



July 2017

Welcome Dr. Adam Burns!

Isthmus Eye Care is thrilled to welcome the newest member of our dedicated team of eye health providers, Dr. Adam Burns.

Dr. Burns, a Waunakee native, went on to attend the University of Wisconsin La-Crosse where he majored in biology and Spanish. It was during his undergraduate studies, completing his Spanish major abroad in Argentina, where the lack of adequate eye care compelled him to pursue a career in which he could directly impact patients' eye health. Dr. Burns completed optometry school at the University of Alabama at Birmingham in 2017. His eye care interests include pediatrics, ocular disease, concussion/neurological rehabilitation of the eyes and sports vision. As an added benefit, he also speaks fluent Spanish. Dr. Burns will primarily be seeing patients at our East Madison clinic. [Contact the office](#) to schedule your appointment with Dr. Burns today! You can also [visit our website](#) to learn more about Dr. Burns.



Fireworks Safety: Leave it to the Professionals!

Fireworks and the 4th of July go hand in hand in summer like baseball and hot dogs. And, when it comes to celebratory fireworks, our number one piece of advice for patients is to leave it to the professionals.

According to the U.S. Consumer Product Safety Commission (CPSC) an estimated 10,500 fireworks-related injuries were treated in 2014, and 67% of those occurred within the month surrounding the 4th of July. Contusions and lacerations as well as lodged foreign bodies in the eye occurred frequently. Prevalent on the list of injury causes were sparklers, a favorite among children generally thought to be reasonably safe in the minds of many adults.

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Book Ahead for Back-to-School

While it feels like summer just started, back-to-school will be here before you know it. At Isthmus Eye Care, we recommend all school age children have an 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 call today to book your back-to-school exams and appointments.





If you are celebrating with fireworks, we strongly encourage anyone and everyone to wear appropriate protective eye wear. If a serious injury does occur, call 911 or get to the nearest emergency room. In less serious situations, even mildly irritated areas can worsen and cause lasting damage to the eye. Most importantly, people need to immediately shield the eye from pressure and make sure

they DO NOT rub the eye. And, of course, seek attention from your eye care provider as soon as possible to get the proper treatment and prevent any further damage.

Dr. Victor J. Connors Scholarship Fund Established

Isthmus Eye Care and Optometry Giving Sight have announced the creation of the Dr. Victor J. Connors Memorial Scholarship, in honor of Isthmus Eye Care's late founder, to benefit a student at the School of Optometry in Malawi. The School is regarded as a great beginning in the development of Optometry in Africa, and has so far produced 27 graduates with another 44 students currently enrolled.



The Dr. Victor J. Connors Memorial Scholarship will provide full tuition costs, lab costs, book allowance and living allowance for one student. We currently have funds to award the Scholarship for a single year, but we hope to raise enough money to create an endowed fund, which will enable a full 5-year Scholarship to be awarded every 5 years. Donations will be accepted at Isthmus Eye Care or at the Optometry Giving Sight website at www.givingsight.org.

Special Summer Promotions

Along with encouraging those back to school eye exams, children's frames will be 40% off through September 30th. Many sunglass styles are also 40% off to help protect those eyes from the summer sun. Call or stop in for details!



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