

+ KEEP AN EYE ON SUMMERTIME SAFETY

**BASK IN
SUMMER
SAVINGS!**

See coupons on
page 11

in focus

A PUBLICATION OF HENRY FORD OPTIMEYES

henryfordoptimeyes.com

Summer 2017

**KICK OFF
the New School
Year with an
EYE EXAM**

**PICK THE
PERFECT PAIR OF
SUNGLASSES FOR
YOUR KIDS**

**HONORING
LOST
LOVED
ONES AT
CAMP
ERIN**



in focus

Summer 2017

FREE!

Win Free
Glasses

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- 10** You're Invited to the 7th Annual Henry Ford OptimEyes Golf Outing!



Like us on:
facebook

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 today to find the survey!

FROM THE DIRECTORS



John Polanski
CEO, Community Care Services

Henry Ford OptimEyes cares about giving back to the community. That's why we help raise funds for Camp Erin—Detroit, a camp for children who have lost a loved one.

To read more about this cause and how you can help, turn to page 3.



Curtis Wee, O.D.
Division Head,
Henry Ford OptimEyes
Director of Optometry

Summertime is a fun time, of course. But remember — fun in the sun includes protecting your eyes, too. *Read tips about how to make sure your kids' eyes are safe from the sun on page 7.*



Gail Elias
Vice President,
Henry Ford OptimEyes

It's time to link up with Henry Ford OptimEyes (HFO). Join us at the Links of Novi Golf Course on August 25 to help raise funds for the HFO/ Capuchin Eye Care Clinic. *Find out more on page 10.*



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 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. If possible, please notify us three days in advance of the event.

TIP:

When selecting eyewear for your active kids, choose impact-resistant lenses, durable frames, and perhaps an elastic band to keep glasses intact during sports.

HONORING Lost Loved Ones at CAMP ERIN



N

early 125 kids, ages 6 through 18, will come together at Camp Erin–Detroit this August to

enjoy fun camp activities while remembering and honoring a relative or friend who has died.

Camp Erin–Detroit is run by the SandCastles Grief Support Program, part of Henry Ford Hospice, and offered free of charge to campers. Henry Ford OptimEyes (HFO) helps raise funds for the camp by setting out donation boxes at HFO locations and hosting fund-raising events.

“HFO has raised \$19,000 so far this year, which is enough to support 37 campers,” says Peggy Nielsen, M.A., L.P.C., Manager of SandCastles and Director of Camp Erin–Detroit. She adds that more donations are always welcome, including in-kind donations of art supplies or meal serving supplies (paper plates, for example).

A PLACE TO GRIEVE

The camp is located at Tamarack Camps in Ortonville, about 43 miles north of Detroit, in idyllic woods between two sparkling lakes. Ten professional SandCastles grief counselors and coordinators and nearly 70 trained volunteers help lead campers through age-appropriate activities to help them process their feelings of grief, including making Memory Pillows containing a note to the deceased loved one and participating in a candlelight memorial service.

“Camp Erin–Detroit provides a supportive environment where kids can express their emotions and connect with peers who are going through similar experiences,” says Nielsen.

“[Camp Erin] helped me to know that others go through what I went through, and we can overcome it together,” wrote one participant from last year’s camp. “I feel cared about, and I’m not so sad,” wrote another.

OTHER WAYS TO HEAL OR HELP

SandCastles also provides year-round weekly support groups for children, teens, and families at eight locations throughout the metro Detroit area and offers school and community-based speakers and programs.

Nielsen notes that volunteers are always needed and welcome throughout the year. “We’ll provide the training; all you need is an open heart and a desire to work with children,” she says. “Our volunteers find the experience to be very rewarding, and I personally feel that it is an honor to work with these kids.”

**A Path to
Healing**

Camp Erin–Detroit will run from August 18 to 20. To learn more, register, donate, or volunteer, please call (313) 874-6881 or visit aboutsandcastles.org.

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Transitions® lenses seamlessly adapt to the perfect tint, in any light.

Plus, they help protect from UV rays and harmful blue light from digital devices, and especially bright sun. Find an eyecare professional near you at [Transitions.com](https://www.transitions.com)



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KICK OFF the New School Year with an EYE EXAM

- ☒ School supplies
- ☒ First day outfit
- ☒ Well-child checkup
- ☐ Eye exam?



