



735 North Court Street
Medina, Ohio 44256

InSight!

Medina's Eye Care Update!



Drs. Milburn & Milburn
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Fall 2005

Drs. Milburn Acquires Second Location in Wooster

Practices Now Serving Medina and Wayne Counties, Offering New Technology, More Appointments

We are very proud to announce that on April 1st of this year, Drs. Tim and Anna Milburn purchased the Wooster optometry practice of Dr. Ron Pycraft. Drs. Milburn added the second location to their growing eye care practice in Medina. The new Wooster location is located on State Route 3, one mile north of the Route 83 interchange in Wooster. The address is 3880 Cleveland Road.

The Wooster office is a new 3,000 square foot facility constructed in 2002. This state-of-the-art eye care clinic has the latest in testing equipment, space for five exam rooms, a pre-test room, and a GDx Laser Nerve Fiber Analyzer. The GDx is the latest technology used to screen patients for glaucoma.

The new Wooster location will not affect operations in our Medina practice. Although, patients in southern Medina county might prefer to visit the new Wooster location. Currently, Dr. Tim

Our Wooster patients are now enjoying the same quick service that our Medina practice provides on spectacle orders. We are using our finishing lab in Medina to service most of the Wooster orders. In some cases, our Wooster patients receive their new glasses in half the time that they had come to expect. The next time you travel to Wayne County, visit our new location!



Drs. Milburn - Wooster Opened April 1st
Milburn is in Wooster on Mondays and Tuesdays and Dr. Anna Milburn visits the Wooster Clinic on Thursdays and Fridays. Our Medina patients are always welcome to visit the Wooster location if they find the location or the office hours to be more convenient.

Dr. Tim Milburn in the new Wooster dispensary.

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Drs. Milburn Awards High School Science Scholarships

On May 30th, Dr. Tim Milburn attended the annual senior awards assembly at Medina High School and presented two \$1,000 scholarships. Katherine Schwartz and Jonathan Ward were honored at the ceremony for excellence in the basic sciences of

Biology, Chemistry, and Physics. Their names have been added to a plaque that will hang in the halls of Medina High School.

The Drs. Milburn Science Scholarship is intended to foster academic competition and to recognize students who have excelled. Drs. Tim and Anna Milburn have committed to making this award an annual scholarship at Medina High School.

Katherine Schwartz will be attending Denison University in the fall and Jonathan Ward is enrolled at the University of Michigan. Our scholarship winners were selected by the faculty of Medina High School. Best of luck to our winners!

Dr. Tim Milburn Lectures to Ohio University Pre-Optometry Club

On June 1st, Dr. Tim Milburn traveled to Athens, Ohio to present a lecture at his alma mater, Ohio University. Dr. Milburn spoke to a group of undergraduate students in the university's pre-optometry

program. The lecture described strategies for applying to optometry school and encouraged students to start their careers now by working for a local doctor.

Optometric Management Magazine Features Drs. Milburn in September

Optometric Management Magazine, an optometry trade journal with a circulation reaching over 30,000 optometrists nationwide, featured our practice on its cover this September. The magazine used our practice as a successful example of how optometrists can enter private practice.

Medina Office Open Saturdays, Evenings This Fall

Take advantage of our extended office hours this fall. Our office is open until 7PM on Monday and Thursday nights and we offer appointments on most Saturdays from 9 AM to 3 PM. These appointments go quick, so call and schedule early!



Dr. Tim Milburn awards the 1st Annual Drs. Milburn Science Award to Katherine Schwartz and Jonathan Ward, seniors at Medina High School.

Drs. Milburn Welcomes Four New Insurance Plans

Drs. Tim and Anna Milburn have been credentialed by three new medical panels and one new vision plan. Aetna, United Healthcare, and Summa HealthCare, are medical insurance plans now accepted as in-network plans at both our Medina and Wooster locations.

Access to these new medical plans is important to our patients who may have a medical eye problem. Our doctors manage patients with diabetes, glaucoma, pink eye, ocular emergencies, and a variety of other medical conditions. We are your family optometrists and we specialize in eye care. We are your first stop for all of

your medical eye care needs.

Our practice has also added a new vision plan called Spectera. Thanks to a unique contract negotiated with Spectera, we are allowed to manufacture glasses for Spectera patients in our Medina lab. Because we insisted on being permitted to make the glasses in our Medina office, Spectera patients can expect faster service and a high level of quality when they order glasses at Drs. Milburn.

Please visit our website at www.drsmilburn.com to view a complete listing of insurance plans accepted in our office.



