



LIFE HAS NEVER LOOKED BETTER... CHEYENNE VISION CLINIC

Answers to your vision needs for a lifetime

Examination and Treatment of the Eye

1200 East Pershing Blvd. Cheyenne, WY 82001 (307) 634-EYES (3937)

"Our Central Location For Over 30 Years Has a New Look"

- EXAMS-GLASSES-CONTACTS
- STATE-OF-THE-ART LASIK
- 24 HOUR EYE INJURY CARE
- VISION THERAPY
- TREATMENT OF EYE INJURY
- LASER CATARACT SURGERY
- TREATMENT OF EYE DISEASE

EYE AM CERTIFIED, YOU SEE?

Doctors Carroll, Lahiff, and Wells would like to announce that Dr. Martin "Marty" Carroll of the Cheyenne Vision Clinic has passed the Inaugural American Board of Optometry Board Certification Examination given in June of 2011. Dr. Carroll now becomes part of an elite 15% of optometrists in the United States that took the test, and even less that passed. Dr. Carroll has previously been board certified in clinical optometry by the American Board of Clinical Optometry and certified by the American Board of Certification in Medical Optometry. We believe Dr. Carroll to be one of the first optome-

trists certified in all three certification programs.

Some other Certifications deserving recognition in the office include:

- Dr. Joshua "Josh" Lahiff, Board Certified in Clinical Optometry,
- Jennifer Eisenmann, Certified Optician (ABOC)
- Matthew Lahiff, Certified Optician (ABOC)
- Josey VanOrsdale, Certified Paraoptometric (CPO).



BLADELESS LASER CATARACT SURGERY

The Cheyenne Vision Clinic is proud to announce that the Bladeless Cataract Surgery has made its debut here in Cheyenne with the co-management with Dr. Foster. The CVC is now offering the newest option in the surgical arena, once again. The Bladeless Cataract Surgery we now offer to our patients is the most advanced automated surgery, with exquisite accuracy and safety that is well beyond that of manual cataract surgery. See any one of our doctors to get more information.

Replenish to Pure Moist

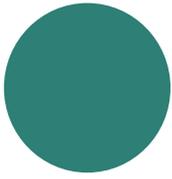
In July and August, the Cheyenne Vision Clinic was the only place in Cheyenne to find the new Pure Moist contact solution. As a participant in the Customer Satisfaction Survey, the clinic was asked to try the Pure Moist, and many of our patients did. It has become very apparent to us here that so many of our patients and friends will love this new product! Opti-Free, well known for the former (and still available) Replenish solution, has presented us with a solution that is now designed to battle the everlasting issue in Cheyenne, DRYNESS. With the new technology of instilling an additional wetness absorbent to the solution, they may help patients wear lenses longer, a huge advantage to anyone in such a dry area, such as our beloved Cheyenne. Ask your doctor if you can try Pure Moist today!

Sun Aware Saturdays

In an effort to constantly keep our patients as healthy and well informed as possible, our Sun-Awareness-Saturdays have become as popular as ever. It's the effort of the office to not only enjoy and celebrate the sunny days with Hawaiian gear, but most importantly to remind everyone the importance of wearing sunscreen and sunglasses with the highest polarization possible. The new FDA guidelines for sunscreen have recently stated that any SPF under 15

must have a warning that it does not protect against skin cancer or skin aging. However, in our own specialty we want to make sure that everyone remembers the polarization in sunglasses is not FDA regulated. This makes having sunglasses that have polarization, for a fact, a very difficult issue. We highly suggest following the recommendations your optometrist and/or optician give you on what will be safe for you and your family. And of course to anyone coming to see us on a Saturday, feel free to join the fun in your Hawaiian shirts!

We have Doctors on call 24/7. Reliable Emergency Eye Care



“Where
you can see
eye to eye
with
the
doctors!”



Bringing It All Together

As part of the government’s new plan to have all medical records more accessible to the patients themselves, and a more GREEN business, the Cheyenne Vision Clinic has successfully made the transition to the Electronic Health Records System. In compliance with the HIP-PAA regulations, all interactions in our office and appointments are being fully documented within this new system. With that, some of the information we are requiring in an appointment has varied slightly. Email addresses have become crucial to the office practice in order to give you the best communication possible. Soon, we hope to be an entirely green office, and we hope that our patients support us by providing their email addresses to be used for the reminders, newsletters, etc. In no way will anyone’s information ever be abused due to the HIPAA regulations but also because of our own business ethics. Thanks for understanding and bearing with us through this transition.

