

+ GOING ABOVE AND BEYOND TO SERVE YOU

WELCOME
BACK TO
AWESOME
SAVINGS!
See coupons
on page 7

in focus

A PUBLICATION OF HENRY FORD OPTIMEYES
henryfordoptimeyes.com
Spring 2021

OUR
FUTURE
LOOKS
BRIGHT!

WHAT'S
NEW AT
HFO?

HENRY FORD
CANCER
INSTITUTE:
PROTECT
YOURSELF
WITH
PROACTIVE
SCREENINGS



in focus

Spring 2021



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Get Social!

Connect with Us on Social Media



@HenryFordOptimEyes

FROM THE DIRECTORS



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



Gail Elias
Vice President,
Henry Ford OptimEyes

Henry Ford OptimEyes' culture of recognition is the reason our staff is able to offer such excellent customer service. **Meet our 2020 Cause for Applause recipient and our Service Excellence Award winners on page 6.**

We're able to serve our patients better than ever with online shopping, telehealth, and fog-reducing lenses. Plus, we've instituted new protocols at our offices to ensure your safety the next time you visit. **Check out page 4 to see what's new!**



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.

The Future Is Bright

Last year presented some challenges to the optometric industry, but I'm proud to say that Henry Ford OptimEyes (HFO) made it through successfully. We could not have accomplished this without our dedicated, passionate staff.

THREE CHEERS FOR OUR TEAM!

During the onset of COVID-19, when many of our offices were forced to close, we were all faced with change — whether it was adapting to new processes, navigating unemployment due to furlough, transitioning to new work environments to meet needs in our hospitals, or working on the front line to provide patient care to those experiencing medical eye care emergencies. Throughout the shutdown period, our doctors and

team members were able to keep more than 1,300 patients out of the emergency room, allowing the hospital staff to care for COVID-19 patients. The HFO team played a very important role throughout the early days of the pandemic and continues to make a difference every day.

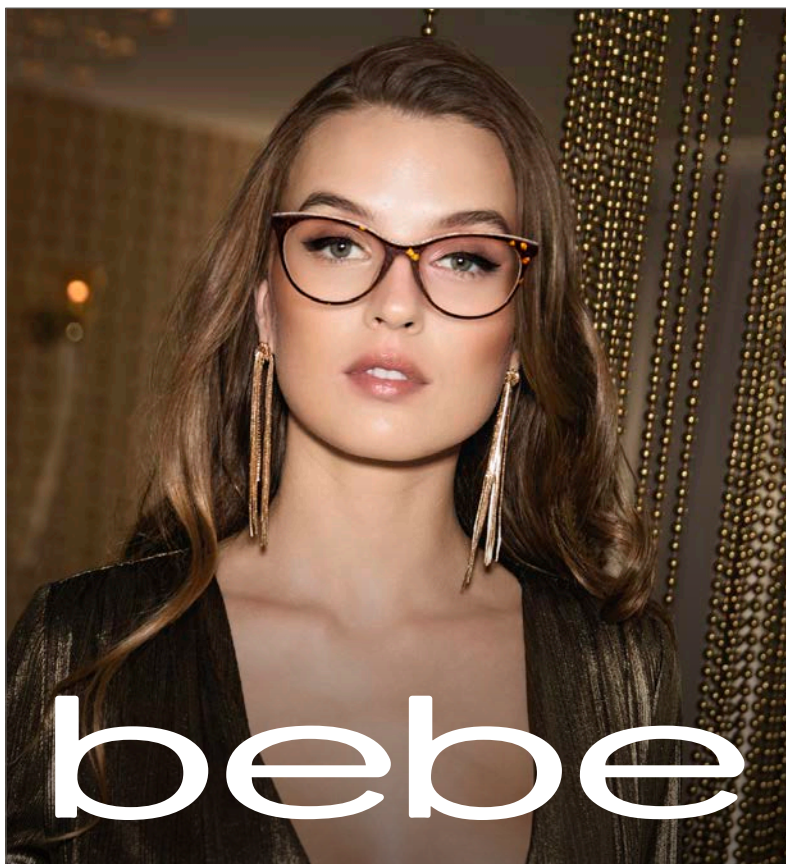
HOPE FOR 2021

As we move forward into 2021, our future is truly bright! We continue to provide a **safe patient experience**, using protocols that include masking, disinfection, and social distancing. We are pleased to now offer **telehealth services** as well as **online shopping** experiences. Additionally, the HFO footprint is expanding in the Detroit Metro area with a **new office in**



Royal Oak opening in June and a **new location for our Farmington Hills office**, which will offer expanded services and hours for our patients.

