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The View

... an eye-opening Newsletter

by **Eye Associates**
SurgiCenter
OF VINELAND



Holiday Cheer Sent to Soldiers

Eye Associates and the SurgiCenter of Vineland Organize a Collection to Send Overseas to Soldiers in Kuwait

This past holiday season, Eye Associates and the SurgiCenter of Vineland organized a collection of goods to send overseas to a military troop in Kuwait. In just a short amount of time, the company was able to receive a considerable amount of donations from employees, as well as other local companies. Eye Associates and the SurgiCenter were able to ship seven large boxes to show appreciation to these service men and women that will not be home for the holiday season.

The boxes were filled with snacks, toiletries, and other items that were nonperishable. Over half of these items were used to create 70 individual bags for each member of the military troop. With the help of company employees and other local companies, such as Taco Bell, Wawa, W.B. Mason, and Phoenix Business Forms, Inc., Eye Associates and the SurgiCenter of Vineland were able to make thoughtful care packages for the troop in Kuwait.



“We always look for a way to give back, especially during this time of year,” said Gina Biagi, Administrator of Eye Associates & the SurgiCenter of Vineland. “This opportunity was one that was rather special because a son of our employee, Lydia Pratts, is currently stationed in Kuwait. This allowed us to gather donations to help a known soldier and also do something special to thank the troop for their service.”

Sydney L. Tyson, MD, MPH, President of Eye Associates and the SurgiCenter of Vineland, also commented on the military collection, “It is truly wonderful to see our employees and local businesses contribute to such a great cause. Organizing this collection is just one small thing we, as a company, can do to show our support for the sacrifices these soldiers make every single day. We can only hope it will make their holiday a little brighter.”



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Spotlight: Mays Landing Office

Eye Associates' Mays Landing Office has been doing great things! We are excited to announce that with the tweaking of our schedules, this office has recently increased appointment openings for both new and current patients. This is attributed to the fact that the Mays Landing office has been able to provide expedient, quality service. Most patients are able to be seen by one of our top doctors within 2 to 4 days after requesting an appointment.



Meet the Doctors



Steven Bachinsky, OD is a graduate of the Pennsylvania College of Optometry, PA, Doctor of Optometry. He completed the Lighthouse: Low Vision Continuing Education. He completed his undergraduate degree at Wilkes University, Wilkes Barre, PA. Dr. Bachinsky was appointed as the Providing Doctor for the NJ Commission for the Blind and Visually Impaired.



Lawrence J. Mroz, OD is a graduate of the Pennsylvania College of Optometry, PA, Doctor of Optometry and completed his undergraduate degree from Ursinus College, Collegeville, PA. Dr. Mroz is the President of the South Jersey Society of Optometric Physicians in South Jersey. He is also an active member of the Copernicus Society of South Jersey.

Our Mays Landing office is only a few miles from the Hamilton Mall, in the Shore Health Park on the old Harding Highway. Here we see patients for routine and medical eye examinations, as well as contact lens fittings. Please call our office to schedule your eye appointment with the best eye doctors and optometrists in the Southern New Jersey area.

What is Glaucoma?

With January being the designated month for glaucoma awareness, it is important to share some interesting facts about the disease. Glaucoma is a condition of increased pressure within the eyeball that gradually causes damage to the optic nerve. It can affect people of all ages; however, the most common forms primarily affect the middle-aged and the elderly. Glaucoma is known as "the sneak thief of sight" because it progresses slowly and can go unnoticed. In some cases, a person can lose up to 40% of their sight without realizing.

Comprehensive eye exams are a great way to protect your sight from glaucoma. By seeing an eye doctor annually, it allows you to catch the disease as soon as possible. If you are diagnosed with glaucoma, treatment can begin immediately. At our facility **Dr. Alice Williams** specializes in treating glaucoma. The breadth of knowledge she has allows her to provide our patients with the best care, along with sharing what she knows through published articles and lectures. If you think you may have glaucoma, schedule an appointment today by calling our office!



New Year's Resolutions for Better Eye Health!



With the New Year comes a fresh start. We all make New Year's Resolutions every year; some of which we keep and others fall by the wayside. For 2019, make eye health part of those resolutions that stick with you throughout the new year. We have provided you with 5 resolutions to help you take the best care of your eyes in 2019!

