



PRSRT STD
U.S. POSTAGE PAID
CLEVELAND, OH
PERMIT # 3630

InSight!

Serving Medina and Wayne Counties



Drs. Milburn, Inc., Optometrists
3880 Cleveland Rd, Wooster, Ohio 44691

August 2010

3-D Movies Reveal Vision Problems

The new digital 3-D format is a hit with movie audiences everywhere. Hollywood blockbusters like Avatar, Toy Story, and Alice in Wonderland, are all available in 3-D. Several TV manufacturers have also announced 3-D TVs for home use.

But with the return of 3-D movies, eye doctors are seeing an uptick in patients complaining about headaches, blurred vision, dizziness and even nausea while trying to view 3-D movies. The most common complaint related to 3-D is from

patients who simply cannot see the 3-D effect at all.

So, what is happening? Are 3-D movies making some people sick? Not exactly. 3-D movies can not create a problem with your vision. Instead, the 3-D effect is revealing or exposing a problem that was already present. Many patients are unaware that they have a binocular vision problem until their visual system is challenged by a 3-D movie.

In a 3-D movie, the screen displays two different images at the same time. 3-D glasses



Photo courtesy of the U.S. Geological Survey

allow the left and right eyes to view the images separately. The visual centers in the brain combine the two images and create the sensation of depth. Even

a minor misalignment between the left and right eyes can cause problems or symptoms.

If you've had trouble viewing a 3-D movie, or if you de-

velop symptoms like headaches, dizziness, or blurred vision in a 3-D movie, then it's a sign that you should have your eyes examined by an optometrist.

InSight!

Serving Medina and Wayne Counties

Page 4

Drs. Milburn Invited to be Cleveland Clinic Consultants

Wooster optometrists, Drs. Tim and Anna Milburn have been invited to join the consulting staff of the Cleveland Clinic's Cole Eye Institute location in Brunswick.

Both Dr. Tim and Dr. Anna will continue to see patients in their Medina and Wooster private practices. Dr. Anna will see patients at the Cleveland Clinic on Wednesdays and Dr. Tim has appointments half days at the Brunswick Family Health Center on Mondays and Thursdays.

The new position at the Cleveland Clinic will not affect patients or office hours in the doctors' private practices.

"With running two practices, our schedule was already so busy" said Dr. Anna Milburn. "But when we were invited to work with the Cleveland Clinic, we had to say yes!"

According to Dr. Tim Milburn, joining the consulting staff at the Cleveland Clinic was a new challenge. "At this stage in our careers, becoming a consultant at the Clinic was the next logical step for us."

Drs. Milburn opened their practice in Medina ten years ago. In 2005, Drs. Milburn expanded to a second location in Wooster.



Wooster Optometrists Tim and Anna Milburn pictured here at the Cleveland Clinic's Brunswick Family Health Center.

ProClear Still Only Contact Approved For Sensitive Eyes

Most contact lenses are approximately 50% water. Water evaporates from contact lenses throughout the day, leaving most contact lenses feeling dry and uncomfortable after only eight hours of wearing time.

It's a fact: only one soft disposable contact lens on the market has been FDA approved for dry and sensitive eyes. ProClear soft contact lenses are the only product that can make that claim.

Only ProClear has been proven in clinical trials to be

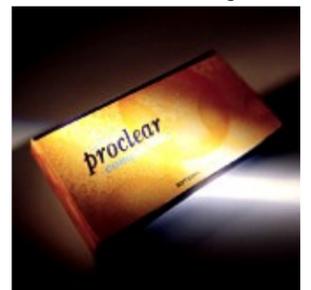
preferred by patients with sensitive or dry eyes. Evidence shows that ProClear does not dry out as quickly as other brands. For most patients, ProClear lenses stay moist and comfortable all day long.

Are your current lenses as comfortable as they should be? Have you ever been unsuccessful trying contact lenses? Has a doctor ever told you that you cannot wear contacts? Did your doctor try ProClear? If not, call our office to set up an appointment to try ProClear. You will receive a free trial

pair to see if ProClear lenses are right for you! Normal professional fitting fees apply.

