#) today to book your back-to-school exams and appointments.

**Send a Secure
Message to Your
Doctor**



You have likely already heard of the heartbreaking and unexpected passing of Dr. Victor Connors, one of the founding partners of Isthmus Eye Care. He touched countless lives and will be dearly missed by all. Of course, we are dedicated to continuing his legacy and lifelong commitment of improving our patients' quality of life by enhancing their vision and eye health. Dr. Vic was fortunate to have highly competent, capable colleagues to work with and mentor over the years, and Dr. Colin Connors, Dr.

Richard Jun, Dr. Callie Maursetter, and Dr. Timothy Wilson are proud to continue meeting your eye care needs. If Dr. Vic was your provider, we will be in contact soon regarding previously scheduled appointments. In the meantime, we certainly welcome you to [contact us](#) if you have any questions or concerns about your care moving forward.

Return to the Sun Promotion

As you read and saw above, summer is the prime time to protect eyes from damaging UVA and UVB rays. To help you do that, now through July 29th take advantage of our "Return to the Sun" promotion!

ISTHMUS
EYE CARE

Return to the Sun
May 9th - July 29th

FREE frame

with purchase of prescription sun lenses after ordering first complete pair.

For \$25

buy a pair of non prescription polarized sunglasses with the purchase of an annual supply of contacts.

Polaroid
THE POLARIZED SUNGLASSES

As patients of Isthmus Eye Care, you have access to your secure eye health record online through [Personal Health Record for Your Eyes](#). This great resource allows you to send a secure message directly to your doctor. If you have questions regarding your care or need to share feedback on your contact lenses following your exam, you can do so through a secure message to your doctor. You will need your personalized user name and password to access your Personal Health Record for Your Eyes. If you would like to request access or don't remember your user name and/or password, please [contact your clinic](#).

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