



November 2017

Shop Local This Holiday Season!

November is here, kicking off the biggest shopping season of the year. At Isthmus Eye Care, 2017 was a very big year for us with the opening of a new state-of-the-art clinic and optical center on Madison's east side. The opening allowed us to meet many new neighbors and renewed our focus on growing the community connections that are so important to us (read more in this newsletter about our relationships with our local libraries and the Goodman Community Center).

We're also proud members of [Dane Buy Local](#), and as we move into the holiday season we'd like to remind our friends, patients, customers and colleagues to shop local when possible this holiday season. Dane Buy Local offers the following great reasons to do so, during the holidays and all throughout the year:



- Shopping local is a great way to foster community connections and cohesiveness
- It strengthens the local economy when you keep your dollars circulating locally
- Local, independent businesses shape the unique character of our neighborhoods
- Local small businesses typically consume less land and locate closer to residents to create less traffic and air pollution
- The greater percentage of local independent businesses, the lower taxes tend to be

We love patronizing the many wonderful small businesses near our clinics in Middleton and on Madison's east side. We hope you will pay them, and us, a visit this holiday season. We have many great gift options including readers, eyeglass accessories, sunglasses, contact lens solution and more. Happy shopping!

Brownies Visit East Clinic and Earn Badge

Dr. Richard Jun was happy to host the Cottage Grove Brownie Troop at Isthmus Eye Care-East in October. The Brownies got to learn more about taking care of their eyes and earn their My Best Self Badge. Nice job!

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Donate Used Glasses at the Pinney and Hawthorne Libraries

We love recycling and we love reading, so we are pleased to announce that Isthmus Eye Care has just launched a pilot program at two local libraries to collect used eyeglasses for donation. Look for receptacles at the Pinney Library at 204 Cottage Grove Rd. and the Hawthorne Library at 2707 E. Washington Ave. Isthmus Eye Care's Dr. Tim Wilson will lead the effort to deliver collected eyeglasses to the [Fitchburg Lions Club](#), of which he is a member. Lions Clubs International was founded in 1917 with chapters around the globe and is a long-standing leader on projects to prevent



blindness, restore eyesight and improve eye health and eye care for hundreds of millions of people worldwide. In addition, used eyeglass donations are still accepted at both Isthmus Eye Care locations.



Diabetic Eye Disease Awareness Month

Did you know that diabetes is the leading cause of blindness among working age Americans? November is Diabetic Eye Disease Awareness Month, and a good time to schedule your annual eye exam if you have not yet had one.

According to the American Optometric Association, approximately 29 million Americans age 20 or older have diabetes, but nearly a third don't know they have the disease and are at risk for vision loss - among other health problems.

While diabetes is widely recognized as both a prevalent and damaging disease, what is lesser known is the important role eye doctors play in the diagnosis and care of the diabetic patient. The [Wisconsin Optometric Association](#) (WOA) encourages all citizens to visit their eye doctor for a yearly, comprehensive eye exam to ensure the early detection of diabetes and prevention of complications from this ubiquitous disease.

Vision loss associated with diabetes is often due to a complication known as diabetic retinopathy, the result of damage to the small blood vessels located in the retina (the light-reflecting tissue in the eye) caused by diabetes. The blood vessels leak blood and other fluids, causing swelling of the retinal tissue and clouded vision. Symptoms of diabetic retinopathy may include blurring of vision, night vision problems, spots/floaters seen by one or both eyes and having a dark or empty spot in the center of your vision. Because there are often no advance symptoms, the annual proactive eye exam becomes even more important.

Even if you don't think you're at risk, the dedicated team of doctors at Isthmus Eye Care encourages you to schedule your annual check up today!

Save the Date: Style Show December 7th

Our semi-annual style show is just around the corner! Join us

Goodman Thanksgiving Basket Program

Our friends at the Goodman Community Center are renowned for many great programs and services but perhaps the most well-known is their annual Thanksgiving Basket Drive. Over nearly 30 years, this event has become a tradition with many long-serving volunteers and families returning year after year to assist with collection, packing and distribution. This annual effort provides more than 3,500 low-income families in Dane County with their Thanksgiving meal. Isthmus Eye Care is pleased to have a team of staff members assisting with the drive in the coming weeks, and we encourage you to do the same! More information about the Thanksgiving Basket Drive and how you can help can be found at the [Goodman Community Center's website](#).

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Thursday, December 7th at our Middleton location where we will be featuring the complete LaFont collection of handmade Parisian eyewear for kids as well as adults. We look forward to seeing you December 7th from 11 AM to 6 PM!



Isthmus Eye Care

Your Life. In Focus.