TIP:

During the school year, stay alert for eye issues such as squinting, problems with reading, an eye that turns in or out (which may be a sign of amblyopia or "lazy eye"), or not being able to see the blackboard.

At back-to-school time, you've got a lot on your to-do list. But here's one more important thing to add to make sure your child is prepared: an eye appointment at the optometrist. The American Optometric Association recommends that kids get a comprehensive eye exam before the first grade and every two years after that, or yearly if they wear glasses.

“Even without vision problems that are detectable by you, the school, or your child, it's important to have a comprehensive eye exam because one in four children has an undiagnosed vision problem,” says Kristen McDonnell, O.D., Director of Clinical Services at the Clinton Township Super Vision Center. And get this: Eighty percent of learning comes from vision.

DON'T MISS FARSIGHTEDNESS

While the visual screening test your child takes at his or her well-child checkup can be helpful, it can often create a false sense of security by missing significant eye problems, such as farsightedness (not being able to see up close).

“Farsightedness is the easiest thing to miss in the back-to-school physical because kids can hide it by focusing extra hard,” says Gregory Herbart, O.D., Director of Clinical Services at Lakeside Super Vision Center.

Farsightedness can lead to concentration problems when kids are doing homework, taking tests, or just trying to read. Not being able to see well in general can also lead to behavioral problems.

Did You Know?

After 25-plus years of seeing patients at Clinton Township, Dr. Herbart has moved to Lakeside. And after several years of seeing patients at Lakeside, Dr. McDonnell is now seeing patients at Clinton Township.

TOO CLOSE FOR COMFORT

With the amount of screens kids use, studies show nearsightedness (not being able to see far away) is on the rise. “You don't have to be genetically programmed to be nearsighted. You can make yourself become that way,” Dr. McDonnell says.

Too much screen time can also make your child's eyes dry and tired and lead to headaches. To help preserve your child's vision, the optometrist can talk with your child about visual hygiene, such as taking frequent screen breaks.

No Pencils Needed for This Exam

Make an appointment for a back-to-school eye exam by calling 1-800-EYE-CARE (1-800-393-2273) or make an appointment online at henryfordoptimeyes.com.



**FREE GIFT
WITH PURCHASE:**

Ladies receive a Steve Madden
lipstick pen, men receive a
Steve Madden water bottle.

While supplies last.

STEVE MADDEN

FLŌAT KIDS

Kids Just Wanna Have Fun!

Purchase a Float Kids
frame and receive
a Fidget Spinner*,
today's most sought
after toy for boys
and girls.

*While supplies last.
Offer good from
July 10, 2017 through
September 4, 2017.



Match
EYEWEAR

1-877-88-MATCH
matcheyewear.com



STYLE: FLT KP 250: GREEN/BROWN

Keep an on Summertime Safety

Summertime, and the eye care is easy — if you follow these tips.
Here's how to keep your eyes healthy this season.

Upgrade your



"Ultraviolet light can be as damaging to the eyes as it is to the skin," says Nathan Hamburger, M.D., an ophthalmologist at the Henry Ford OptimEyes (HFO) Super Vision Centers in Clinton Township and West Bloomfield. "**Sunglasses** that provide 100% ultraviolet protection against both UVA and UVB rays help prevent cataracts, age-related macular degeneration, and eyelid melanomas."

Protect during



Make sure
your gear
includes
**protective
eyewear**,
particularly
for ball
sports and
swimming.

Enjoy



from afar.

"We see
firecracker
injuries every
year," Dr.
Hamburger
says. "Stick
to public
fireworks
displays."



REFER A FRIEND

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 CODE

NAME OF PERSON YOU'RE REFERRING

IT BENDS! (AND RETURNS)

With Flexon, parents can rest easy knowing their child's frames are stylish enough for their junior and still resilient enough to handle every day wear and tear.

Featuring technologically advanced memory metal in the bridge and/or temples, Flexon frames can be flexed, bent or twisted and return to their original shape.

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JUNIOR

FLEXIBLE • DURABLE • LIGHTWEIGHT

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BACK TO SCHOOL IN THE BRANDS YOU KNOW AND LOVE

From Kindergarten to
college and beyond

Airlock
bebe
Calvin Klein
Flexon
Flexon Kids
Marchon NYC
Nike
Nine West

BACK TO SCHOOL in style

MARCHON / Altair



Pick the Perfect Pair of SUNGLASSES for Your Kids

TIP:

Have a kid who is kind of a klutz with glasses? Teach this eyeglasses motto: When they are not on your face, make sure they are in the case!

