

# INFOCUS

**SLIDE**  
INTO SAVINGS  
THIS WINTER!  
See coupons on  
page 11

**HEADING OUT?  
DON'T FORGET YOUR  
SUNGLASSES!**

**STEP UP TO  
HIGH-DEFINITION  
VISION**

**NEW SUPER  
VISION CENTER  
OPENING SOON**



# Contents/Winter 2017

- 6 Heading Out? Don't Forget Your Sunglasses!
- 7 New West Bloomfield Super Vision Center — Opening Soon!
- 8 HFHS Offers the Latest Advances in Glaucoma Treatment
- 9 Step Up to High-Definition Vision

**COZY UP  
TO EYEWEAR  
SAVINGS!**  
See coupons on page 11



Like us on:  
**facebook**

## Win Free Glasses

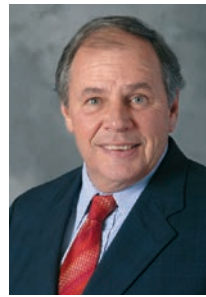
*Fill out our Strive For 5's survey for the chance to win a FREE pair of glasses. It's easy to do! Just visit [henryfordoptimeyes.com](http://henryfordoptimeyes.com) and click on Strive For 5's to complete the survey.*

SEE  
WINNER ON  
PAGE 5!



[facebook.com/henryfordoptimeyes](https://facebook.com/henryfordoptimeyes)

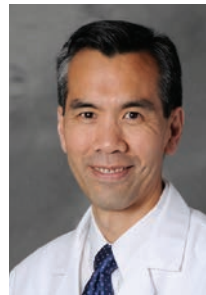
## from the directors



### JOHN POLANSKI

CEO, Community Care Services

Henry Ford Health System does a lot to care for our community members in all areas of their lives — including at work. We accomplish this through our Occupational Health Program, which offers services such as staffing for on-site first aid stations, medical centers, and wellness departments. Learn more on page 3.



### CURTIS WEE, O.D.

Division Head, Henry Ford OptimEyes  
Director of Optometry

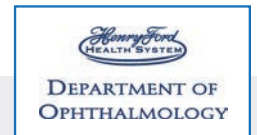
You may think that sunglasses are summertime accessories, but they are essential all year to keep your eyes protected. Learn more about why it's wise to wear shades in the winter. See page 6.



### GAIL ELIAS

Interim Vice President,  
Henry Ford OptimEyes

New technology helps blaze the trail for better vision care. This is truly the case when it comes to digital high-definition lenses. Learn more about this new type of lense on page 9.



## 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@hfhs.org](mailto:communicationaccess@hfhs.org). If possible, please notify us three days in advance of the event.





## HOW CAN HFHS'S OCCUPATIONAL HEALTH PROGRAM HELP YOU?

For more information about the HFHS Occupational Health Program, call 313-874-4284 or visit [henryford.com/occupationalhealth](http://henryford.com/occupationalhealth).

# OCCUPATIONAL HEALTH: *Working to Keep Employees Healthy*

**B**enjamin Franklin was right when he said, “An ounce of prevention is worth a pound of cure.” It’s much easier and more effective to try to avoid injury and illness than it is to try to cure it with treatment.

Since the majority of our time is spent at work, employers are recognizing their role as health advocates. They’re partnering with the Henry Ford Health System’s (HFHS) Occupational Health Department to provide on-site medical care for their employees.

### A CUSTOMIZED PROGRAM

“We work with corporate clients with 20 to 17,000 employees to customize a workplace medical program based on the company’s objectives,” says Susan Greene, Director of Occupational Health at HFHS. Here are just some of the services the program offers:

- Treatment for work-related injuries

- Annual mandated medical surveillance for employees who work in potentially hazardous environments
- Staffing for on-site first aid stations, medical centers, and wellness departments
- A mobile medical unit for on-site mandated annual medical exams and health screenings
- Continuity of care. If an employee is found to have dangerously high blood pressure at a workplace health exam, for example, HFHS’s Occupational Health staff can help make sure the employee sees his or her primary care physician immediately.

“We don’t replace someone’s primary care physician,” Greene says. “Our focus is keeping employees healthy so they can keep working.”

