

# INFOCUS

Smile!

YOU'VE GOT SAVINGS!

See coupons on page 11

GET A  
COMPREHENSIVE  
EYE EXAM

NEED HELP WITH YOUR  
HOLIDAY  
SHOPPING?  
WE'VE GOT YOU  
COVERED

NEW HOPE  
FOR PATIENTS  
WITH MS





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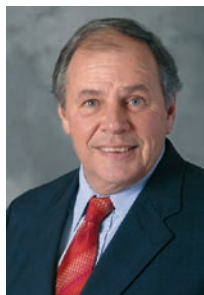
Like us on:  
**facebook**

## Win Free Glasses!

Fill out our Strive For 5's survey for the chance to win a FREE pair of glasses. It's easy to do! Just visit [henryfordoptimeyes.com](http://henryfordoptimeyes.com) and click on Strive For 5's to complete the survey.

**f** [facebook.com/henryfordoptimeyes](http://facebook.com/henryfordoptimeyes)

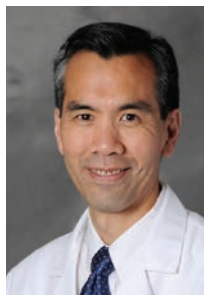
## from the directors



### JOHN POLANSKI

CEO, Community Care Services

It's exciting working in health care. Here's one reason why: We get to witness breakthroughs in technology and medicine that benefit patients. For example, new prescription medications are now making managing multiple sclerosis easier. Turn to page 3 for more information.



### CURTIS WEE, O.D.

Division Head, Henry Ford OptimEyes  
Director of Optometry

It's the busiest time of the year. But that doesn't mean you should push your health aside — and neither should your loved ones. Consider gifting a friend or family member with a comprehensive eye exam. Want more details? Turn to page 6.



### GAIL ELIAS

Interim Vice President,  
Henry Ford OptimEyes

The holiday season can be tough on your wallet. This year, focus on saving instead of overspending with our array of coupons. Turn to page 11 for details on our eyewear savings. Make your wallet happy: Clip out the coupons and store them there!



## COMPLETE EYE CARE AND EYEWEAR FROM THE EXPERTS YOU TRUST

Our ophthalmologists and optometrists are partners in your eye health, providing comprehensive, coordinated care for your whole family at every stage of life. From well-vision exams, glasses, contacts, and LASIK, to the diagnosis and treatment of complex eye diseases, such as cataracts, glaucoma, macular degeneration, and diabetes, we are unique because we offer it all, close to home.

Call **1-800-EYE-CARE (1-800-393-2273)** or visit [henryfordoptimeyes.com](http://henryfordoptimeyes.com) for a location near you.

Henry Ford provides, at no cost, qualified interpreters and other aids and services for the deaf and hard of hearing. To request assistance, call (313) 916-1896 or email [communicationaccess@hfhhs.org](mailto:communicationaccess@hfhhs.org). If possible, please notify us three days in advance of the event.

# NEW HOPE, GROUNDBREAKING MEDICATION *for* PATIENTS *with* MS

Like snowflakes, no two people with multiple sclerosis (MS) are exactly alike.



**"It's a disease with variable and unpredictable symptoms,"** says Mirela Cerghet, M.D., Ph.D., F.A.A.N., a Henry Ford Health System neurologist.

With the condition, the body's immune system mistakenly attacks myelin, the fatty substance that surrounds and insulates nerves, to disrupt how nerve impulses travel from the brain to the spinal cord. Common symptoms include blurred vision, fatigue, numbness or tingling in the arms and legs, and difficulty walking.

But people with relapsing/remitting MS, which is the most common form of the disease, have one thing in common: They need to take their medication as directed to help prevent relapses — active lesions in the brain's white matter that can show up on an MRI, which indicate that the disease is progressing. "Only 60 to 75% of patients adhere to their medication schedule. We'd like it to be 100%," says Dr. Cerghet.

## REVOLUTIONARY TREATMENT

Fortunately, new prescription medications are available to make managing MS easier, including Gilenya, a once-a-day pill that is the first oral medication for treating MS.