This is going to be a big year for HFO, and we are looking forward to so much — especially welcoming every one of you back into our offices!



OUR GIFT TO YOU!



Receive a bebe wristlet
with the purchase of any bebe frame at
select Henry Ford OptimEyes locations.

April 1st, 2021 to May 31st, 2021
While supplies last

Featured frame bebe style:
BB5189 available in Jet and Tortoise



WHAT'S NEW AT HFO?

Henry Ford OptimEyes (HFO) is committed to providing excellent eye care, no matter what! What's going on in 2021? Buy glasses and contacts, and even be seen by a doctor online! Plus, we can help you reduce irritating eyeglass fog caused by masks and protect your eyes from blue light.

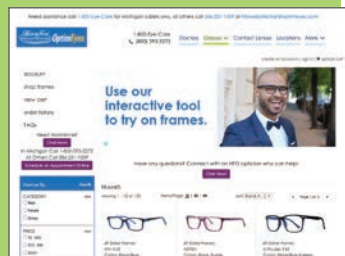


BLOCK OUT BLUE LIGHT

The blue light our devices emit can be harmful, damaging our eyes and disrupting our sleep. **"I would recommend blue light lenses for anyone who spends any amount of time in front of a screen,"** says Rich Cannon, HFO Director of Operations. Essential Blue Light Lenses can filter up to 30% of the harmful rays. You can add these lenses to any pair of frames. They're an investment in your health that can help prevent vision degeneration.

SHOP FOR GLASSES AND TRY ON FRAMES ONLINE

HFO patients can now shop for glasses and use our virtual try-on feature at our new Web store! **"We have a selection of single vision, polycarbonate, blue light, and transition lenses in an array of stylish and affordable frames,"** says Stacey Bolton, HFO Marketing Manager. Shop by price, color, or brand. With the chat feature at your disposal, our opticians can help you use your insurance for your purchase. Shop now at www.optimeyesframes.com!



ORDER CONTACTS ONLINE

Running low on contacts? We carry all the major brands online, making it easy to stock up. **"Now you can order what you need from the comfort of your home and receive the same trusted, high-quality products we offer in stores,"** says Shirleen Steele, HFO Purchasing Director. You can even receive free shipping on your next yearly supply!

TRY TELEHEALTH!

For noncritical eye issues like allergies, dry eyes, and minor infections, you can now see an optometrist from your home. **"We began with telephone consults last March and have now transitioned to video visits,"** says Larry Olson, O.D., HFO Director of Clinical Services. **"We've seen and treated more than 300 patients!"** When you call for an appointment, our call center and front desk staff will let you know whether you are a good candidate for a telehealth visit.

PAUSE THE FOG

"If you wear glasses, then I'm sure you've experienced your lenses fogging because of temperature changes. Now, with masks required for COVID-19 safety, this frustration has only increased," explains Steve Mehock, HFO Director of Satellite Offices. **"We now offer OptiPlus Anti-Fog Lens Wipes and Crizal Optifog UV lenses at every location to help reduce fog."** Just \$5 for a 30-wipe pack, each OptiPlus wipe contains antifog agents that reduce the ability for condensation to build up on your lenses. If you want a more permanent solution, work with your optician to order hydrophilic-coated Optifog lenses for your frames.