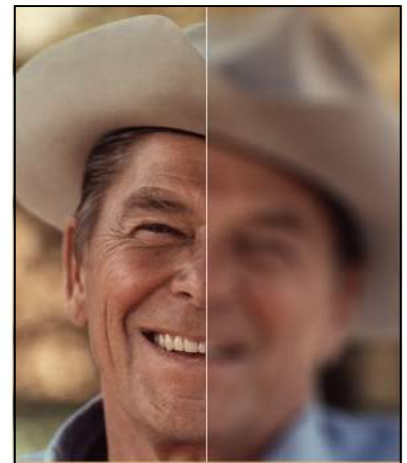
Sunglasses Everyday: UV rays can be detrimental to your eye health and reflect off all types of surfaces such as snow, pavement, water and metal. Prolonged exposure to harmful UV rays is related to an increased risk of cataracts and age-related macular degeneration. So, whether it is sunny, raining, snowing, or cloudy be sure to wear sunglasses 365 days a year to protect your eyes from those harmful UV rays. Find yourself a great pair of sunglasses by visiting one of our optical shops located in any of our 5 locations!

Contact Lens Care: For those of us who wear contact lenses, we know the convenience this form of corrective eyewear provides. Sometimes we find ourselves in a rush and neglect things like cleaning our lenses or removing them before sleeping. It is important to follow your eye doctor's instructions for wearing and caring for contact lenses. By doing so, you will prevent infections, corneal ulcers, abrasions, and potential vision loss.

Injury Protection: The American Academy of Ophthalmology cites that each year more than 40% of eye injuries occur from sports and recreation. Of these injuries 90% are able to be prevented with the proper eyewear. Whether it be from athletic activities, jobs required by your place of employment, or partaking in yard work, utilizing protective eyewear is exceptionally important.

20/20/20 Rule: Not many people can say that they do not spend a decent amount of time on a smartphone, tablet, laptop, computer, or watching television. With technology being at the forefront of today's world, it is important to implement the 20/20/20 rule when it comes to looking at electronic devices for prolonged periods of time. This is a strategy used to give your eyes a rest from the strain caused by technological devices. For 20 seconds look at something 20 feet away; repeat this activity every 20 minutes to help relax your eyes. This will help prevent the harm caused by Blue Light and Computer Eye Syndrome, which is characterized by tired eyes, blurry vision, difficulty focusing, headaches, dry eyes, and more.

Schedule an Exam Today: An annual eye exam is exceptionally important to good eye health. Be sure to make an appointment to have a specialist look at your eyes this year. Visit www.sjeyeassociates.com or call (856) 691-8188 to schedule your appointment. Contact us today so we can help make eyecare an important part of your 2019!



Reclaim Your Vision!

You can take back your vision with **Droless IV Free Custom Cataract Surgery** at our facility. See the difference both up close and at a distance. Ask us what type of Cataract Surgery is right for you!

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Goodbye Dry Eyes!

Dry Eye Solutions now available at Eye Associates

Our eyes are constantly producing tears to help keep our eyes moist and hydrated. What happens if our eyes stop providing us with the proper lubrication? In most cases this means you are experiencing the effects of dry eyes. Don't worry, you are not alone. Dry eyes are exceptionally common and occur when there is lack of moisture on the surface of the eye. The consequences of dry eye can be minor or extreme. Some common symptoms are:

- Tired or red eyes
- Burning or stinging of the eye
- A scratchy or itchy feeling in the eye
- Soreness within the eye
- Constant feeling of something in the eye

The list can go on and on. Most of the time when people experience these symptoms, they turn to eye drops. However, sometimes using eye drops does not always offer complete relief. We are happy to announce that we are providing a few *NEW* solutions that can assist in soothing your dry eyes.

Dr. Rachna Shah has a passion for dry eye solutions. A few solutions include Scleral Lens Fittings, iLux Treatments, topical/oral treatment, and more!

Contact us today to see if you are experiencing dry eye. We will schedule you for a diagnostic evaluation to see what solution is right for you. We are excited to have Dr. Shah share her knowledge and expertise with our patients!



Hydrate Your Eyes!

With our NEW Dry Eye Treatments, you can avoid the itchy, burning feeling that you are experiencing!

Call us today to schedule a consultation with **Dr. Rachna Shah** to see what solution is right for you!

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