

Winter Newsletter

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E | ELMQUIST
eye group
preserving and restoring vision



Gift the Gift of Vision



Offer expires 12/31/2013

What better way to show appreciation for your loved ones than to gift them something that will be both practical and essential for daily living? **We are now offering a 20% discount on the purchase of a gift card from one of our optical boutiques.**

Gift cards may be redeemed with the purchase of any of our optical items, from accessories to custom made designer eyeglasses. Contact lenses are excluded. Our optical selection includes a variety of designer eyewear such as Ray-Ban, Juicy Couture, Coach and Costa del Mar as well as timeless pieces like those offered by Silhouette. Please visit one of our optical boutiques for additional information.

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Changes to Our Schedule



Due to changes taking place in the health care environment, as well as other factors, we have determined to stop offering Saturday appointments in our Cape Coral office. Our optical boutique, however, will remain open. This means that you will still be able to stop by to pick up glasses, make an adjustment to your current pair or order a new one. We will continue to have a doctor on call at all times. If you're presented with an eye health emergency, we will still be able to provide care and treatment as needed. We apologize for any inconvenience.

Health Care Changes & Vision Plans

Due to recent changes taking place in the health care environment; we will no longer be providers for VSP or Eyemed.

Vision Plan Options and Alternatives

If you're a participant of a vision plan, this recent change does not necessarily mean that we will not be able to continue offering our care. In many cases, patients who are enrolled with a vision plan experience symptoms that are considered to be medically related and could qualify for an exam using your medical insurance. For instance, a headache, floaters, itching or irritation of eyes, watering and discomfort are examples of such medical complaints. Cataracts, dry eye syndrome and blepharitis are all common eye related issues that should also be filed to your medical insurance.

Once you've had a comprehensive medical visit with us, you may choose to have your glasses prescription filled at an optical provider that accepts your vision plan.

At Elmquist Eye Group we care for you and want to be sure that you continue to receive the best service available. It is our wish that we are able to maintain our relationship regardless of the undesirable changes taking place in the health care world.

Welcoming New Members to the Elmquist Eye Group Team

We are happy to welcome new members to the Elmquist Eye Group family. As we enter season and doctors' offices begin to fill up, we want you to be confident that we will do our best to meet all your needs and provide the best available care. Hiring additional staff members allows for a more productive and organized office setting.

Here are some of the skillful ladies who have joined our front office staff:



Rebecca Rodriguez
Fort Myers Front Office



Monica Sanchez
Shell Point Front Office



Kristin Miller
Fort Myers Front Office



Esmeralda Orengo
Fort Myers Front Office

A Secret Shopper's Eye Opening Experience

By Keila Plana



In recent years, buying prescription glasses through the internet has become a growing trend. I am all about saving time and money, so in hopes to better understand this concept, I decided to try it out myself and share the experience.

I chose a website that is advertised for selling a pair of glasses for a very low fixed rate. With very high hopes, I embarked on my first (and last) experience of attempting to buy prescription glasses online.

Step One - Choosing a Frame:

As a former optical consultant, I had somewhat of an unfair advantage when it came to this task. After many hours of browsing (clicking on nearly 24 pages of frame options), viewing color choices and writing down possible selections to then go back and review, I chose a frame and proceeded with the purchase.

Step Two - Choosing Lenses:

Progressive lenses, also known as no-line multifocals, were my choice. From my work experience, I knew that some of the least expensive brands offered by large chain companies tend to make the users dizzy or uncomfortable when wearing. Though, surprisingly the website didn't educate buyers on any of this or provide different choices.

Another vital factor I kept in mind with the progressive lenses was the importance of having the precise measurements. Otherwise, the lenses would have been of no use. The segment height, for instance, is a measurement that can only be obtained while the patient is wearing the specific frame that will be sent to the optical lab. Many opticians will adjust the frame prior to taking these measurements to ensure that they are taken in the position in which the patient will ultimately wear the frame. It takes many years of education and developing skills to do this. The website, however simply gave you three options to pick from. They read as follows:

"Do you wear your glasses higher up your nose? All the way up on your nose? Or lower down on your nose?"

At this point, many hours and a headache later, I was extremely disappointed and discouraged by this experience. But I proceeded to step three.

Step Three - Order Summary:

What had originally been displayed as a \$39 deal, was now summing up to a grand total of \$321.85. I am convinced that this pair of glasses would've been of useless value. Certainly, I can now confidently say that buying glasses online was overall a negative experience that I would not recommend.

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