Your kids may not be celebrities (yet!), but they still need a pair of shades when they head out the door. That's because their developing eyes absorb 70% more of the sun's ultraviolet (UV) light than an adult's eyes, says Steve Mehok, Director of Satellite Operations for Henry Ford OptimEyes. Early exposure to UV rays can lead to eye problems later in life.

To keep kids safe, follow these tips:

- Make sunglasses part of a child's gear as soon as he or she is old enough to play outdoors.
- Encourage kids to wear shades as part of their daily ritual, like buckling their seat belt.
- Allow kids to participate in selecting their sunglasses so they'll want to wear them.
- Look for sunglasses that offer 100% UV protection.
- Choose sunglasses that are flexible, durable, and have impact-resistant lenses.
- Lead by example and wear your sunglasses while outside.



Timberland®



BREAKING NEW GROUND ON THE PLAYGROUND.

Timberland is a perfect fit for outdoor-loving, rough-and-tumble kids who want to focus on adventure.

TIMBERLAND EYEWEAR FEATURES:

- Cool colors that stand out
- Lightweight styles for an active lifestyle
- Spring hinges that keep glasses intact
- Sporty, textured styles
- Wearable modern shapes

TIMBERLAND EYEWEAR.

Helping explorers navigate their turf.



Receive a wildflower seed packet with the purchase of Timberland frames. For every frame purchased, a tree will be planted in the U.S., in partnership with American Forests.



SKECHERS® EYEWEAR

"AWESOME!"

That's what all the kids are saying about Skechers Eyewear.

- Fun styles with laser-engraved accents
- Sparkling details, including glitter, stones, and iridescent acetate
- Frames with pops of color, spectacular shapes, and the comfort of spring hinges



GET A MOVE ON
AND TRY A PAIR.
Skechers Eyewear –
definitely in a class
of their own!

Receive a
FREE pair of
shoelaces with
the purchase
of Skechers
frames.

COMING SOON!
INTRODUCING SWAROVSKI'S EYEWEAR COLLECTION ...

You dazzle, darling.

AND SO DOES SWAROVSKI'S LATEST SELECTION OF EYEWEAR.

TO REFLECT FASHION-FORWARD SENSIBILITY, SWAROVSKI EYEWEAR FEATURES SOPHISTICATED SHAPES, CONTEMPORARY COLORS, AND ONLY THE FINEST QUALITY MATERIALS.

MARRYING MODERNITY WITH NUANCED ELEGANCE IS JUST WHAT YOU'D EXPECT FROM SWAROVSKI.

It's crystal clear, my dear:



**SWAROVSKI
EYEWEAR
SPARKLES.**



You're Invited to the 7th Annual Henry Ford OptimEyes Golf Outing!



wing on by for 18 holes of golf with a cart, a buffet dinner, and the chance to win prizes, such as a weekend getaway, Detroit Tigers tickets, golf clubs, and more!

YOUR PUTTING PAYS OFF

This fun and exciting event benefits the HFO/Capuchin Eye Care Clinic. Every month, an HFO optometrist and team members volunteer at the Capuchin Soup Kitchen to provide guests with free comprehensive vision exams and eyeglasses. "We see guests who've never had an eye exam," says Stacey Bolton, HFO Retail Marketing Manager. "They love the service."

SEE YOU ON THE GREEN!

When: Friday, August 25, 10 a.m.

Where: Links of Novi Golf Course,
50395 West 10 Mile Road, Novi, MI 48374

Cost: \$150 per person for a four-person scramble
or \$600 per team

For details or to sign up, contact Stacey Bolton
at **(248) 577-3655** or **sbolton@optimeyes.com**.



TIP:

To reduce the glare on the golf course, which can lead to headaches and eye strain, ask your HFO doctor about no-glare lenses.