Before taking Gilenya, you'll need to be tested for macular edema, an eye condition that



**"Gilenya is very effective in reducing the relapse rate, and has been a good alternative for people who don't tolerate or respond to self-injections,"** says Suzanne Croll, R.N., B.S.N., M.S.C.N., MS Clinical Coordinator for Henry Ford Health System.



can distort vision due to a buildup of fluid in the macula, an area at the center of the retina. You'll also need to be retested for macular edema three months after taking Gilenya and then again yearly.

To monitor this rare side effect, HF Neurology partners with Henry Ford OptimEyes and offers optical coherence tomography (OCT), a noninvasive imaging test that uses light waves to take pictures of the retina. To track other possible side effects, you'll also need frequent blood tests and a yearly dermatology exam. "But most patients tolerate Gilenya well," Dr. Cerghet adds.

## HENRY FORD: PIONEERS IN NEUROLOGICAL MEDICINE

The Henry Ford Department of Neurology is top in the nation for diagnosing and treating neurological diseases. In addition to MS management, it offers some of the most advanced therapies for stroke, brain tumors, epilepsy, and spine and movement disorders.

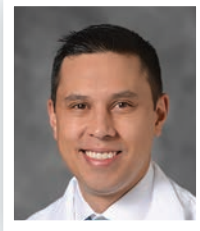
TO SCHEDULE AN APPOINTMENT WITH US TODAY, CALL **1-800-HENRYFORD (1-800-436-7936)**.





# MEET HENRY FORD OPTIMEYES DOCTORS

## Daniel Balcueva, O.D.

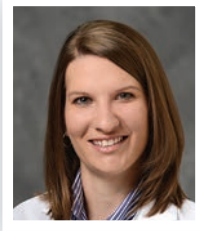


Dr. Balcueva grew up in Saginaw, Michigan and graduated from Ferris State University with a degree in Applied Biology. He

completed his graduate studies at Indiana University School of Optometry in Bloomington. His clinical rotations included Tallahassee VA Outpatient Clinic in Florida; Guanajuato Eyecare Center in Mexico; Atwater Eyecare Center in Bloomington, Indiana; and Ireland Army Community Hospital in Fort Knox, Kentucky.

Dr. Balcueva worked for three years in Bloomington as well as the Detroit area before joining HFO in August 2015. He is accepting new patients at the Troy Super Vision Center.

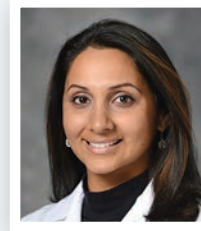
## Emily Gillette, O.D.



Dr. Gillette was born and raised in Port Huron, Michigan. She attended Ferris State University for her undergraduate education and

went on to receive her doctorate from the Michigan College of Optometry. Her clinical experiences include Heart of the City Health Center in Grand Rapids, University Eye Center at Ferris State University, and the Wyoming Health Care Center near Grand Rapids. She is a member of both the Michigan and American Optometric Associations. Outside of work, she enjoys reading, outdoor activities, and spending time with her husband, family, and friends. Dr. Gillette is accepting new patients at the new Clinton Township Super Vision Center.

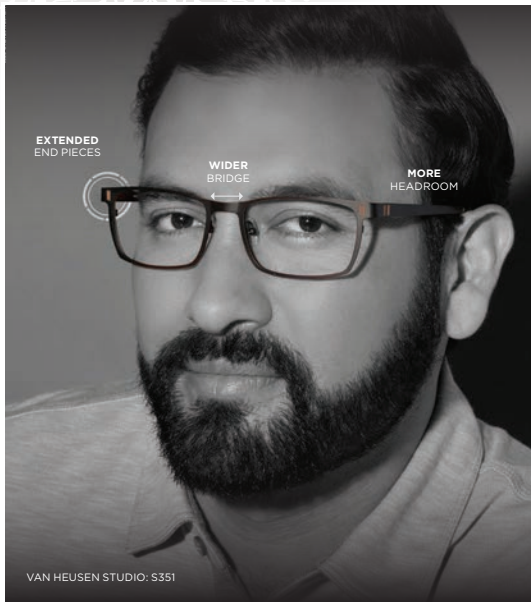
## Kanwalpreet Bagri-Pavone, O.D.



