

the

A publication of Absolute Vision Care™

# Absolute View

Fall 2004

Your Pediatric and Family Eyecare Specialists

## Absolute Vision Care celebrates twenty years!

The last 20 years have been a whirlwind of change at Absolute Vision Care.

Let me start by giving a brief history. I acquired the practice from Dr. Max Fox in October of 1984 and we immediately moved to our current location in Crestwood, using the name "Southwest Vision Center." Due to our growth, in 1989 we expanded by leasing the space next to us and doubling the room for patient care. We also renamed the practice "Absolute Vision Care."

In 1991, I had the wonderful opportunity to hire my long-time friend, Dr. Rick Peterson. We met at a mission project in the Dominican Republic while he was in high school. Rick became interested in the profession of optometry through our experiences together in the Dominican Republic.

Dr. Peterson's impact on the growth of Absolute Vision Care has been immense. He has been directly responsible for the opening of the Mokena office

and the expansion of our services to retirement centers. Because of Dr. Peterson, AVC has been

able to increase the amount of medical eye testing through sophisticated optical instrumentation. He also initiated many of the specialized services at AVC such as vision therapy, LASIK, dilated fundus exams, retinal photography, glaucoma workups, and specialized contacts lens fittings. His foresight and perpetual desire to bring you the most

comprehensive and specialized eyecare possible has made AVC what it is today.

Many of you have had the pleasure of being one of his patients and therefore are aware of his dedication to the improvement of your life through comprehensive eye care. We are equal partners in the ownership of Absolute Vision Care.

In August of 1995 we opened the Mokena office. It has been wonderful to serve patients over the past nine years with the same level of excellence found at the Crestwood office. Popula-

tion growth in the southwest suburbs has fueled the growth of our practice.

In 2002, we expanded our services to numerous senior care living facilities. Exam lanes have been set up to examine the residents on a consistent basis.

In 2003, we had the pleasure of hiring Dr. Ann Simpson. Many of you have met her in the last year. Dr. Simpson brings to our practice

many exceptional qualities. She is one of the most consistently optimistic people I have ever known. She has a sincere desire to treat people with the utmost kindness and respect. She has demonstrated an outstanding level of service and excellence in eye care to her patients.

This fall Absolute Vision Care is setting up a new computer system to better facilitate the needs of our patients.

I want to take this opportunity to thank the Absolute Vision Care staff that has been so dedicated to the quality of care that you have received. The growth of AVC is just as much

due to the staff as it is to the doctors; we could have never done this alone. We have relied

heavily on our talented staff to continue to provide outstanding quality care before and after the doctor's examination. The doctors are indebted to them for their dedication in making Absolute Vision Care what it is today.

Most importantly, I want to thank our patients throughout the

last 20 years for the wonderful opportunity to provide eye care for you and your families. It has been an honor to serve you in this capacity. I never could have envisioned 20 years ago what Absolute Vision Care would be today.

Our goal has always been to serve you and your family with the highest level of eye care possible and to do this with the utmost sincerity, honesty, and integrity.

In closing, thank you again for allowing Absolute Vision Care to serve you. The doctors and staff look forward to our relationship with you in the next 20 years.



**Dr. Brian Oswald acquired the practice from Dr. Max Fox in October of 1984.**



**Dr. Rick Peterson joined Absolute Vision Care in 1991.**

# Are multi-focal contacts right for you?

While multi-focal contact lenses are not new, modern technology and more materials have brought new contacts to the market, giving us different designs and more choices. This has given our doctors the ability to fit more patients into multi-focal contact lenses.

Whether you are new to contacts or have worn them in the past, you will have some new techniques to learn. You will



have to practice at home, come in for consultations with our doctors and opticians, and have patience. Some people

learn and adapt rather quickly, while others may take 2-3 months for their perception to adjust and to find the proper prescription and design that works best for them. If you have the time and patience to work with the contacts and our staff, the rewards can be well worth it.

As with all new and innovative technology the cost of multi-focal contacts is greater than with the older,

single vision contacts. All upgrade changes will be discussed thoroughly with you. We will always do our best to make vision correction as affordable as possible, offering rebates, coupons, and payment plans when available.

If for some reason you cannot adapt to the contacts, any money paid toward contacts will be credited toward single vision contact lenses, new glasses, or left as a credit in your file.

Our main purpose at Absolute Vision Care is to provide the highest quality care for your vision as possible.

## At last, I can enjoy the freedom of wearing contact lenses!

As a person with astigmatism, dry eyes, allergies, and a no line multi-focal eyeglass wearer, I never thought I would experience the freedom of wearing contact lenses.

