



Broadway Eye Center

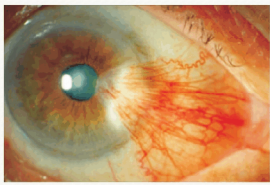
3034 Broadway Blvd., Garland, TX, 75041 (972) 278-2121
<http://www.broadwayeyecenter.com/>

Dr. Robert (Bob) Day, Jr., Therapeutic Optometrist
Dr. Ashley Huff, Therapeutic Optometrist

Summer 2011 Newsletter

Tuh-rij-ee-uhm

Not an ancient Egyptian pharaoh, but from the Greek word for little wing or fin. **Pterygium** is a triangular thickening of the conjunctiva (outer coating of the white of the eye) that grows onto the cornea (clear dome over the iris and pupil).



The causes are not fully understood, but long-term exposure to sunlight, especially ultraviolet rays and chronic eye irritation from dry, dusty conditions are risk factors. Farmers, fishermen and people living in the southwest are often affected.

A pterygium does not need treatment unless it grows large enough to interfere with sight through center of the cornea. Then surgery can remove the threat to vision and the likelihood of regrowth.

But I have this yellow growth

The **pterygium** is often confused with its harmless cousin, the **pingueculum**, a yellowish thickening of the conjunctiva. This benign (non-cancerous) deposit of protein and fat does not actually grow onto the cornea.

Like its cousin, dry, dusty environments and ultraviolet exposure are the causes of pinguecula (plural form). Because vision is not threatened, no treatment is necessary unless it becomes inflamed or cosmetically displeasing.



Nearsightedness

Nearsightedness or myopia is a vision condition in which near objects are generally seen clearly, but distant objects are blurred. When the eyeball is too long or the cornea has too much curvature, light entering the eye is not focused properly.

Hereditary factors often control the growth and development of the eye. Additionally, evidence supports the theory that myopia may also be caused by the stress of too much close work.

Myopia is a very common vision condition that affects nearly 30% of the American population. It normally first occurs in school age children. Since the eye continues to grow during childhood, myopia generally develops before the individual reaches age 20.

Eyeglasses or contact lenses can be prescribed to optically correct myopia and enable you to see clearly. They alter the way the light images are focused in the eyes, but they do not cure myopia. After the eye finishes developing, age 20, surgical options can be prescribed to alter the shape of the cornea to reduce myopia.

Wanted:

Your Email Address

You might have noticed that we are asking for your email address. In our efforts to become more "plugged in", we are implementing the Websystem2 software program that allows us to communicate much more effectively and efficiently with you.

The system can automatically email appointment reminders to you. You can confirm the appointment, request a change or ask questions with a few key strokes. Also, this reminder links to the office location map and practice website.



When your glasses or contacts arrive, the staff can use the system to notify you by email or even text message; thus, avoiding the telephone tag syndrome.

In the near future, the system will have the ability to email you a notice of your yearly examination. This recall notice will allow you to schedule your appointment from your smart phone or computer.

Why EMR?

Over the last year, Broadway Eye Center has been implementing Electronic Medical Records (EMR). Patients have noticed computers in each room and everyone typing away at keyboards. Many patient have asked why would you spend all this time and effort to convert records from paper to computer.

One quick answer is the government is telling us to do it, but a much better answer comes from EvolutionEMR: *According to leading health care experts, instituting an EMR may be the most important contribution physicians can make to improve the quality of patient care.*

An EMR can:

- * Enhance documentation (more complete and accurate chart)
- * Reduced medical errors due to poor handwriting
- * Up-to-date patient histories enable physicians to more accurately prescribe treatments and administer medications
- * Integration with diagnostic instruments
- * Improve clinical decision making
- * Automatically generated reminders for patient to ensure appointments and medication times are not overlooked
- * On-line connections to pharmacies for patient formularies and drug interaction alerts
- * Expanded health promotion, prevention and maintenance activities
- * Better doctor-to-doctor and patient-to-doctor communications

But the best answer might be that Dr. Bob loves the technology!