Raised in Canton, Michigan, Dr. Bagri-Pavone graduated as valedictorian from Plymouth Salem High School and then attended

University of Michigan-Ann Arbor before receiving her doctorate of optometry at Illinois College of Optometry. She completed a residency specializing in ocular disease at the Battle Creek VA Medical Center. Dr. Bagri-Pavone joined HFO in June 2015. When not in the office, she loves to spend time with her family, bake, and travel. Dr. Bagri-Pavone is now accepting new patients at the Westland Super Vision Center.

TO MAKE AN APPOINTMENT, PLEASE CALL 1-800-EYE-CARE OR VISIT [HENRYFORDOPTIMEYES.COM](http://HENRYFORDOPTIMEYES.COM).



## VAN HEUSEN

BIG MAN FIT  
EYEWEAR

### For Some Guys, Finding Glasses That Actually Fit Is a Big Deal

That's why Van Heusen created Big Man Fit Eyewear, fashioned for men who do not fall into the "one size fits all" category. Van Heusen has helped men of all sizes stay stylish since 1881.

Now they offer two outstanding Big Man Fit eyewear collections, Van Heusen and Van Heusen Studio.

The Van Heusen line of eyewear pays homage to classic designs with durable metal styles that stand up to rough-and-tumble and feature colors that a man can count on.

Van Heusen Studio offers a contemporary approach, mixing lightweight materials with bold hues and textures for a more modern flair. Both eyewear collections feature small details that make a huge difference in fit for larger men, including slightly extended end pieces and wider frames for more headroom.

VAN HEUSEN STUDIO: S349, S353 | VAN HEUSEN: HT13



**Van Heusen Big Man Fit Eyewear**  
The difference is sizable.

VAN HEUSEN STUDIO: S351



Better sight in any light.

Looking your best starts with seeing better. That's why Transitions® lenses help protect your eyes in any kind of light and fit any frame. Our everyday lenses automatically adjust from clear indoors to dark in bright sun, and just the right shade of tint for every situation in between. Indoors or outdoors, your style always shines through.

**Transitions®**  
ADAPTIVE LENSES™



FIND THE *TRANSITIONS* LENS THAT'S RIGHT FOR YOU.  
[WWW.TRANSITIONS.COM/BROWSE](http://WWW.TRANSITIONS.COM/BROWSE)

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# Unwrap the Gift of a Great

**T**is the season for breaking out the festive décor, baking delicious treats, and going on the hunt for just the right thing for the friends and family on your list. At Henry Ford OptimEyes (HFO), you can skip the lines at the mall and find a wide selection of unique presents, including frames and accessories. Our eyewear consultants/Santa's Helpers can help you find something for everyone. Need ideas? Our guide can help you think outside the (gift) box.

## GIVE THE GIFT OF... Good Health



Show loved ones how much you care by gifting them with a comprehensive eye exam. A yearly dilated eye exam can help preserve sight by detecting eye diseases early, such as glaucoma and cataracts. It can also monitor other conditions, such as diabetes and high blood pressure. **"Your eyes are the only organ we can look directly into. They're a window into your health,"** says Dr. William Harmon, HFO Detroit Henry Ford Hospital Main Campus. For your shopping convenience, HFO's Main Campus location is open seven days per week. Most offices are open evenings and weekends, and walk-ins are always welcome.

## GIVE THE GIFT OF... Style

Regular or prescription sunglasses aren't just fun to wear. They help safeguard your sight year-round by blocking the sun's harmful UV rays, which can contribute to age-related eye disease, such as cataracts and macular degeneration. **"Sunglasses are splurgy, yet practical and something that people want, but may not buy for themselves,"** says Lissa Russell, HFO Commerce Township office. At all HFO locations, you'll find the latest in designer sunglass frames, such as Ray Ban, Gucci, and Guess. HFO offers a complete selection of shades, including Polarized sunglasses for \$179. **"Gift certificates toward prescription sunglasses are also an excellent choice,"** Russell says.