The HFHS Occupational Health staff can also take on the role of

consultant. “If there are injuries at a particular location, for example, we can help employers dig deep to figure out why and recommend initiatives to prevent them going forward,” Greene says.

### IMPACTING THE BOTTOM LINE

On-site clinical programs like HFHS’s Occupational Health Program can increase productivity by reducing absenteeism, including saving employees the travel time to the doctor for mandated medical exams. Corporate wellness programs can save companies money in health care expenditures and produce a positive return on investment, according to the Centers for Disease Control and Prevention. They can impact the corporate culture, too.

“When companies take an interest in the health of their employees, employees feel cared for,” Greene says.



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)

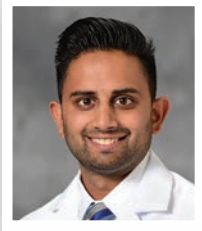
Transitions and the swirl are registered trademarks of Transitions Optical, Inc., used under license by Transitions Optical Limited. ©2016 Transitions Optical Limited. Photochromic performance is influenced by temperature, UV exposure and lens material.





## MEET HENRY FORD OPTIMEYES DOCTORS

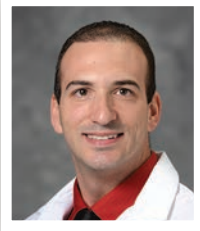
### Neil Patel, O.D.



Dr. Patel had three years of schooling in Japan and graduated shortly afterward from Canton High School. He attended Ferris

State University for his undergraduate degree and Michigan College of Optometry for his graduate studies. Dr. Patel is a member of the Michigan Optometric Association, American Optometric Association, and the Volunteer Optometric Services to Humanity. Dr. Patel enjoys traveling; he has been to more than 25 countries. He likes golfing, biking, and spending time with family and friends. Dr. Patel is now accepting new patients at the Taylor Super Vision Center.

### Christopher Pavone, O.D. Bianca Guardiola, O.D.



Dr. Pavone is a Chicago transplant, graduating from both the University of Illinois at Chicago and Illinois College

of Optometry. After graduating, he moved to Michigan to complete a residency in ocular disease at the Battle Creek VA Medical Center. Dr. Pavone enjoys fitting a variety of contact lenses, as well as diagnosing, treating, and managing ocular diseases such as diabetes, glaucoma, and macular degeneration. In his spare time, he likes participating in a variety of fitness activities and spending time with his wife and two small children. Dr. Pavone is now accepting new patients at the West Bloomfield Super Vision Center.



Dr. Guardiola is a Michigan native who grew up in Allen Park. She received her undergraduate degree from the University of

Michigan, and completed her education at the Illinois College of Optometry (ICO). While at ICO, she was an extern at the Detroit VA Medical Center, Kresge Eye Institute, and more. When she's not at work, Dr. Guardiola enjoys running, cooking, and spending time with family and friends. Dr. Guardiola is now accepting new patients at the new Clinton Township Super Vision Center.

TO MAKE AN APPOINTMENT, PLEASE CALL **1-800-EYE-CARE** OR VISIT **HENRYFORDOPTIMEYES.COM**.

## PEOPLE REALLY DO WIN!

Congratulations to our Strive For 5's survey winner, **Raymond West, a patient at the Westland Super Vision Center.**

Follow in Mr. West's footsteps and fill out our Strive For 5's survey for a chance to win a FREE pair of eyeglasses or sunglasses.

Visit **henryfordoptimeyes.com** and click on "Strive For 5's" to complete the survey.



# HEADING OUT?

## Don't Forget Your Sunglasses!

**B**efore venturing outside this time of year, you've probably got the basics covered: down jacket, cozy hat, and warm gloves. But don't forget your sunglasses. They're an important part of your winter wardrobe, too.

"There's just as much need for sunglasses in the winter as there is in the summer," says Michael Dunn, General Manager, Troy Super Vision Center. Exposure to the sun's harmful ultraviolet (UV) rays year round can do serious cumulative damage to your eyes, contributing to diseases such as cataracts and macular degeneration. Whether you're on the ski slopes or just driving to work, sunglasses can block UV rays to help safeguard your sight.

