



June 2017

Grand Opening Fun & Festivities

It has been one month since we officially opened the doors of our new east Madison clinic and optical center, and what a month it has been! We would like to offer our most sincere thanks to all of the partners, friends, customers and colleagues who made our grand opening a success. From hosting hundreds of Magic 98 fans to a ribbon-cutting event with the Monona East Side Business Alliance, May was a month to remember. We have been thrilled with the feedback we've received so far, and encourage you to [contact us](#) if you have any comments or questions.



Keep Your Eyes Safe This Summer

Memorial Day weekend has come and gone, so we're officially declaring it summer in Wisconsin! 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.

In This Issue

[Grand Opening](#)
[Keep Your Eyes Safe](#)
[Congratulations](#)
[Children's Vision Campaign](#)

Quick Links

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

Help Us Support the Our Children's Vision Campaign

Isthmus Eye Care is proud to partner with Optometry Giving Sight in support of Our Children's Vision, a global campaign helping to ensure that every child, everywhere has access to the eye care they need.

In the United States alone, more than 12.1 million school-age children suffer from vision problems, and only one in three children has received eye care services before age six. Since so much of what a child learns before age 12 is through eyesight, those who cannot access treatment could experience learning difficulties, personality and behavioral developmental issues, adjustment problems in school and, in some cases, become

Follow these tips to keep your eyes safe this summer:

- Just as sunscreen protects our skin, sunglasses help protect our eyes. Mild sunburn can occur on the eye with short-term exposure, while longer term exposure can contribute to more serious problems. Look for glasses that block 99-100% of both UV-A and UV-B rays, if possible.
- Children are even more susceptible because their lens is not fully developed and they tend to get about three times as much exposure due to all that extra outdoor playtime.
- Every year thousands of eye injuries are linked to fireworks, so for those who do light them off protective eye gear is a must. Better yet, leave fireworks to the professionals.
- 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.



Congratulations, Dr. Maursetter!



you've come to expect from all of us here at Isthmus Eye Care.

The littlest member of the Isthmus Eye Care team has arrived! Dr. Callie Maursetter and her husband, Erik, welcomed their first child - a daughter, Britta Marie - on May 10th. As a reminder, Dr. Maursetter will be on maternity leave over the summer and returning to patient care part-time for the remainder of 2017. Until Dr. Maursetter is back in full capacity at Isthmus Eye Care in 2018, rest assured our dedicated team of doctors will be accommodating any schedule changes as needed to continue to offer the same superior level of care

blind.

To help this cause, we will be making a small donation to the Our Children's Vision campaign for every pair of glasses or frames sold at our Middleton and east Madison locations through June 30th. Your purchase helps!

We are also asking our patients, customers and friends to pitch in with a \$5 donation, if they are able, by texting GIFT to 27722 or by visiting Optometry Giving Sight's online [donation page](#).



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

