



January 2018

The Importance of Insurance Cards

With the start of a new year, we commonly see changes with our patients' insurance plans. Some changes are minor such as a change to the plan or group number, but others are significant provider or benefit changes. In order for our staff to best serve you and help you navigate your benefits, we'd like to provide a reminder to all patients, whether or not you have had a change in insurance, to always bring both your medical insurance and vision plan ID cards to all appointments. We make every effort to submit your visit to your insurance company but that requires us to have current, accurate information on file.

For Medicare patients, please note that as of April 1, 2018, you must bring your new Medicare card with you to all appointments. Your new Medicare ID number will no longer be your social security number, but rather a unique ID number. Please [contact us](#) with any questions.

Don't Miss Our East Clinic Flash Sale January 26

If you're looking for a new look in the New Year, don't miss the flash sale at our east Madison clinic & optical center on Friday, January 26 from 10:00 AM to 4:00 PM. The sale offers 20% off your first pair of OGI and Seraphin eyewear and 50% off all additional complete pairs when you purchase premium lenses.

In This Issue

[Insurance Cards](#)
[Flash Sale: January 26](#)
[Dry Eye](#)
[I Care and Share](#)

Quick Links

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

Isthmus Eye Care Supports OGS "I Care and Share"

As part of our ongoing commitment to support Optometry Giving Sight (OGS) throughout the year and in a variety of ways - which our patients and customers generously participate in, as well - Isthmus Eye Care is proud to support the OGS "I Care & Share" program.

For every pair of glasses purchased at Isthmus Eye Care, our practice donates \$2 to the program. Based on the principle of "buy one, give one," all funds donated directly support OGS' efforts to provide access to vision care and eyeglasses to underserved communities. Visit the [OGS website](#) for more information about their mission and the variety of initiatives that support it, including "I Care &

ISTHMUS EYE CARE FLASH SALE FRIDAY!

January 26, 2018
10:00AM - 4:00PM



NEW YEAR, NEW LOOK

20% OFF YOUR FIRST PAIR OF
OGI OR SERAPHIN EYEWEAR

50% OFF ALL ADDITIONAL
COMPLETE PAIRS

Share." And know that with each purchase of eyeglasses at Isthmus Eye Care, you are helping give sight to those in need!



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



'Tis the Season for Dry Eye

Millions of Americans suffer from Dry Eye, a chronic lack of sufficient lubrication and moisture on the surface of the eye. Dry eyes are often itchy, red and irritated, and if persistent and untreated can cause significant inflammation and even scarring of the front surface of the eye.

Winter in Wisconsin is peak season for dry eye and a frequent cause for trips to the eye doctor. Other factors can exacerbate problems associated with dry eye, including computer use, wearing contact lenses, indoor & outdoor environments, aging and certain medical conditions.

In short, artificial tears need to be added, or tear production stimulated, to relieve dry eye. Our doctors are happy to provide a thorough evaluation to help determine a patient's causes of dry eye and outline their best individual treatment options. In addition, the [American Optometric Association](#) recommends the following tips to help alleviate symptoms of dry eyes:

- Remember to blink regularly when reading or staring at a computer screen for long periods of time.
- Increase the humidity in the air at work and at home.
- Wear sunglasses outdoors, particularly those with wraparound frames, to reduce exposure to drying winds and the sun.
- Nutritional supplements containing essential fatty acids may help decrease dry eye symptoms in some people, with guidance from an optometrist.
- Avoid becoming dehydrated by drinking 8 to 10 glasses of water each day.