EYEMED

In hopes of offering all of the best to our patients, and friends, we are proud to announce the Cheyenne Vision Clinic is now offering the popular vision insurance plan, Eyemed. Please feel free to call us if you have any questions about other insurances we accept.

learned a few things working here with us, including a passion for what we do. Many of our patients were very lucky to have met and learned a few things, from the very gifted Trichelle, an intern we hosted this summer from the Illinois College of Optometry. ICO has given us yet another incredible intern for the fall of 2011, Jessica. The clinic is very fortunate to work with so many schools and the future of Optometry. We have a great staff with many skills, and are always bringing on a new smiling face to learn from the best.

It’s Easy to See.

It’s 5:00 a.m. and your alarm just will. not. STOP. You use all the effort left in your body to lift just one leg, use all your weight as leverage to flip over the edge of the bed, holding on to only the small ounce of hope that your instincts will rebound just enough to keep your face from hitting the hard wood floor below you. The bed that’s radiating with the warmth and perfect grooves from a poor night’s rest, just begs your aching neck and legs to lay back down. There is way too much on your mind, as you rinse your face and peek up over the edge of the warm wash cloth. As you pry your eyes open to barely see the puffs of marshmallows you have built up under your eyes and the pretty pink strawberry milk of your eyes. These eyes just cannot afford another day of some sticky contact creeping its way out every time you blink and your eyelids seem to have liquid rubber holding them together keeping you from getting the contacts in to begin with.

Not to mention trying to find your solution and contacts in that luggage you just threw by your bed at 2 am last night when you finally got home from that waste of a business trip. .

It’s the moment you remember the doctor switched you to daily wear contacts that saves you from being ten minutes late to work. It’s the daily wear contacts that make post-poning unpacking until after work that much easier. It’s the daily wear contacts that help to keep your eyes moist, that make you excited to put in those contacts again. It’s the convenience of daily wear contacts that make everything about being a workaholic, or just an average person, that much easier.

IT SHOULD ALWAYS BE EASY TO SEE.

Ask your doctors about daily wear contacts, it’s just the easiest thing for everyone.



New Glasses Galore

The Optical Gallery has been working very hard this season to bring in some of the newest couture eyewear. Some of the new brands you are likely to see our own staff showing off include: Lacoste, Bvlgari, and Tiffany & Co. We offer spectacular new designs and colors in so many of our brands, that it’s worth a visit. As a reminder, an appointment is never necessary to come in and check out a new frame or pair of sunglasses. And of course, with the holidays just around the corner, a new stylish pair of glasses is always a great stocking stuffer, as the glare of the sun on the snow can be so prevalent in our snowy seasons.



The Optical Gallery has all the keys to seeing the best, all while looking the best in our new Tiffany & Co® Eyewear!

A Little Vision Makes a Huge Difference

On August 13th 2011, the Cheyenne Vision Clinic was proud to host the First Annual “You’ve been framed” Trunk Show. For those that may have missed it, the clinic hosted representatives from the eyewear companies: Tiffany & Co., Bvlgari, Lacoste, Michael Kors and Ray Ban: each of them bringing the extensive collections they have pride in. Typically the glasses the Optical Gallery displays are a limited portion of the glasses sold, and although on any normal day The Optical Gallery would be happy to show anyone pictures of varying colors and styles, we don’t always have access to them physically. A portion of all proceeds were donated to the local animal shelter in an effort to better our community, not only in their own health, but of the little-furry-friends as well. With the cooperation of our representatives, employees and many loyalies/ patients, we were able to make a large donation to the Laramie County Animal Shelter.

The Learning See-son

The new school year has started again, and as so many are studying hard, our staff here is no exception. The clinic is always making an effort to not only keep all of our patients and friends informed of their own health concerns, but we make a real effort to teach those whom want to learn. This summer the office was proud to host two college students as part-time employees that were interested in the field. Cierra and Trevor not only taught us all a lot, but we hope they