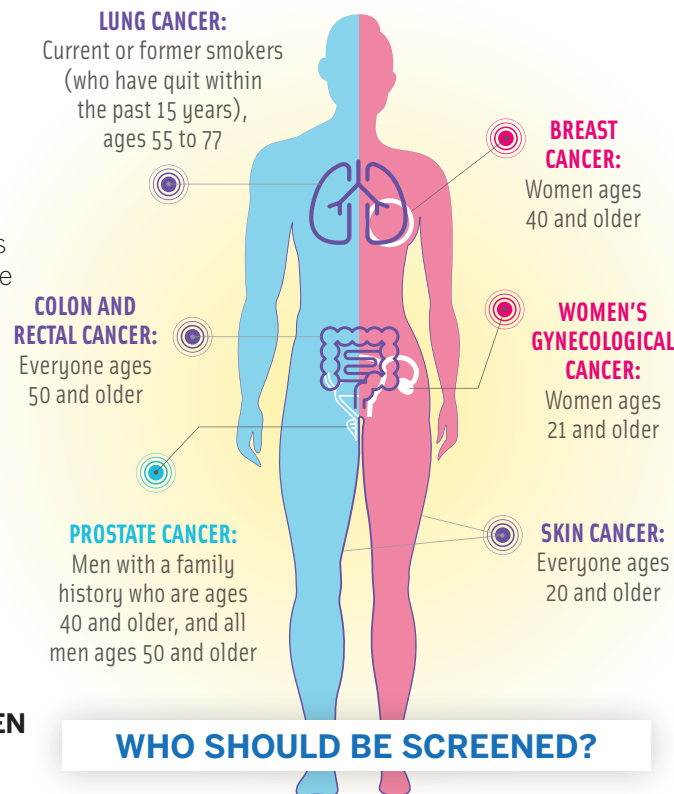


THE HENRY FORD CANCER INSTITUTE: Catch Cancer Early with Regular Screenings

One of the best ways to beat cancer is to catch it and start treatment early, which is why it is so important to keep up your recommended cancer screenings. Even during a global pandemic, cancer does not stop, which is why we have instituted new protocols to ensure your safety, while still providing high-quality care.

SCHEDULE YOUR SCREENING

Work with your primary care physician to choose what screenings are appropriate for you. If you do not have a primary care provider, are not sure what kind of screenings you need, or have any other questions, call **1-877-6SCREEN** and Screening Manager



Donna Long will help you coordinate tests based on your needs and location. In the event of a diagnosis, we can pair you with a disease site navigator to walk you through next steps and provide assistance throughout your care.

“At the Henry Ford Cancer Institute, we partner with our patients, supporting them through their entire journey,” says Karen Yacobucci, Administrative Director, Henry Ford Cancer Institute Strategic and Financial Planning. “From your first screening through treatment and survivorship, you can be sure to receive superior care tailored to your unique needs.”



HELIUM

HELIUM EYEWEAR // Contemporary Styling
Steeped in Traditional Italian Craftmanship.

Immersed in Italian style and heritage, Helium Eyewear combines classic eyewear with a modern outlook. A mix of European creativity with a touch of eclectic chic for today's trend conscious men and women.



Choose any **HELIUM** frame at Henry Ford OptimEyes and receive **\$10 OFF** during the months of May and June 2021.

HELIUMEYEWEAR.COM

GOING ABOVE AND BEYOND

to Provide the Best Care for You

At Henry Ford OptimEyes, we want each member of our staff to feel appreciated, know that their opinion counts, and understand that we support their long-term career goals. Engaged employees are happier, more fulfilled, and better able to provide the excellent customer service you have come to expect from us.

2020 CAUSE FOR APPLAUSE EMPLOYEE OF THE YEAR

We believe it is important to recognize those among our staff who go above and beyond, serving not just our patients but their coworkers and the entire company. Our 2020 Cause for Applause Employee of the Year winner is **Jessica Carter** from our Westland Lab. Jessica works quickly and diligently, with an attention to detail that is unsurpassed. She is

always upbeat and makes time to help her teammates or answer any questions they have.

2020 SERVICE EXCELLENCE AWARD

While this award traditionally goes to a single person, for 2020, the amazing team of **Shirleen Steele, Lisa Gregg, and Kellie Bardouche** earned this recognition. The team worked diligently to make sure our staff had the appropriate personal protective equipment to be able to provide services and keep our entire team and patients safe from the pandemic. Securing the materials that were required was not an easy task; however, with a positive attitude and remarkable tenacity, they managed to source the materials our team needed and continue to ensure there is ample supply to meet future needs.



Employee of the Year Jessica Carter, Westland Super Vision Center Lab and Sara Buckman, General Manager, Westland Super Vision Center



TED BAKER LONDON

Ted weaves quality, ingenuity and mischief into every frame. Mixing retro influences with contemporary flair, his eyewear collections are best described as quirky with a focus on high quality design detailing.

Ted's eyewear is unique, refined and trendy but never dares to take itself too seriously.

2020 VM
EYEVOTE
READERS' CHOICE 2020
Men's Frame Brand:
Ted Baker

TURA INC. WWW.TURA.COM FRAME FEATURED: TMUF003 SLA



NEW OFFICE PROTOCOLS KEEP EVERYONE SAFE

Each Henry Ford OptimEyes location has instituted new safety protocols to ensure the health, safety, and well-being of our patients and staff.

“Before reopening our offices last summer, we reviewed our procedures throughout the entire patient experience, from when you first walk through the door to when you leave,” says Curtis Wee, O.D., Director of Optometry. With our new safety measures, patients can come into the office and experience the same great care knowing they are safe.”

