



Indiana Eye Care

April 2009



Hello! Spring is FINALLY here! Hooray! I hope you are finding time to get out and enjoy the wonderful weather. I love taking the twins

out. It is fun to watch them walk in the grass and explore. The change of scenery poses a few challenges as well, like how do I keep them from eating sticks and dirt?? How does a mom chase her twins running in two different directions at once?? I am sure I will manage but it is keeping me fit in the meantime!

I hope you find the insert concerning children's vision informative. ***Ironically, it has affected my life personally.*** Please remember to ask mom or dad if their child had their first eye exam? If not, please refer them to Indiana Eye Care. Take care,
Rebecca Wincek Bateson, O.D.



Greg Caldwell, OD, FAAO



Michael J. Yuhas OD



Spring Sale!!
30% Off Designer
Sunglasses!
HURRY IN NOW!
 Offer ends May 17th

What is "Vision Insurance" Anyway?

Vision insurance is used when you need a prescription for your glasses or contact lenses. It pays for the "which is better *one or two*" part of your eye exam.

Why would you bill my "Medical Insurance" for my eye exam?

Your medical insurance is billed when you have a problem affecting the "health" of your eyes. For example if you have an infection, allergies, cataracts,

Wil & Lira give kisses!



Dr Wincek Bateson's Twins, 18 months

DO YOU WEAR CONTACT LENSES?

New contacts have arrived for treating your astigmatism, call now to try them!

Please remember **contact lens prescriptions expire after 1 year**, this is a state law! We can not fill an expired prescription but we can get you in quickly for an eye appointment!



INDIANA EYE CARE
678 Philadelphia Street
Indiana, PA 15701

30% Off
Designer Sunglasses!
Hurry In Now!
Offer ends May 17th

SPRING SALE!!



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Lira Bateson

This is my daughter Lira. It is quite ironic that the daughter of an optometrist needs eye glasses at such a young age. Lira had her first eye exam at 9 months old. Turns out she is significantly farsighted and needs eye glasses. If Lira's problem was not identified at such an early age her vision would never have had the chance to develop appropriately. Subsequently, she may have suffered from preventable

(through appropriate eye care) developmental delays.

One area of vision care I really enjoy is also one of my specialties, infant and children's eye exams. I see all too often a child having their first eye exam *only after* several years of school. Unfortunately at that time I also see children that have fallen behind at school, are developmentally delayed or are now labeled with ADHD. I hope you find this concerning, I certainly do.

The bright side is through routine recommended eye exams we can help children gain a simple advantage they may need, clear sight! My goal is to spread awareness and improve children's eye care by promoting two wonderful national programs, "InfantSEE" and "Kids Welcome Here 1-3-5". I hope to see your son, daughter, niece, nephew, or grandchild soon.

Warmest regards,
Rebecca Wincek Bateson, O.D.

My child had a "vision screening" is this the same thing?

No, each has a different purpose and generates different results. Exams are needed even if screenings are done periodically.



FACTS ABOUT CHILDREN'S VISION

- **Recommended 1st eye exam at 6 months to 1 year and ages 3 & 5**
- **The most critical stages of vision development occur in the 1st year of life**
 - 1st year - 50% of what you need to know for life is learned
 - 2nd year - another 25% is learned
 - 3rd year and beyond - only 25% of life's survival skills are added
- **Only 14% of children have an eye exam prior to entering school**
- **Undetected vision problems can lead to permanent vision impairment**
- **1 in 30 develop vision loss in 1 eye**
- **1 in 25 develop an eye turn**



InfantSEE

A Public Health Program for America's Youngest Patients

*One time **no-cost** public health program provides eye care to infants*

-for babies 6-12 months of age

-compliments pediatric well-baby vision screenings

Why see an eye doctor who specializes in infants and children?

There is more to vision than 20/20. An eye doctor that specializes in children checks how the eyes work together as a team and how your child focus' and reads. This is called "binocular vision testing". Be sure your eye doctor performs this testing on your child.