## Sit Back and Sip Some Eggnog

HFO takes the stress out of holiday shopping so you have more time to savor the season. For more sweet relief, flip to page 11 for coupons that offer huge savings!



PEEPS, an innovative lens cleaner with a retractable brush that quickly and easily removes fingerprints and dust.

A great stocking stuffer!



# Shopping Experience at HFO

## GIVE THE GIFT OF...

### Awesome Accessories

Little things mean a lot, especially when you give delightful stocking stuffers like these:

- PEEPS, an innovative lens cleaner with a retractable brush that quickly and easily removes fingerprints and dust. **“PEEPS make it easy to clean your glasses without having to carry around liquid spray,”** says Diann Nagel, HFO Taylor Super Vision Center.
- Festive eyeglass cases in whimsical patterns, such as the Leaning Tower of Pisa or animal print. They make toting around glasses fun and play into anybody’s personality.
- Croakies and other styles and brands of sunglass chains. They’re a big hit with the sports-minded, especially golfers and boaters.
- Reading glasses. Who couldn’t use a reliable pair or two of readers, especially the midlife folks on your list? “We’ve got some wonderful options for only \$20,” Nagel says.

## GIVE THE GIFT OF...

### Peace of Mind

Want to get through the holidays without worrying how you’re going to pay for it? Use up your flex dollars before they expire at the end of the year. You can use flex dollars to buy anything in HFO stores, such as a new pair of glasses, eye exams, sunglasses, accessories, and cleaning solutions.

Don’t have a flexible spending account? No worries. Treat yourself (or a loved one) to CareCredit,<sup>™</sup> a credit card for health-related expenses, including vision services.

**“CareCredit™ allows you to pay for expenses not covered by health insurance,”** says Michele Baydoun, HFO Dearborn Super Vision Center.

Some of these expenses include multifocal lenses, a lens upgrade, or a designer pair of frames. Spend \$200 on items or services, and you won’t have to pay interest for the first year. Find out more at [carecredit.com](http://carecredit.com).



## SEND A FRIEND TO HFO, GET A GIFT CARD

### A Gift for You!

When you refer a friend or family member to any HFO location, you’ll get a \$15 gift card toward future HFO purchases! Just clip out or make a copy of this form, fill it out, and pass it along to your loved ones. Make sure they present this form at their first eye exam.