Sunglasses can also help make your vision clearer. "They can reduce the glare that can occur when sunlight reflects off of snow or the pavement," Dunn says. "They're a must for complete eye protection and comfort."

### MORE THAN A STYLE STATEMENT

Henry Ford OptimEyes (HFO) Troy and other Super Vision Centers offer the latest in designer sunglass styles

from top brands, such as Columbia, Jimmy Choo, Guess, Ray-Ban, Nine West, Oakley, Polaroid, and Maui Jim. "There's so much technology that goes into these products. Superior light reflection is built into the lens," Dunn says. Maui Jim brand sunglasses are a shining example. They block so much sunlight, "they practically squint for you," Dunn says.

If you're looking for prescription sunglasses, we've got you covered, too. Most lenses can be custom designed in HFO's on-site lab. "We can make them right here for you and, in most cases, have them done the same day or next day," Dunn says. HFO sunglasses are made from polycarbonate plastic, which is lightweight, durable, and scratch-resistant.

### GET YOUR WINTER SHADES

If you have questions about your sunglass needs or want to make an appointment for a vision exam, call **1-800-EYE-CARE (1-800-393-2273)**. Or feel free to drop by any HFO Super Vision Center to check out our vast sunglass selection.



**LOOKING  
for a GOOD  
DEAL?**

Take advantage of HFO's \$179 Polaroid sunglass package, which includes polycarbonate polarized single-vision lenses with frames valued at \$99 or less. Polaroid polarized sunglasses combine technical performance and winning design. All Polaroid sunglasses feature premium polarized lenses, which provide superior defense against reflected glare and 100% ultraviolet protection any time of year.



# New West Bloomfield Super Vision Center

Opening Soon!

The Henry Ford OptimEyes (HFO) West Bloomfield Super Vision Center is kicking off the new year with a new address: **7230 Orchard Lake Road.**

The new full-service facility will be just 2 miles from the old building (6530 Farmington Road). But it will be much bigger and more conveniently located. You'll find it in the Gateway Center (14 Mile and Orchard Lake), next to PetSmart and surrounded by other major retailers,

**It's one-stop shopping. You can easily get your eyes checked or pick out a new pair of lenses or sunglasses while tackling other items on your to-do list.**

including Kohl's, Whole Foods, DSW, Marshall's, TJ Maxx, and Bed Bath & Beyond, with plenty of accessible parking.

## MORE SPACE, FASTER APPOINTMENTS

At 21,000 square feet, the new West Bloomfield Super Vision Center features 11 exam rooms and additional doctor coverage to accommodate more patients like you. Optometrist Dr. Emily Carlson has joined the staff, which includes a total of six rotating optometrists, many of whom will be relocating from the old facility. At least one optometrist will be available seven days per week.



**"Because we have additional staff, you'll be able to see an optometrist quickly within a few days of making your appointment or the same day if necessary,"** says Dr. Robert Finlay, Director of Clinics.

## FOCUSING ON THE LATEST TECHNOLOGY

The new Super Vision Center also features the latest in eye care technology, including a new fundus camera and optical coherence tomography imaging system (OCT). This noninvasive equipment takes pictures of your retina to monitor your eyes for conditions such as diabetic retinopathy, glaucoma, and macular degeneration with precision accuracy.

The new West Bloomfield Super Vision Center offers the same convenient hours. It's open seven days per week, from 8 a.m. to 9 p.m. Monday through Friday, 8 a.m. to 6 p.m. on Saturday, and 11 a.m. to 5 p.m. on Sunday. If you were a patient at the old West Bloomfield Super Vision Center, your medical records will automatically transfer to the new facility. "We're very excited about our new state-of-the-art facility and look forward to serving you," Dr. Finlay says.