\$179 SUNGLASSES

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

Some restrictions apply. Cannot be used with other coupons or discounts. Valid July 10–August 4, 2017. CC: 520

Henry Ford
HEALTH SYSTEM
OptimEyes

SEE
page 4

\$25 OFF

Transitions Lenses

WITH 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 July 10–August 4, 2017. CC: 527

Henry Ford
HEALTH SYSTEM
OptimEyes

\$199 KIDS' EYEGLOSS PACKAGE

AVAILABLE FOR KIDS AGES 14 AND YOUNGER.

Includes UV, polycarbonate, ARista No-Glar, Transitions lenses, and any frame up to \$139. Sunglass frames excluded. Cannot be used with insurance. Some restrictions apply. Valid July 10–August 4, 2017. CC: 528

Henry Ford
HEALTH SYSTEM
OptimEyes

SEE
page 6

\$10 OFF

Steve Madden Frames

Some restrictions apply. See participating offices for details. One coupon per patient. Valid July 10–August 4, 2017. CC: 526

Henry Ford
HEALTH SYSTEM
OptimEyes

FREE

*Gift with
Purchase*

Some restrictions apply. See participating offices for details. One coupon per patient. Valid July 10–August 4, 2017. CC: 522

Henry Ford
HEALTH SYSTEM
OptimEyes

SEE
page 7

\$10 OFF

Float Kids Frames

Some restrictions apply. See participating offices for details. One coupon per patient. Valid July 10–August 4, 2017. CC: 524

Henry Ford
HEALTH SYSTEM
OptimEyes

A Burst of Summer Savings

SEE
page 8

FREE SLINKY

**WITH ANY
Flexon Kids Frame**

Some restrictions apply. See participating offices for details. While supplies last. One coupon per patient. Valid July 10–August 4, 2017. CC: 525

Henry Ford
HEALTH SYSTEM
OptimEyes

SEE
page 9

\$10 OFF

any Marcolin Frames

Some restrictions apply. See participating offices for details. One coupon per patient. Valid July 10–August 4, 2017. CC: 523

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HEALTH SYSTEM
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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 July 10–August 4, 2017. CC: 521

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today to check out
events, make an
appointment,
or buy contact
lenses online.

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Share a photo wearing your new HFD glasses or shades on Facebook for a chance to win a \$15 HFD 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)

NEW

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

7230 Orchard Lake Road

(14 Mile Road and Orchard Lake)

NEW LOCATION!

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

(¼ mile south of Commerce Road)

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)

Fort Gratiot

(810) 385-4000

4281 24th Ave.

(next to Dunkin Donuts)

NOW
OPEN 7
DAYS!

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)

Shelby Twp.

(248) 651-3937

2025 25 Mile Road

(NE corner of 25 Mile
Road & Dequindre)

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

Designer Eyewear One-Day Only Events!

Sept. 7 / Westland SVC / 11 a.m. to 9 p.m.

Jessica McClintock, BCBG, Ellen Tracy, Izod,
Steve Madden, Junction City, Aspire, Puriti,
Durahinge

Sept. 26 / Ren Cen / 9 a.m. to 5 p.m.

Rem Collections Converse, John Varvatos,
Lucky Brand, Jones NY, TUMI, Spine, Jonathan
Adler, Carolina Herrera, Nina Ricci, Furla

Oct. 14 / Clinton Twp. SVC / 8 a.m. to 6 p.m.

Candies, Guess, Skechers, Tom Ford,
Reaction, Timberland, Diesel, Swarovski,
Marciano, Emilio Pucci, Balenciaga, Roberto
Cavalli, Harley Davidson

Oct. 19 / Main Campus / 8 a.m. to 7 p.m.

Max Mara, Elasta, Emozioni, Carrera, Bobbi
Brown, Juicy Couture, Fendi, Polaroid, Smith,
Banana Republic, Liz Claiborne, Claiborne Men's

Nov. 2 / Fort Gratiot / 9 a.m. to 8 p.m.

Hackett, Hackett Bespoke, Zoo Bug, Anna
Sui, Christian LaCroix, Pepe

Nov. 11 / Taylor / 8 a.m. to 6 p.m.

Helium, Float Kids, Adrienne Vittadini, Danny
Gokey, Aero, Match Flex, Vanni

All major insurance plans accepted, including HAP, VSP, BCBS, Medicare,
EyeMed, Spectera, Molina, Davis Vision – GM & Chrysler, NVA-Ford, Aetna, and
Priority Health. Now accepting Care Credit, an interest-free financing program.