



October 2016

## Spectangle Pro

At Isthmus Eye Care, we're constantly evaluating new tools and technologies to ensure we are providing the highest level of care to our patients. As such, we recently introduced a new digital measuring device for eyewear: Spectangle Pro. It gives very accurate, detailed data regarding the fit of a specific frame on each patient and, in turn, helps our opticians customize a patient's prescription with their frame and how it fits.

This digital technology functions in two parts using an iPad application, along with the iPad's camera, and a referencing tool called the EY-Stick. The camera takes a picture of the patient with their frame and the EY-Stick on. The software then calculates all necessary parameters, creating a completely individualized product and providing patients greater visual clarity and adaptation.



The Spectangle Pro offers a faster and more accurate way to measure, and offers a host of additional benefits. For example, opticians can take four side-by-side pictures of four different frames on a patient to do a comparison view. Also, the device can simulate how different lenses - progressive lens designs, non-glare options, polarized sunglasses versus tints - impact a patient's vision.

## In This Issue

[Spectangle Pro](#)  
[World Sight Day](#)  
[Wisconsin Optometric Association Convention](#)  
[Vision Expo](#)  
[Home Eye Safety Tips](#)

## Quick Links

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

## Vision Expo

In September, Isthmus Eye Care team members Katrina Weinfurter and Robin Roudebush traveled to Las Vegas for one of the biggest industry events of the year, Vision Expo West. The expo showcased an exhibition hall full of the latest in fashion frames, accessories, contact lenses, and medical instruments. There was a variety of great continuing education and special events. The trip included a side visit to the Hard Rock Café for a Vision Source Reception Party.

## World Sight Day

One of our favorite and most meaningful events of the year is World Sight Day on October 13th. We encourage you to join us in raising funds for a cause near and dear to us!

More than 600 million people around the world are blind or visually impaired simply because they lack access to eye exams and the glasses they need. Optometry Giving Sight raises funds to support sustainable projects that deliver eye care and glasses in communities with little or no access to these services.

Throughout the week of October 10th-14th at Isthmus Eye Care, patients can fill out a card with a donation amount to have displayed at our front desks. If you stop in October 13th, we will be sporting our World Sight Day shirts and also having some special treats. As an added incentive, please remember that Isthmus Eye Care matches all of our patients' donations not just on World Sight Day but all throughout the year.



If you can't stop in, donations are always accepted online, as well, at the [Optometry Giving Sight](#) website.

## Wisconsin Optometric Association Convention

Our full team of eye doctors as well as nearly a dozen staff members took part in the networking and continuing education opportunities at the 2016 Wisconsin Optometric Association Convention and Annual Meeting September 22nd-25th. The convention took place at the Marriott Madison West in Middleton and is the WOA's largest meeting of the year with nearly 300 doctors from across the country in attendance. In addition, the event housed a full exhibit hall showcasing the latest technologies and the most up-to-date information regarding eye care products and services.



The IEC team participated in sessions on vision therapy, blue light, concussions, glaucoma, emergency care, diabetes and more. In addition, WOA successfully passed an action to enroll the



Katrina and Robin focused on fashion and the upcoming trends; larger frame sizes with an array of colors continues, and for the first time in quite a few years geometric shapes are back on the scene.

## Home Eye Safety Tips

Accidents involving common household products cause as many as 125,000 eye injuries each year - many of which are preventable - leading Prevent Blindness to establish October as Home Eye Safety Month. The organization offers some simple tips to keep in mind around the house to help protect eyes and prevent injuries:

- Make sure stairways are well-lit and have handrails to help prevent falls.
- Inspect lawns before moving and remove any sticks, rocks or other debris.
- Keep paints, pesticides, fertilizers and other chemicals stored in a secure area.
- Do not mix cleaning agents.
- Keep in mind regular glasses may not offer protection from debris or chemicals. When needed, use safety goggles for work around the house.

More tips are available through the [Prevent Blindness home eye safety page](#).

## Contact Us

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state of Wisconsin in "Think about your eyes," a social media and marketing campaign to help spread messages about the importance of eye health and regular exams.

A big thank you to WOA for hosting another fun, successful and informative event!

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