ProClear lenses are available for astigmatism and in a multifocal for patients who require a bifocal in their glasses.

CooperVision, the makers of ProClear, are currently offering a \$30 mail-in rebate on a four box supply of ProClear lenses. Chances are ProClear lenses are less expensive than the lenses you are wearing right now and a whole lot more comfortable.



Ask yourself, have you tried the only contact lenses proven to be more comfortable than all others? If not, why not? Call our office and schedule a time to get your free ProClear trials.

Computer Vision Syndrome: A Treatable Epidemic

If you work at a computer and suffer from headaches, eye-strain, dry eyes, or blurred vision, then you may have Computer Vision Syndrome (CVS). CVS is most difficult for patients over the age of 40 who require a bifocal or progressive multifocal lenses. The good news

is that a special computer prescription may be the perfect solution to your computer vision problems.

In normal no-line bifocals, like the diagram below on the left, the intermediate or computer portion of the lens is very small. Imagine using that small area for six to

eight hours each day! But that's exactly what most computer users over the age of 40 do everyday. Often times, patients who struggle with the small middle zone may accidentally be using the reading or distance portion of the lenses at the computer.

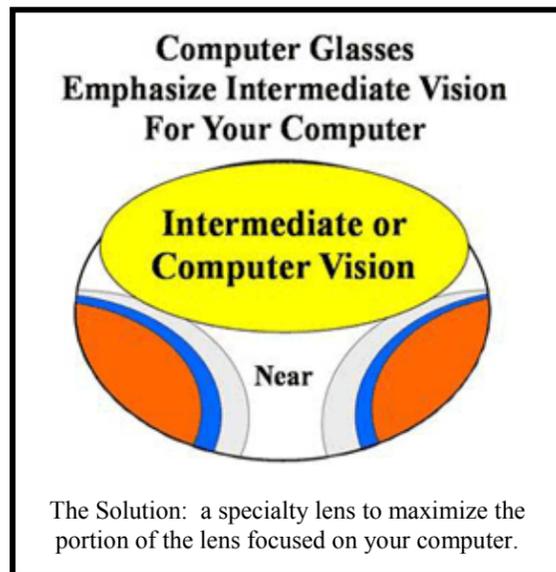
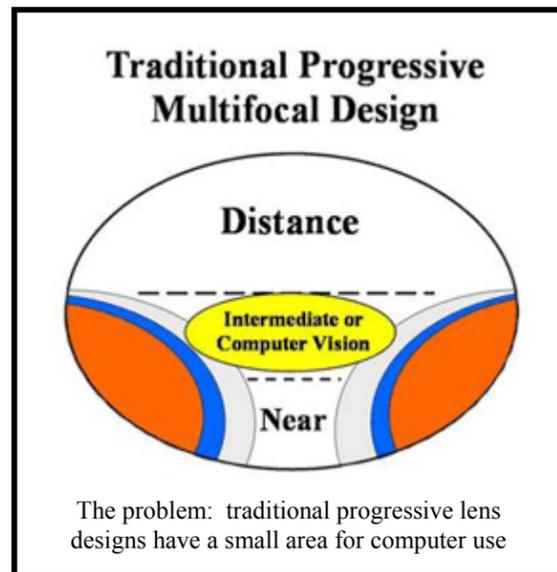
Patients who accidentally use the dis-

tance portion of their lenses at the computer are forced to sit back too far to comfortably see the screen. While patients who accidentally use the near portion of their glasses at the computer are forced to sit too close and tilt their head back. This leads to poor posture, neck cramps and head-

aches.

The graphic below on the right side shows the design for specialized computer lenses. Computer lenses are made just for near and intermediate tasks. The portion of the lens normally reserved for distance vision is taken over by a larger intermediate zone, perfect for comfortable computer use. These glasses allow for a more normal posture and help eliminate computer vision headaches, eyestrain, and fatigue.