## FREE TOUR!

DROP BY THE NEW WEST BLOOMFIELD SUPER VISION CENTER. SCHEDULE AN APPOINTMENT BY CALLING **1-800-EYE-CARE (1-800-393-2273).**

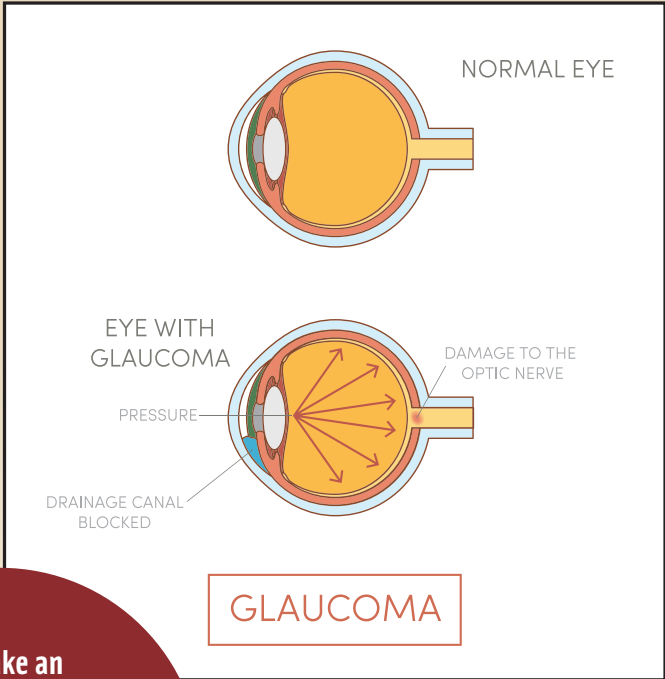
# HFHS OFFERS THE LATEST ADVANCES IN GLAUCOMA TREATMENT

**G**laucoma, a disease caused by increasing fluid pressure in the eye that slowly destroys the optic nerve, is the second leading cause of blindness in the U.S.

“It’s a painless, symptomless disease — until you start noticing some vision loss,” says Nauman Imami, M.D., M.H.S.A., Director of the Glaucoma Service at Henry Ford Health System (HFHS). “By then, the disease is already much further along than we would like it to be because whatever vision you lose is permanent.”

To save your sight, it’s important to treat glaucoma as early as possible. For patients with mild to moderate open-angle glaucoma (the most common form) and cataracts (clouding of the lens), HFHS offers the iStent procedure through the Henry Ford Center for Minimally Invasive Glaucoma Surgery. The iStent is a tiny drainage device that’s about the size of one of the numbers on the date of a penny.

Using a microscope and a magnified lens, the iStent is placed in a drainage canal in the eye during cataract surgery to allow fluid to drain. “It helps prevent the



To make an appointment with a HFHS ophthalmologist, call 1-800-EYE-CARE (1-800-393-2273) or visit [henryford.com/eyes](http://henryford.com/eyes).

progression of glaucoma by lowering intraocular pressure,” says David Crandall, M.D., HFHS Glaucoma Fellowship Director. “The iStent won’t completely eliminate the need for glaucoma eye drops, but patients may be able to cut down to only one drop per day.” Best of all, you won’t know the iStent is there. “You can’t feel it,” Dr. Crandall says.

A regular eye exam is especially important if you’re older than age 40, when the risk for glaucoma rises, or if glaucoma runs in your family.

1-800-EYE-CARE (1-800-393-2273)

Resolve  
TO GET

free STUFF

IN THE NEW YEAR!

Know someone who needs eye care? Refer a friend or family member to any Henry Ford OptimEyes (HFO) location, and we’ll give you a \$15 GIFT CARD toward future HFO purchases as a way of saying thanks! 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





## Step Up to High-Definition Vision

Remember the first time you watched high-definition television? The picture was sharper, the colors popped, and suddenly you realized you could never go back to analog TV. Digital high-definition lenses from Henry Ford OptimEyes (HFO) give you the same deluxe experience with your eyeglasses.

Digital high-definition lenses are created using computer software and surfacing equipment that is much more precise than traditional lens-sculpting tools, producing eyeglasses that offer clearer, sharper vision at all distances.

“Digital high-definition lenses allow us to provide near-perfect optical quality, even for patients with complex prescriptions and special visual needs,” says Don Foy, Senior Lab Leader at Westland Super Vision Center. For example, lenses can be customized to enable wearers to see fine details more clearly and allow the eyes to work better together, resulting in sharper

near, intermediate, and distance vision for reading, using the computer, and driving.