Masks are mandatory for all visitors and staff, and we have instituted capacity limits at each location. When you arrive at your local office, you will get a health screen and temperature check. Inside the office, you will notice furniture is rearranged to ensure proper social distancing. Arrows on the floor help direct traffic through the office, and each examination room is rigorously cleaned between patients. On the floor, our opticians will help you select frames, disinfecting each in front of you before and after you try them on.

“Our new protocols have been assessed by the Henry Ford Infection Prevention and Control Team, and I’m proud to say we’ve had more than 131,000 patient encounters since reopening our offices,” says Dr. Wee. “As part of a health system with rigorous standards, our patients know they can trust us with their health and safety.”

Savings
in Full Bloom

FREE 10-DAY SUPPLY

CLARITI 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 April 5–May 9, 2021.



40000001946

FREE Gift with Purchase

Some restrictions apply. Cannot be used with other discounts or coupons. Valid April 5–May 9, 2021.



40000001947

SEE page 3!

\$10 OFF

Any Marchon Frame

Some restrictions apply. Cannot be used with other discounts or coupons. Valid April 5–May 9, 2021.



40000001948

SEE page 5!

\$10 OFF

Any Match Frame

Some restrictions apply. Cannot be used with other discounts or coupons. Valid April 5–May 9, 2021.



40000001949

SEE page 6!

\$10 OFF

Any Tura Frame

Some restrictions apply. Cannot be used with other discounts or coupons. Valid April 5–May 9, 2021.



40000001950

10% OFF

Military Discount

10% discount on materials only for all military persons both active and retired. Must present military ID.



40000001951

Visit henryfordoptimeyes.com!

Make an appointment.
Buy contact lenses online.
Virtually try on and buy glasses online.



10342M

Henry Ford OptimEyes
735 John R Road, Suite 150
Troy, MI 48083

PRSRST STD
US Postage
PAID
Henry Ford
OptimEyes



Share a photo wearing your new HFO glasses or shades on Facebook or Instagram and tag @henryfordoptimeyes for a chance to win a \$15 Henry Ford OptimEyes gift card!



Super Vision Center Locations — OPEN 7 DAYS!

Clinton Twp.*

(586) 294-0120
33100 Gratiot
(NE corner of 14 Mile Road & Gratiot)

Dearborn*

(313) 359-8777
5500 Auto Club Drive
(south of Ford Road)

Lakeside*

(586) 247-5910
44987 Schoenherr Road
(SW corner of Hall Road & Schoenherr)

Southfield*

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

Taylor*

(734) 324-0996
22395 Eureka Road
in Taylor

Troy*

(248) 951-0000
735 John R Road
(between 14 & 15 Mile Road)

West Bloomfield*

(248) 661-5100
7230 Orchard Lake Road
(14 Mile Road & Orchard Lake)

Westland*

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

Satellite Centers

Bloomfield Twp.*

(248) 972-2555
1961 South Telegraph Road
(between Aldi and Menards)

NOW
OPEN 7
DAYS!

Chesterfield

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

Commerce

(248) 360-0121
3271 Union Lake Road
(¼ mile south of Commerce Road)

Detroit* Henry Ford Hospital

(313) 365-3399
2799 West Grand Blvd.

Detroit Renaissance Center

(313) 324-8100
400 Renaissance Center,
Suite 1402

Farmington Hills

(248) 477-9300
38487 West 10 Mile Road
(between Halsted & Haggerty)

Fort Gratiot

(810) 385-4000
4281 24th Ave.
(next to Dunkin' Donuts)

Grosse Pointe*

(313) 822-6000
15401 East Jefferson
(between Cadieux & Alter)

Lake Orion*

(248) 693-3380
1376 South Lapeer
Road, Suite A

Milford

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

OPEN 7
DAYS!

OPEN 7
DAYS!

Monroe

(734) 243-2020
504 North Telegraph
Road (at Lorain Street)

Royal Oak
Coming Soon!

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

We're Hiring

Join the Henry Ford OptimEyes Family

We're always looking for people who are passionate about helping others and know how to provide excellent customer service. Check out our current openings:



Know someone who you think would be a great fit? Refer a new team member and receive \$100 off your next pair of glasses!

All major insurance plans accepted, including HAP, VSP, BCBS, Medicare, EyeMed, Spectera, NVA, March Vision/Molina, Davis Vision/GM, Chrysler and Ford, Aetna, Meridian, and Priority Health. Now accepting CareCredit and Sunbit, interest-free financing programs.