YOUR NAME

YOUR ADDRESS

YOUR CITY, STATE, ZIP

NAME OF PERSON YOU’D LIKE TO REFER

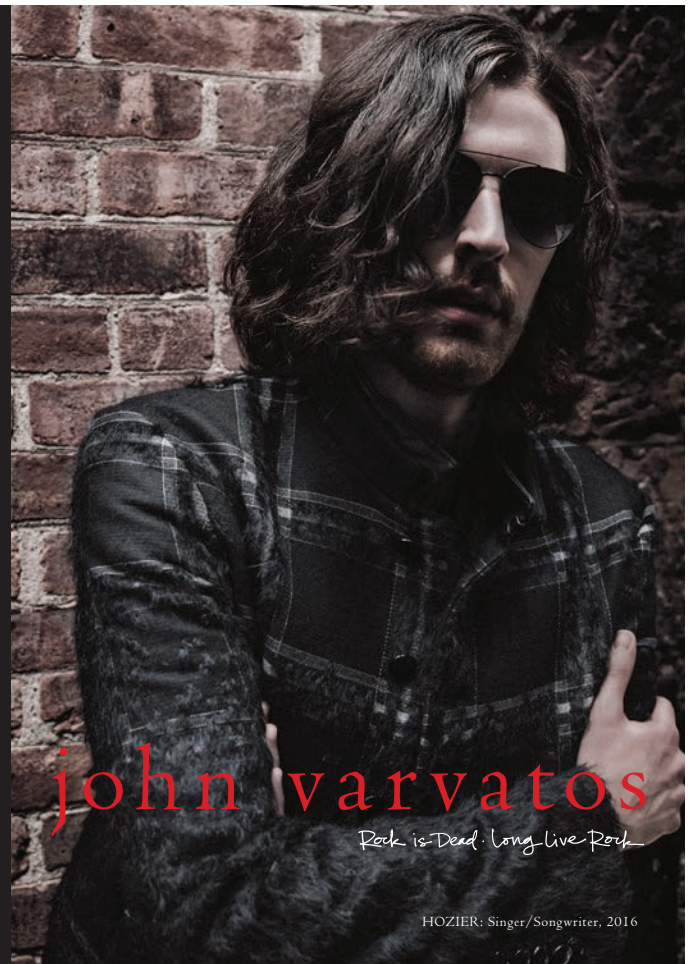


# DE RIGO REM

WE SHARE THE VISION

Maintaining REM Eyewear's customer service legacy coupled with the elevated brand network of De Rigo, we are proud to stand today as one of the largest family-run businesses in the eyewear industry. As we fuse core values and celebrate our new vision, De Rigo REM is dedicated to deepening our social responsibility in the community. With this commitment, we are proud to offer a \$5 donation to the Capuchin Soup Kitchen - Eye Clinic for every John Varvatos frame sold during November and December.

Thank you for helping us make a bigger difference!



## END THE YEAR WITH A COMPREHENSIVE EYE EXAM

Add one last item to your to-do list before the year is through: Get an eye exam. You especially need an eye exam if diabetes runs in your family or you notice changes in your vision, such as blurriness, trouble focusing, occasional double vision, or flashes or floaters.

### BE ON THE LOOKOUT FOR PROBLEMS

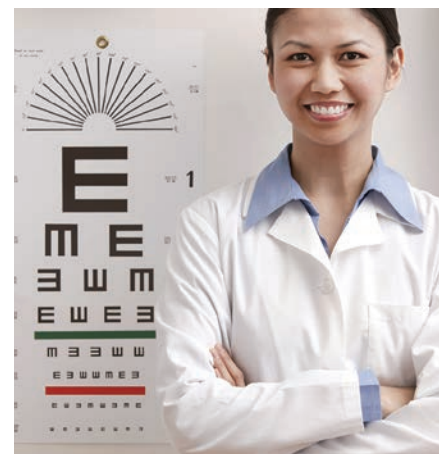
Anyone with diabetes is at high risk of developing diabetic retinopathy. "Initially, diabetic retinopathy causes damage to the tiny blood vessels, called capillary vessels, in the retina," says Hua Gao, M.D., a Henry Ford Health System ophthalmologist and retinal specialist.

"These blood vessels are thinner than a hair. Diabetes can cause them to leak, with subsequent hemorrhage and retinal detachment, resulting in blurry vision. In later stages, diabetic retinopathy can lead to vision loss and blindness."

### GET AN EYE EXAM

The good news is that you can treat diabetic retinopathy with medication or laser therapy. "An eye exam can diagnose diabetic retinopathy at the earliest possible stage and treat it accordingly," Dr. Gao says.

An eye exam can also detect diabetes in the first place. "Many patients don't know they have it," Dr. Gao says.



## DON'T LET DIABETES STEAL YOUR SIGHT

If you have diabetes, it's important to manage your blood sugar and see your eye doctor once a year or as often as your doctor recommends. Please call 1-800-EYE-CARE (1-800-393-2273) or visit [henryford.com/eyes](http://henryford.com/eyes) to make an appointment for an eye exam today.



# THE PORT HURON OFFICE IS MOVING SOON!

To better serve you, Henry Ford OptimEyes' (HFO's) Fort Gratiot Vision Center, known as Henry Ford OptimEyes Port Huron, will relocate to 4281 24th Ave. Our new facility is just 200 yards south of our current building (4355 24th Ave., in the Birch Grove Plaza). But you'll soon see, there's a BIG difference between the two facilities. The new state-of-the-art location is more than three times the size of the current office, to easily accommodate our patients.

## BIGGER, BETTER

"The new office will be more convenient for patients, with extended hours and more doctor coverage," says Office Manager Dave Dudek. At 5,300 square feet, the new building features a total of five exam rooms, plus an expanded selection of eyewear. "We doubled the amount of frames we carry," Dudek says. Patients will have 1,600 eyeglass and sunglass frames to choose from, including more designer lines, such as Gucci and Maui Jim.