A few years ago, when I saw Dr. Peterson for my annual eye exam, he told me the exciting news. Soft, multi-focal contact lenses were now available and would be an option for my eye care needs. At first I was apprehensive; could I tolerate contact lenses in my eyes given the difficulties I experienced?

I decided to give them a try. Dr. Peterson explained that there would be a short period of adjustment for this type of contact lens. He prescribed the multi-focal contacts and gave me instructions on how to begin wearing them. I started wearing them, and within a week found the contact lenses to be very comfortable.

Dr. Peterson and the staff worked with me while I became accustomed to the new lenses. There were telephone checks from the staff who reported my

progress to Dr. Peterson. During follow-up visits some changes were made in my prescription to give me optimal vision. During this time we discussed

what experiences I had with the contact lenses such as general vision, reading, computer, eye fatigue, and the effect of lights. Any questions were answered and my concerns were addressed. This included the type of cleaning solution for

the contact lenses and rewetting drops that best suited my eyes.

I still use my eyeglasses for tedious, close work but am most comfortable when wearing the contact lenses. My field of vision seems much better without the frames from eyeglasses. I wear sunglasses that were prescribed as needed to keep my eyes healthy.

Thanks to the expertise and patience of Dr. Peterson I am happily wearing soft, multi-focal contact lenses for three years.

Carol Glowczynski



### New software will improve patient care

We are excited at Absolute Vision Care because during the next few months, we will be upgrading our management software program with OD Professional™, the optometric industry's leading integrated software solution. We are performing this upgrade with one goal in mind; to provide you, our customer, with improved quality patient care.

Our mission is to use the latest computerized technology and cultivate patient relationships by providing friendly, courteous and considerate service.

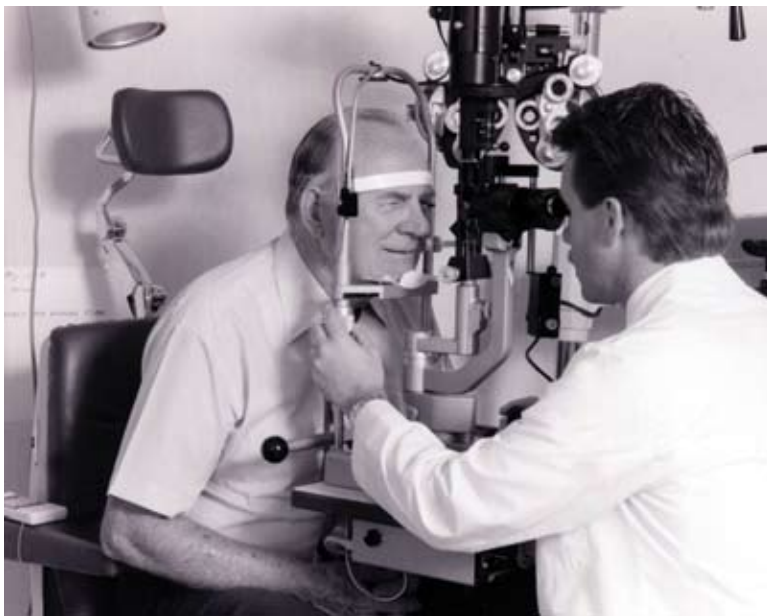
When you visit our office, you may recognize several changes in the service we provide. Our professional staff may ask you a few questions to update your patient record. We appreciate your patience during this time, understanding that this information will be used to improve upon the patient care you've grown used to.

Absolute Vision Care is dedicated to providing you and your family with the highest quality eye care available today and OD Professional™ will help us to reach our goals.

*20 Years of Excellence in Eyecare*  
Absolute Vision Care

1984

2004



A few scenes from our first twenty years (clockwise, from upper left): Dr. Brian Oswald and Dr. Rick Peterson as they open AVC together; Dr. Peterson performs a visual therapy exercise with a patient; Dr. Oswald welcomes a patient outside the Crestwood office; Dr. Oswald gives a young lady an eye exam; Dr. Oswald examines the eyes of one of our youngest patients; Dr. Oswald performs an eye refraction.