Family Vision Care

Timothy Milburn, O.D.
Annamarie Milburn, O.D.

Understanding Glaucoma, The First Step in Prevention



Dr. Annamarie Milburn

One of the most common questions that I hear at the end of an eye exam is "Was the glaucoma test okay?" It's a good question and I'm glad when patients ask it. Glaucoma is a potentially blinding eye disease and something that I check for during every eye exam. Often times, patients only seek an eye exam if they have a problem with their glasses or contact lenses. However, I recommend an annual eye exam to monitor for conditions like glaucoma, even if your vision is perfect.

What is Glaucoma?

Glaucoma is not just one disease, but a group of diseases that have one thing in common: they damage the optic nerve inside the eye. Glaucoma is the second leading cause of blindness in the United States and it is estimated that over 3 million Americans live with glaucoma. Glaucoma is a frightening condition because you could have the disease and not even know it. Some studies indicate that only 50% of Americans with glaucoma even know that they have this eye disease.

Researchers used to believe that glaucoma was only caused by elevated pressures inside the eye. However, we now know that glaucoma can occur even in patients with normal eye pressures. Approximately 2% of the general population has elevated eye pressures and Glaucoma is 6 times more likely to occur in African Americans. Glaucoma can be a genetic problem passed on in families and it is much more common in all persons over age 40.

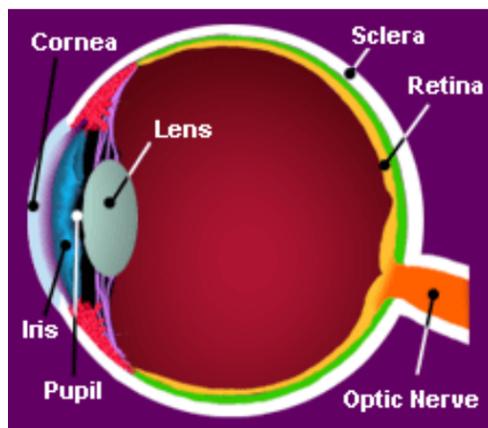
What are the symptoms?

During the early stages of glaucoma, the symptoms are very subtle, but the damage is

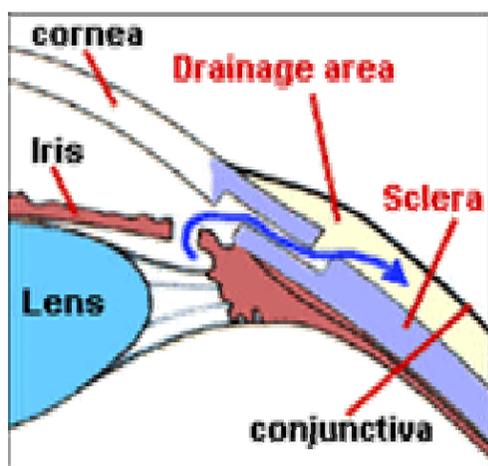
quite real. Even so, most patients with glaucoma are unaware of their disease until a significant amount of damage has been done. Because glaucoma attacks the peripheral vision first, most patients can't see that they have glaucoma until it is too late. Usually it's not possible to feel the pressure increase. This means the only way to detect whether you may have glaucoma is through a comprehensive eye exam.

How do you test for glaucoma?

Our office has four ways to test for glaucoma. First, every patient in our



The anatomy of the human eye is complex. The optic nerve leaves the back of the eye and carries all of the signals for vision to the brain. At the front of the eye, the iris, lens, and cornea come together to form the angle.



The angle of the eye is where the cornea, lens, and iris intersect. The blue arrow shows the drainage route for aqueous fluid. Glaucoma often occurs when the angle narrows and the aqueous fluid can not escape from the eye and into the blood stream.

office receives a computerized test of their peripheral vision. If any points are missed on the routine screening exam, we usually order the more advanced threshold peripheral vision exam.

Next, every patient should have their inter-ocular pressures measured. For this, we use an instrument called a non-contact tonometer or (NCT). Of course, most patients know the NCT as the 'air puff machine'. If an air puff test indicates an abnormal eye pressure, we confirm the results in the exam room using an applanation tonometer. The applanation tonometer requires a numbing eye drop first, because it gently touches the front of the cornea to take it's reading.

Our doctors also perform a visual inspection of the optic nerve. The most thorough and accurate way for your doctor to view the optic nerve is through a dilated pupil. No one enjoys the dilation, but evaluating the optic nerve is one reason why the dilation is always in your best interest.