## MORE DOCTORS, FASTER APPOINTMENTS

Dr. Lindsay LaBelle will be joining Dr. Kimberly Sebok and Dr. Howard Foote. As a result, "patients will have faster access to an optometrist for appointments," Dr. Sebok says.

The new Fort Gratiot Vision Center will offer extended hours and be open 9 a.m. to 8 p.m., Monday through Friday; 9 a.m. to 5 p.m. on Saturday; and 11 a.m. to 5 p.m. on Sunday.

Patients at the current Port Huron office: Your medical records will be transferred to the new facility. "We are very excited about the opportunity to better serve our patients' vision and medical eye care needs," Dr. Sebok says.

Now Open  
7 Days!



Dave Dudek



Dr. Kimberly Sebok



Dr. Howard Foote



Dr. Lindsay LaBelle



DROP BY THE NEW  
FORT GRATIOT VISION CENTER

Schedule an appointment  
at 1-810-385-4000 or  
[henryfordoptimeyes.com](http://henryfordoptimeyes.com).  
Walk-ins are welcome, too.



## No Doubt About It You'll Look Great in These Frames

This season, stand out & show your style with eyewear from fashion forerunner Gwen Stefani.

These frames reflect Gwen's iconic style, mixing feminine with masculine details, street style influences & Hollywood glamour.

Show off your bold style that has attitude & is sophisticated & edgy.

L.A.M.B. (Love Angel Music Baby) is sophisticated & luxurious with industrial details. Who says you can't pair bold graphics with soft colors?

Express yourself with fashion eyewear from

**L . A . M . B .**





bebe

**SOPHISTICATED**

*S* yet  
*sweet*

Confident, feminine, eye-catching. bebe is a true original, always defining what's now and what's next. Adorned with Swarovski® crystals, the bebe Glamour collection commands attention with sleek design and signature sparkle. BB5125 features stunning crystal-colored frame fronts and premium pyramid Swarovski® crystal embellishments on the temples.

Available in Jet, Plum and Teal

Swarovski® is a registered trademark of Swarovski AG.



SEE  
page 5



**\$25 OFF**

**TRANSITIONS® LENSES**

WITH THE PURCHASE OF GLARE-FREE LENSES

On patient payment of product only. Excludes NVA, VSP, Spectera, Davis, and EyeMed vision programs. Some restrictions apply. One coupon per patient. Cannot be used with other coupons or discounts. Valid November 14 – December 11, 2016. CC: 0272



**\$20 OFF**

**WHEN YOU SPEND \$150**

ON PATIENT PAYMENT OF PRODUCT ONLY

Excludes exam co-pay, NVA, VSP, Spectera, Davis, and EyeMed vision programs. Some restrictions apply. One coupon per patient. Cannot be used with other coupons or discounts. Valid November 14 – December 11, 2016. CC: 0268



**\$50 OFF**

**WHEN YOU SPEND \$250**

ON PATIENT PAYMENT OF PRODUCT ONLY

Excludes exam co-pay, NVA, VSP, Spectera, Davis, and EyeMed vision programs. Some restrictions apply. One coupon per patient. Cannot be used with other coupons or discounts. Valid November 14 – December 11, 2016. CC: 0269



**\$100 OFF**

**WHEN YOU SPEND \$350**

ON PATIENT PAYMENT OF PRODUCT ONLY

Excludes exam co-pay, NVA, VSP, Spectera, Davis, and EyeMed vision programs. Some restrictions apply. One coupon per patient. Cannot be used with other coupons or discounts. Valid November 14 – December 11, 2016. CC: 0270



**FREE**

**10-DAY SUPPLY**

PROCLEAR 1-DAY DAILY DISPOSABLE CONTACT LENSES WITH EYE EXAM AND CONTACT LENS FITTING

Some restrictions apply. Cannot be used with other discounts or coupons. Valid November 14 – December 11, 2016. CC: 0271



**Smile!**  
**You've got savings!**







## Use It or Lose It!

Flex dollars expire soon. Don't lose the money you put into your health care flexible spending account (FSA). Treat yourself to new frames, contacts, or prescription sunglasses!