“We can now create lenses with an accuracy of within 1/100 of a diopter (a unit of optical power),” Foy says. “Also, the eye exam doesn’t take any longer, and we can create the lenses even faster than before, so patients have a shorter wait time to get their new glasses. Patients wanting the latest and greatest that our industry has to offer, as well as the best vision possible, will love digital lenses.”

HFO Super Vision Centers in Westland, Clinton Township, and Southfield now offer digital high-definition lenses on site and also handle digital orders from other HFO offices.

To find a SUPER VISION CENTER near you, call 1-800-EYE-CARE (1-800-393-2273) or visit [henryfordoptimeyes.com](http://henryfordoptimeyes.com).

# NANOFILM

## Are Smudgy Eyeglasses Blocking Your Point of View?



### Answer: Probably.

It’s an untidy world out there, so dust and dirt are bound to land on your eyewear. But you don’t have to live with grimy glasses.

### Bye-Bye Gunk

Instead, keep your stylish specs sparkling clean with OptimEyes Lens Essentials Care Kit.

This handy pack has it all: a 1-ounce bottle of lens cleaner spray, a 6-ounce bottle of refill cleaner, a microfiber cloth, and premoistened towelettes to carry in your purse or backpack for emergency “must sees!”

Ordinary tissues or cloths may scratch or streak your lenses, but the ingredients in this kit are specifically designed to keep eyewear in tip-top shape.

### And Speaking of Smudge ...

Bonus time: The OptimEyes Lens Essentials Care Kit also spiffs-up electronic screens, including smartphones, tablets, and computers.

So grab an OptimEyes Lens Essentials Care Kit — or two — and come clean!





© 2016 Nine West® 800.645.7300. Frame Style: NW584S

TRENDSPOTTING:  
***DISTINCTLY  
MODERN***

*Black and white done right*

Step out in the standout style of the season with mix and match monochromes that ooze attitude. Nine West's NW584S sporty glam sunglass features an active inspired design that exudes high energy, perfect for the woman who leads a 24/7 lifestyle. The oversized square silhouette in a two-toned color palette is a winning combination. Available in Black (as shown), Blue Tortoise and Violet Tortoise.

For the modern-day woman, Nine West Eyewear is ready for any occasion, offering her the confidence and versatility that takes her through her fluid and dynamic life.



**NINE WEST**  
E Y E W E A R

| 1-800-EYE-CARE (1-800-393-2273)





SEE  
page 4

**\$25 OFF**

**TRANSITIONS® LENSES**

WITH THE PURCHASE OF GLARE-FREE LENSES

Some restrictions apply. One coupon per patient.  
Cannot be used with other coupons or discounts.  
Valid January 9 - February 5, 2017. CC: 503



**\$69**

**SINGLE VISION PLASTIC  
LENSES AND FRAME**

Some restrictions apply. Cannot be used with other discounts or  
coupons. Valid January 9 - February 5, 2017. CC: 504



SEE  
page 6

**\$179 SUNGLASSES**

**POLYCARBONATE POLARIZED  
SINGLE VISION LENSES WITH  
\$99 OR LESS FRAMES**

Some restrictions apply. Cannot be used with other discounts  
or coupons. Valid January 9 - February 5, 2017. CC: 500



**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 January 9 - February 5, 2017. CC: 501



**FREE**



**GIFT WITH  
PURCHASE**

Some restrictions apply. See participating offices for details. One  
coupon per patient. Valid January 9 - February 5, 2017. CC: 502



**GEAR UP FOR  
WINTER  
SAVINGS**



**Now 20-40% off frames! Some restrictions apply.**

PRSR STD  
US Postage  
PAID  
Henry Ford  
OptimEyes  
48120

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

HFO  
IS NOW ACCEPTING  
CARECREDIT™

YOU CAN NOW  
MAKE AN  
APPOINTMENT  
ONLINE AT  
[henryfordoptimeyes.com](http://henryfordoptimeyes.com)


10342M

 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 and 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)

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

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

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

**FORT GRATIOT**   
**(810) 385-4000**  
4281 24th Ave.  
(next to Dunkin Donuts)

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

  
NOW OPEN ON WEEKENDS!

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

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

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

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

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

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



20-40%  
OFF  
FRAMES!

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™.