*20 Years of Excellence in Eyecare*  
Absolute Vision Care

1984

2004



**More scenes from our first twenty years (clockwise from top): Dr. Rick adjusts a new pair of glasses on a patient; Dr. Rick working with a young patient during an exam; A frame stylist helps a patient pick out glasses that are “just right”; Dr. Oswald checks the vision of an infant.**

# EYECARE

## Success Stories

### We appreciate Absolute Vision Care's use of the newest and best materials

We started seeing Dr. Oswald at his new office on 127th Street and Central Avenue shortly after he moved there twenty years ago. Right from the beginning, Paul, our son Michael, and I felt that we were getting excellent care. Three of my uncles were eye doctors and we were used to their thorough personalized care until they retired. Our examinations with Dr. Oswald were just as complete and never rushed. He always took time to talk with us and answer our questions.

After a few years, our younger children, Paula and Bob, came in for their first eye examinations. Dr. Oswald diagnosed a focusing problem in Paula



and recommended we see Dr. Peterson who had recently joined Absolute Vision Care. He had a vision therapy program and was interested in helping children with focusing problems. We were very comfortable seeing Dr. Peterson. Best of all, after doing the exercises he prescribed, Paula's focusing problem was cured.

Over the years, we have all had glasses or contact lenses prescribed. We have appreciated Absolute Vision Care's use of the newest and best materials. When I started needing multi-focal contact lenses, my gas permeable lenses were no longer as thin and comfortable as they had been. Dr. Peterson became involved in developing a new contact lens material at that time. It proved to be the answer and my contact lenses are comfortable once again.

The quality eye care and friendly atmosphere at Absolute Vision Care keeps us coming back.

*Louise Steinbach*

Louise Steinbach

The staff of Absolute Vision Care impresses me. They really care. For example, I like the way the frame stylists really work with me to find the right lenses and frames that fit my needs and help me look my best. The selection of eyewear is great!

I will continue to go to Absolute Vision Care because I love the caring service I receive every time I come in for an appointment.

*Corean Donegan*

Corean Donegan



### Dr. Oswald is someone you can always depend on

Dr. Oswald is one in a million. My husband and I have been going to Dr. Oswald since he opened his doors in Crestwood, and would never think of going to any one but him.

When he opened Absolute Vision Care it was the best thing to have happened to us. Over a period of many years I had gone to many optometrists and ophthalmologists, *none* who had given as thorough an eye examination as Dr. Oswald.

Dr. Oswald instilled a great trust in him, not only as a doctor who is always there for you when needed but he became a trusted friend. He is someone you can always depend on.

My husband and I could never think of any other doctor than Dr. Brian Oswald. Thank you Dr. Oswald, you are the *best!*

Anos and Helen Santee



### Frame stylists help me to look my best!

I began seeing Dr. Oswald in the Crestwood office over fourteen years ago. Since that time I have referred other friends and family members, including my sister. I am always impressed by the thorough eye exam that Dr. Oswald gives. Dr. Oswald is not only excellent as a doctor but a very personable individual as well.

## Absolute Vision Care Raffle Extravaganza

To thank our patients for 20 years of loyalty to Absolute Vision Care, the following prizes will be given at each office. A raffle will be held on January 3, 2005.

- Grand prize – An all-expense-paid 3-day trip to a warm weather destination.
- 2nd prize – two all-expense-paid trips to a local destination.
- 3rd prize – DVD player or TV.
- 4th prize – your choice from a selection of gifts.

To enter, simply come in to either office after November 1st. No purchase or services necessary. Must be 18 years of age or older. One entry per person.

# Undiagnosed vision problems could affect your child's school performance

**The standard vision screening test administered by schools does not detect common vision problems that can interfere with classroom success.**

A large part of learning is done visually. In fact, 80% of what we perceive, comprehend and remember depends on the visual system. I am sure you would agree that children today are doing far more than you did in school. Reading,



**Good visual skills provide a solid foundation for learning.**

spelling, writing, chalkboard work, and in most schools, computers are among the tasks students tackle all day long, day after day. These days, kids are then coming home to instant message their friends on the computer or play video games. Each of these tasks demands that the visual system function efficiently.

## **Vision is a complex learning process**

Vision is actually developed like walking and talking. Eyesight is our ability to see, a sense that most of us are born with, but vision is actually a learned process. It is far more than just seeing objects clearly, but also involves processes such as how we move our eyes together, how we focus, how we achieve depth perception, how we perceive the world around us, and how we process,

store and recall information. The visual skills we learn early on provide the foundation for later visual complexities. Any weak link in the visual process can affect performance, especially if the visual system is under stress.

The standard vision screening test administered by schools does not pick up common vision problems that can interfere with classroom success.