10342M

Henry Ford OptimEyes  
655 West 13 Mile Road, Suite 200  
Madison Heights, MI 48071

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OptimEyes  
48120



Join us on Facebook for a chance to win a \$15 HFO gift card!



## SUPER VISION CENTER LOCATIONS

Open **Monday through Friday** 8 a.m. – 9 p.m. **Saturday** 8 a.m. – 6 p.m. **Sunday** 11 a.m. – 5 p.m.

**CLINTON TWP\***  
**(586) 294-0120**  
33100 Gratiot  
(NE corner of 14 Mile & Gratiot)



**LAKESIDE\***  
**(586) 247-5910**  
44987 Schoenherr Road  
(SW corner of Hall Road and Schoenherr)

**TAYLOR\***  
**(734) 324-0996**  
22395 Eureka Road  
in Taylor

**WEST BLOOMFIELD\***  
**(248) 661-5100**  
6530 Farmington Road  
(corner of Farmington & Maple)

**DEARBORN\***  
**(313) 562-8000**  
5500 Auto Club Drive  
(south of Ford Road)

**SOUTHFIELD**  
**(248) 647-9790**  
29350 Southfield Road  
(between 12 and 13 Mile Roads  
next to Comerica Bank)



**TROY\***  
**(248) 544-3290**  
735 John R Road  
(between 14 & 15 Mile Road)

**WESTLAND\***  
**(734) 427-5200**  
35184 Central City Pkwy.  
(across from Westland Mall)

## SATELLITE CENTERS

**CHESTERFIELD**  
**(586) 598-3937**  
27903 23 Mile (in the Target  
mall facing 23 Mile)

**COMMERCE**  
**(248) 360-0121**  
3271 Union Lake Road  
(1/4 mile south of Commerce Road)

NEW!

**DETROIT\***  
**HENRY FORD HOSPITAL**  
**(313) 916-3226**  
2799 West Grand Blvd.

NOW OPEN ON WEEKENDS!

**DETROIT RENAISSANCE CENTER**  
**(313) 324-8100**  
400 Renaissance Center,  
Suite 1402

**FARMINGTON HILLS**  
**(248) 477-9300**  
38487 West 10 Mile Road  
(between Halstead & Haggerty)

**GROSSE POINTE\***  
**(313) 822-6000**  
15401 East Jefferson  
(between Cadieux & Alter)

**LAKE ORION**  
**(248) 693-3380**  
684 South Lapeer Road  
(north of Clarkston Road)

**MILFORD**  
**(248) 684-1229**  
516 Highland Ave.  
(in the Prospect Hill Plaza)

**MONROE**  
**(734) 243-2020**  
504 North Telegraph  
Road (at Loraine Road)

**PORT HURON**  
**(810) 385-4000**  
4355 24th Ave., Suite 5  
(near Keewahdin & Kraft)

MOVING SOON!

**SHELBY TWP.**  
**(248) 651-3937**  
2025 25 Mile Road  
(NE corner of 25 Mile  
Road & Dequindre)

## ONE-DAY-ONLY FASHION FRAMES!

We know that the holiday season is a busy one, but you won't want to miss these designer eyewear trunk shows.

### DETROIT-MAIN CAMPUS

Thursday, November 17,  
8 a.m. to 7 p.m.

Adensco, Banana Republic,  
Chesterfield, Fendi, Marc Jacobs,  
Polaroid, Saks Fifth Avenue,  
Smith, Tommy Hilfiger

### COMMERCE TWP.

Thursday, December 1,  
9 a.m. to 8 p.m.

Bebe, LaCoste, Marchon NYC  
Men's & Women's, Nine West,  
Nike, X Games

\*Henry Ford Health System Ophthalmology on-site at these locations, including all Super Vision Centers

All major insurance plans accepted, including HAP, VSP, BCBS, Medicare, EyeMed, Spectera, Molina, Davis Vision/GM, NVA-Chrysler and Ford, Aetna, Delta Vision, and Priority Health. Now accepting CareCredit™.