



February 2018

InfantSEE: Vision Care for the Littlest Patients

While we enjoy serving patients of all ages and stages of life here at Isthmus Eye Care, we want to remind our patients, customers and friends to help us spread the word about the important InfantSEE® program. InfantSEE, a registered program of the American Optometric Association (AOA), is a public health program designed to ensure that eye health and vision care become an integral part of infant wellness.

We recommend that all infants receive a comprehensive eye and vision assessment between six to twelve months of age. Our optometrists provide this assessment to complement the base-level screenings done by pediatricians or family practice physicians. Any family is eligible for an InfantSEE assessment at no charge to the family or to any health insurance program. This is a free community service delivered by our Isthmus Eye Care optometrists.



During a typical InfantSEE visit, you and your baby will be with the staff and doctor for approximately one hour. The testing is entirely safe, using standard eye examination lights and lenses to evaluate the eyes for risk factors for future eye and vision problems that might be identifiable within the first year of life.

For more detailed information, we encourage families to [contact us](#) directly or visit www.infantsee.org. We hope to see you and your new family member soon!

IEC Tech Embarks on Mission Trip to Nicaragua

Recently more than 2,000 pairs of eyeglasses arrived in Nicaragua after a months-long journey. Soon, Isthmus Eye Care Optometric Technician Carla Laverenz will be arriving to join those glasses. Carla will be spending 10 days in February in the small Nicaraguan mountain town of Siuna with a group of 15 others as part of a mission trip organized by Sharing the Legacy, a small

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Join Us for Wear Red Day

Tomorrow, Friday, February 2 is National Wear Red Day. Will you join the IEC team wearing Red?

This annual observance kicks off National Heart Month and helps raise awareness of the prevalence of heart disease in women. In the United States, one woman dies from a cardiovascular disease every 80 seconds. The good news is that 80 percent of cardiac events may be prevented with education and lifestyle changes. Go Red For Women advocates for more research and swifter action for women's heart health. More information and a link to support efforts can be found at the American Heart Association's [Go Red for Women](#) page.

non-profit organization based in Cambellsport, Wisconsin. This will be Carla's second trip with the group, which works from sun up to sun down providing eye exams and other services to hundreds of patients each day - many who walk or ride on horseback for hours to be seen. In addition to eyeglasses, the group brings sunglasses, school supplies, personal hygiene items and other necessities. We are excited to share photos and stories from Carla's trip in our March newsletter, so stay tuned!



Sporting Ray Ban Style at Isthmus Eye Care



One of the most iconic brands of eyewear is now available at Isthmus Eye Care's east and west locations: Ray-Ban. From Audrey Hepburn to Tom Cruise, from Prince Charles to former President Obama, Ray-Ban

sunglasses have been a symbol of style since 1937. We're excited to feature eyeglasses, sunglasses and kids' glasses from Ray-Ban, and invite you to stop in to try on a pair today.

Save Big During Our Accessories Sale

For a limited time buy one optical accessory, get one at 50% off! The accessories sale includes non-prescription sunglasses, over-the-counter readers, BluTech eyewear, Nerd Wax, Costa chains, and more.



Now Accepting Avesis Vision Plan

Both Isthmus Eye Care locations are now accepting Avesis vision plan! Our expert opticians can help review your vision plan benefits to maximize your savings on exams, eyeglasses and contact lenses.



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