



March 2017

## March: Save Your Vision Month, National Nutrition Month

Nearly every month offers different opportunities to shine a spotlight on, and generate awareness of, different health and wellness issues. March is Save Your Vision Month as well as National Nutrition Month. Here are a few tips to help bring eye health into focus this month:

- **Take a tech break.** Prolonged use of computers and digital devices can cause what is commonly referred to as Digital Eye Strain or Computer Vision Syndrome, which can cause problems such as dry eye, eye strain, headaches, neck and/or backache, and fatigue. The Wisconsin Association of Optometrists recommends people practice the "20/20/20 rule" when using computers and/or digital devices for an extended period of time: every 20 minutes, take a 20 second break and look at something 20 feet away.
- **Spring sports are around the corner.** It may still feel like winter, but the day will come soon when outdoor activities are back in full swing. Make sure sports seasons for kids start with the appropriate protective eyewear and/or sun protection. For any outdoor activities, for kids and adults alike, it is key to protect eyes from dust, debris, allergens, twigs, stones or other foreign objects. Depending on the activity, it might make sense to choose wrap-around sunglasses or glasses with impact-resistant lenses.
- **Stay safe at work.** According to Prevent Blindness, more than 2,000 people injure their eyes at work each day, and 10-20% of these injuries will cause temporary or permanent vision loss. Up to 90% of these injuries are believed to be preventable by following proper safety protocols and using the right protective eyewear while on the job.
- **See your food in full color.** Many experts recommend "eating the rainbow" for health in general, and eye health is no exception. Bright orange carrots and shiny red tomatoes deliver beta-carotene. Dark leafy greens including spinach and kale are full of antioxidants and offer a wide variety of



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## Send a Secure Message to Your Doctor

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 access or don't remember your user name and/or password, please [contact the office](#).

vitamins and minerals, as do brightly colored berries. Omega-3 fats such as those found in wild salmon and flax seed are also widely shown to promote eye health and, in some studies, have been linked to a decreased risk of macular degeneration.



## Spring into Style with Lafont Frames

When you think Paris, you think style. Isthmus Eye Care is pleased to offer a stylish selection of frames from Lafont Eyewear, a Parisian company that has been manufacturing and dispensing frames and hearing aids in the Madeleine district of Paris for nearly 100 years. Today, Lafont operates



out of four boutique shops and exports to more than 40 countries. Renowned for their handcrafted frames - all made using the highest grade acetate and metals - Lafont is also known for their unique palette of 234 colors. Lafont is also one of the few companies that own a portion of their manufacturing facility, located in the Jura region of France. At this amazing plant, more than 200 different steps go into the production of one pair of glasses! And we love Lafont's philosophy of quality design and production tailored to evoke an individual's unique style and personality. Come see our collection of Lafont frames at our Middleton clinic, and they will be coming soon to our East Madison clinic.

## In Case You Missed It: Welcome Dr. Kimrey and Congrats to Dr. Maursetter



We wanted to take a moment to reiterate our welcome of Dr. Aja Kimrey to our clinical team, and share exciting news from Dr. Callie Maursetter.

Dr. Kimrey will begin seeing patients this month at both our East Madison and Middleton clinics. She is a 2015 graduate of the Southern College of Optometry (SCO) in Memphis, Tennessee, and is passionate about playing a role in the prevention, diagnosis and management of eye disease. We are thrilled she will be sharing her clinical experience and enthusiasm with us and with all of you! Visit our [website](#) to learn more about Dr. Kimrey.

Also, you may have heard Dr. Callie Maursetter is expecting her first child in May, and will be reducing her patient care schedule to part-time starting in March. She 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 that Doctors Colin Connors, Timothy Wilson, Richard Jun and Aja Kimrey will be accommodating any schedule changes as needed to continue to offer the same superior level of care you've come to expect from all of us here at Isthmus Eye Care.

## East Clinic Construction Progress Continues

We'd like to thank our builder, 1848 Construction, for hosting a "groundbreaking" celebration at our new east side space last month. While the concrete floors have long been poured, who doesn't like to pose for a team photo with hard hats and shovels? With our opening coming up in just a month or two, keep your eyes open for our next newsletter in early April - we will be sharing a schedule with all of the exciting events and promotions that will mark our grand opening. Be sure to follow us on [Facebook](#) for frequent updates and, if you have questions, feel free to call us anytime at (608) 249-5548.



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