Our new Wooster office has the latest in glaucoma detection technology: the GDx nerve fiber analyzer. The GDx uses a very low powered laser to scan the optic nerve and can detect damage 2-3 years before it will be seen on any other test. Early detection means early treatment and that can save your vision.

How Do You Treat Glaucoma?

The last five years have seen some amazing advances in glaucoma therapy. A glaucoma diagnosis used to mean a patient would need to take several different eye drops three or four times a day. That regimen was tedious and confusing, making therapy a major disruption to a patient's lifestyle. Today, we start our glaucoma patients on a new medication that is required only once per day before bed. A variety of other treatments exist for glaucoma, including surgery, if patients do not respond well to medication.

Get Tested, Get an Annual Exam!

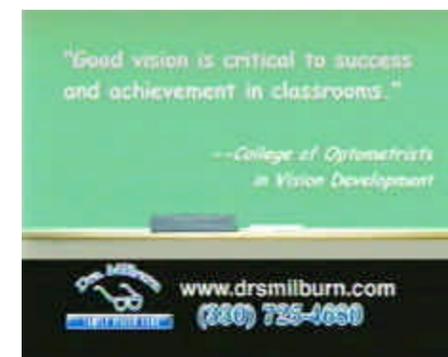
Those at high risk for glaucoma include persons over age 40, diabetics, African Americans, and those with a family history of the disease. If you fall into a high risk category, or if you have not had your annual eye exam, please call our office to schedule a convenient time.

Television Campaign Stresses Back-to-School Care

Did you see our TV commercials this summer? Drs. Milburn has been running commercials on Armstrong Cable reminding parents to get their children a back-to-school eye exam.

Two different versions of our back-to-school commercials had the same message: there is an important connection between good vision and academic success. Our 'Chalk Talk' commercial listed statements from five independent professional groups or government panels documenting the need for children's eye care.

The commercials included research claims that one in four children may have an undiagnosed vision problem, but 70% of all children under age six have never had an eye exam. Also, the commercials reminded viewers that 80% of what a



Our Back-to-School campaign spread the message that good vision is critical to academic success.

child learns is through vision.

The commercials aired over 1,000 times in zip code 44256 during programs on ESPN, FOX NEWS, WTBS, TNT, and HGTV. If you missed the commercials,

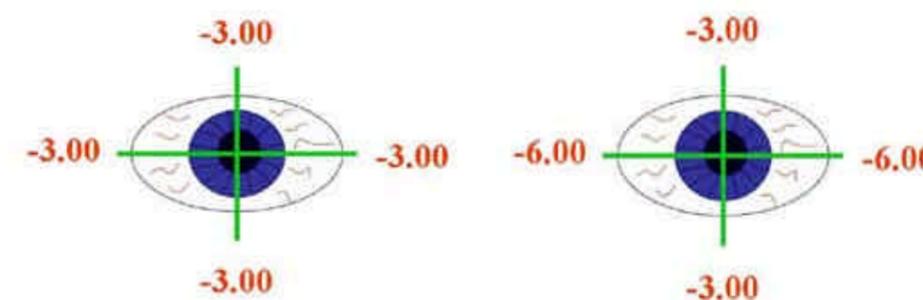
they are available for viewing at our website, www.drsmilburn.com School has started and our TV commercials ended on September 10th, but it's never too late for a back-to-school eye exam!

Optical Terminology:

What Does Astigmatism Mean?

You've probably heard the term and maybe you even have it -most people do, but what, exactly, is astigmatism? It's not a disease, and for most patients who have it, it's not even a concern. Astigmatism is simply a type of prescription requiring different powers in different directions on the same eye.

In the diagrams below, the eye on the right has a stronger prescription in the horizontal meridian compared to the vertical. The eye on the left, however, has the same prescription in all directions. The eye on the left is spherical and has no astigmatism.



Astigmatism is a vision condition where an eye has two powers or prescriptions at the same time. The spherical eye (left) has the same prescription in all directions. The astigmatic eye (right) has a stronger power in the horizontal axis compared to the vertical axis.

Did You Know?

Contact lens companies keep raising the cost of contact lenses, but our Medina practice has not raised the price we charge patients for contact lenses in more than four years!!!!

Our practice buys contact lenses in bulk to keep the cost lower for our patients. You can save even more at your next office visit by ordering an annual supply of contact lenses. Our patients typically save a minimum of \$50 in discounts and rebates when they order an annual supply of contact lenses!