

**From the Desk of Dr. Keith S. Hilliard, O.D., F.A.A.O.**

I am delighted to inform you that many new and exciting changes have taken place within our practice. We have implemented several new technologies to aid in the diagnosis and management of glaucoma and several retinal diseases. We have also added a new computer technology called "Visioffice" that takes the most precise and accurate measurements for patients wearing Progressive lenses (invisible line). This instrument, coupled with the newest "digitally enhanced" progressive lenses has allowed us to improve patient's vision far beyond what was possible just a few years ago!



Perhaps the most exciting change that has occurred, is the implementation of our new service vision: To enhance patient's lives by providing an innovative, world-class eye care experience! As mundane as that sounds, we have gone to great lengths to establish an internal culture that thrives on enhancing our patient's lives. This is the true underlying purpose of why we, as an organization, exist. There is nothing more satisfying than seeing a child's face light up when he puts on his first pair of glasses and says "I can see the leaves on that tree"; or when a teenage girl wears her first pair of contact lenses and gets complimented on how pretty she is; or when we diagnose someone with a brain tumor during a routine eye exam that is operated on successfully - that would have gone undiagnosed otherwise! This is why we come to work everyday - to enhance patient's lives!

Why world-class? Because you deserve it! Dr. Tarnoff and myself still obtain the highest quality of continuing education around the country and we are very proud to be one of the rare "Fellows of the American Academy of Optometry" – illustrating a rigorous commitment to life long learning in the optometric profession. We obtain new technologies that help us diagnose and treat a myriad of eye diseases that many offices don't have. And we do it with tremendous care and compassion in a warm, friendly atmosphere. Perhaps you've noticed the new warm colors and furniture throughout the office. And you better be offered a freshly brewed Starbucks coffee or bottled water with a pleasant smile when you enter our office! We pride ourselves on prescribing the finest products that will ultimately enhance our patient's vision and lives, in a very timely manner. While we are not perfect, we will continue to strive for perfection and make it right when we are not. We have removed the word "policy" from our vocabulary and our staff is empowered to do whatever it takes to make our patient's lives easier and happier. Please read on to see what new technologies, services and products we offer to enhance your lives with world-class customer service!

**Toys for Tots**

Thanks For Your Support!

Through December 7th, Dr. Hilliard & Dr. Tarnoff, will be collecting toys for our annual toy drive. Please help us help others by purchasing **NEW, UNWRAPPED** toys for Toys For Tots. You'll receive a \$20 credit toward services or merchandise as our thanks to you. Limit 1 credit per person. Expires January 31, 2012.

**FOCUS**

A Newsletter from  
DR. KEITH HILLIARD &  
DR. CHARLES TARNOFF  
**OPTOMETRISTS**

Winter 2011

*World Class Eyecare*



**Visioffice**

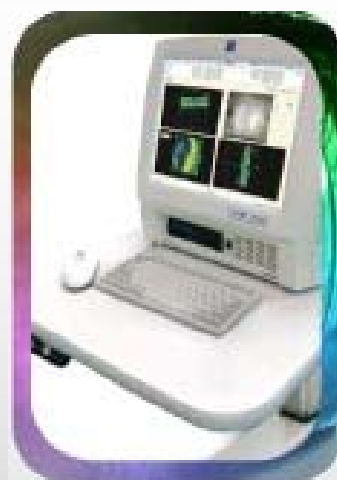
Drs. Hilliard and Tarnoff are extremely proud to offer the newest and most precise technology to help patients see clearer and more comfortably through Progressive lenses (invisible line). The Visioffice is a computerized video system that precisely captures and analyzes the natural movements of the human eye to the nearest 1/10 of a millimeter.

Once a patient chooses a frame, they wear it on their face along with an electronic device that sends signals to the visiooffice for the measurements to take place. This is necessary for newer generation, digital progressive lenses to perform at their best. I'm sure many of you have experienced or heard other patients say they couldn't adapt to those "invisible line bifocals". It was more than likely due to poor manual measurements and/ or a poor choice of technology (there are over 50 different progressive lenses on the market). Essilor corporation, maker of the Varilux brand, invented the Visioffice system along with a myriad of digitally enhanced lenses to provide the sharpest optics with the widest fields of view than ever seen before! Our success rate at fitting patients with this combination of technology is an astounding 95+% - well above the national average. At your next appointment, ask us if you're a candidate for the newest digitally enhanced progressive lenses.



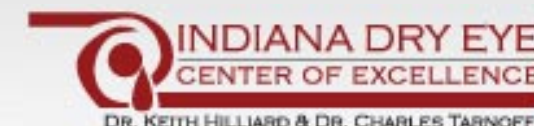
**Cirrus Hi-Definition OCT (Ocular Coherence Tomography)**

This is perhaps the most exciting technological breakthrough in eye disease management in the last 20 years! Blinding diseases such as Macular Degeneration, Glaucoma, Diabetic Retinopathy and a myriad of other retinal diseases can now be diagnosed earlier and managed more efficiently with the Cirrus Hi-definition OCT. Using a diagnostic laser system, the OCT can take a detailed cross section of all 10 layers of the retina and measure its thickness down to the micron (1/1,000 of a mm) in just a few seconds. It's painless and does not require dilation of the pupils. It's the equivalent of looking at the retinal tissue under a high-powered microscope non-invasively. We have been able to diagnose diseases like glaucoma and macular degeneration much earlier and before there was any loss of vision. This, in turn allows us to start treatments earlier and manage the diseases much more efficiently.



**Indiana Dry Eye Center of Excellence**

As many as 1 in 3 Americans experience ocular surface disease, or dry eye syndrome. Symptoms include burning, stinging, red eyes, sensitivity to light, blurred vision and contact lens intolerance. As common as these symptoms are, most patients believe it is normal and they just have to live with it. We are amazed at how many patients suffer from this and that no therapies have ever been offered to them. This is why Drs. Hilliard and Tarnoff created our Dry Eye Center of Excellence – to offer patients counseling and treatment options to this annoying disease. From nutritional and lifestyle counseling, to prescription drugs, to in-office procedures, we offer an array of treatment modalities based on how severe the disease is and your comfort level. At your next visit, let us know if you suffer from any of the above symptoms.



**Designer Eyewear Event - October 19th**

Our semi-annual Designer Eyewear Event was a great success! An Evening with Tiffany & Co., held October 19th, featured 50% off the exclusive Tiffany line. Guests enjoyed champagne and chocolates while browsing gorgeous frames from Tiffany, Prada and Dolce & Gabbana.

We would like to give a warm **thank you** to everyone who made this exclusive event such a **wonderful success**.