Schools doing vision screenings are usually only checking eyesight when they have kids read letter on a chart across the room. Having 20/20 acuity, or seeing clearly in the distance does not mean a child can read something at arm's length or have the tools necessary to sustain long-term near work. It also means that most kids will pass a school screening and that many vision problems that affect learning go undetected.

If your child has one or more of the signs (see box) a vision problem may be present.

## **Good vision is a key to learning**

Visual stress reactions can help explain the discomfort, fatigue, changes in behavior, altered eyesight and declining academic performance that often indicates a learning-related vision problem. Good visual skills provide a solid foundation for learning. If your child has any of these symptoms or, if you feel like they are not learning up to potential, schedule an eye examination to see if a vision problem exists.

The first step in a thorough eye examination is to evaluate eyesight making sure the child can see clearly. Then, eye health is evaluated to ensure there are no signs of eye disease and that the eyes appear healthy. Visual skills are then tested to screen for signs of poor eye coordination, eye alignment, and near focusing. If a vision problem is detected, eye exercises, also called vision therapy, are prescribed to develop or

improve fundamental visual skills.

Eliminating vision problems with vision therapy can quickly pay off in the child's improved school performance and will enhance visual comfort and efficiency.

*Call our office today to schedule your child's eye exam.*

## **Signs of vision problems**

- Headaches after reading or near work;
- Holding reading material close;
- Poor attention span;
- Child reports seeing double or blurring while reading;
- Eye turns in or out;
- Words run together or losing their place when reading;
- Failure to recognize previously learned words;
- Rubbing eyes during or after short periods of reading;
- Poor comprehension;
- Difficulty copying from the board;
- Sloppy handwriting;
- "Tired eyes" after reading;
- Avoids reading and other close work.

## **What is Vision Therapy?**

- A progressive program of vision "exercises;"
- Individualized to fit the visual needs of each patient;
- Conducted weekly or bi-weekly in-office with a vision therapist;
- Supplemented with procedures done at home between office visits;
- Prescribed to help improve fundamental visual skills, required for school success and visual comfort and efficiency.

## Vision Therapy yields amazing results

Last year my daughter Samantha was constantly complaining of headaches. She noticed them every time we got in the car, went back and forth to school, and especially at school. It got to the point where she was going to the school nurse for an ice pack three times a week.

We made an appointment with Dr. Simpson expecting to come out with a brand new pair of glasses. Boy, were we shocked when we found out glasses would not help. However, her depth perception and focusing ability were the cause of her headaches and vision therapy was prescribed.



**Samantha Orawiec was going to the school nurse for an ice pack three times a week.**

I got on the Internet, talked to the school nurse, and talked to the speech therapist. I admit I had mixed feelings, but the one thing I knew was that my daughter could not go through life with

the headaches she was experiencing.

I trusted Dr. Simpson and the staff of Absolute Vision Care so I agreed to the prescribed treatment. I must admit it was a commitment with an appointment every 2 weeks and nightly exercises at home.

Within two to three weeks, Samantha's headaches started subsiding. What a great incentive to continue therapy! We finished the treatment and Samantha is now eight years old and in third grade. Her schoolwork has improved and we are happy to announce *no more* headaches! If I have another child that vision therapy is recommended for would I do it again? *Yes*, in a heartbeat!

Thank you Dr. Simpson, Cheryl, and everyone at Absolute Vision Care.

*Jeanne Orawiec*

After I started my new job, I was getting very bad headaches and my husband Jim suggested that I make an appointment to see his eye doctor.

At my first appointment, we found out my glasses were completely wrong for my eyes. Dr. Oswald checked my eyes and ordered the proper strength bifocal for me. My headaches and blurry vision were gone.

We have a lot to thank Dr. Oswald and Dr. Peterson for. They have treated me like the most important

patient they had ever had. They took great care of me and showed a personal interest that I have never seen before. I would do anything I could for both Dr. O. and Dr. P. because I know they would do the same for me!

With much love and gratitude to the entire staff at Absolute Vision Care, past and present!

Thank you all very much for letting me share my story with you.



**When Susan Jani's doctor failed to diagnose the cause of headaches and blurred vision, she found a solution at Absolute Vision Care.**

*Mrs. Susan Jani*

Mrs. Susan Jani



## 20/20 Event coming to AVC

In celebration of 20 years of quality eye care to our patients, Absolute Vision Care is offering a promotion called the 20/20 Event.

Any current patient who books an appointment in November or December of 2004 and refers a new patient to our office is eligible to receive:

- \$20 off an eye exam, or
- \$10 off an eye exam and \$10 off the purchase of eyeglasses.

Note: Not valid with insurance plans.