If glasses aren't your thing, multifocal contact lenses are another good solution to computer vision problems. Our doctors recommend ProClear Multifocal contacts for our patients over age 45 who use a computer.



New in the Optical:

Vera Bradley Offers Smart Looks, Matching Cases

At Drs. Milburn, we focus on healthy vision, but that doesn't mean we ignore eyewear fashions. We just received a large shipment of Vera Bradley frames for the summer and fall of 2010. Every Vera Bradley frame comes

with a matching case. The styles match the patterns of Vera Bradley's famous purses, handbags, wallets and accessories. Bring your favorite Vera Bradley purse in to the office and we'll match it to your new glasses!



Schedule an appointment in Wooster By Calling 330-345-2020

Meet the Optometrists of Drs. Milburn



Timothy Milburn, O.D.

Dr. Tim Milburn excels with challenging contact lens patients. He often works with complicated bifocal contact lens fits. His practice also has an emphasis on glaucoma and the treatment of severe dry eye.

Dr. Tim is a 2000 graduate of The Ohio State University Col-



Annamarie Milburn, O.D.

Dr. Anna Milburn is the mother of three young children and has a great way with kids. She is often requested by the moms in a our practice to examine their children.

Dr. Anna received her doctorate in optometry from The Ohio State University in 2001. While at Ohio State, she completed an

lege of Optometry. He has a special interest in aviation vision and works with many of the pilots in our practice.

He met Dr. Anna while the two attended Ohio University in Athens, Ohio. They married in 1999 while both were in optometry school at Ohio State.

Dr. Tim started

externship in ocular disease at the Columbus Veterans Hospital. She has extensive experience managing advanced ocular disease.

She is a 1997 graduate of Ohio University with a Bachelors in The Biological Sciences. Originally from Columbus, she attended Bishop Hartley High School.

Drs. Milburn, Inc. ten years ago. Six months later, Dr. Anna graduated in 2001 and joined him in Medina.

Since taking over the Medina location, their patient volume has more than tripled in size. In 2005, Drs. Milburn expanded to include the Wooster location.

In five years, the doctors have examined over 12,000 eyes in Wayne County alone! Since 2005, 78% of patients examined in the Wooster office have returned for a second exam.

Dr. Tim is a huge sports fan, enjoys golf, skiing, and loves going to the movies.

Which Contact Lenses Do the Doctors Wear?

Recommending contact lenses for patients is one thing. But which lenses do the doctors prefer for themselves? Dr. Tim Milburn wears Biofinity in his left eye and Bifointy Toric for the astigmatism on his right eye. Biofinity is a 30 day disposable. Dr. Anna Milburn wears Focus Daily Toric lenses for her astigmatism. These paper thin toric lenses allow her the convenience of a daily disposable contact.

Contact Lens Safety Tips Reduce Infection Risk

Soft contact lenses came into wide use in the 1970s. Forty years later, we are lucky to enjoy safer lens designs and safer lens care systems than ever before.

Today's contact lens designs provide incredibly crisp, comfortable vision. The newest designs even

work for dry eye patients. Contact lens wear always involves some risk of infection. But the risk is minimal if the lenses are used properly. Contact lens wear has become so common place that safety is often taken for granted. Careless contact lens wear can be

sight threatening.

A few simple tips can keep you wearing contacts safely for life. Never wear a contact on an eye that is red or painful. Always follow your doctor's recommendations for frequent lens replacement. Do not attempt to "stretch" lenses as far as possi-

ble. Do not sleep overnight in your contact lenses, unless it has been approved by your doctor.

Use the lens disinfection solution recommended by your doctor. Never recycle your contact lens solution. Discard the solution daily. Leave your case

open to air dry every day and replace your case every three months. Never wear a ripped or torn contact lens and never swim in your contact lenses.

Contact lens wearers should have an annual contact lens exam every year to renew their prescription.

www.drsmilburn.com

Schedule an appointment in Wooster By Calling 330-345-2020