



# FROMER Eye Centers

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## ★ Manhattan Location

As part of our continuing effort to better service our patients, Fromer Eye Centers Manhattan office has moved to 550 Park Avenue between 61st and 62nd Streets, next to the Regency Hotel. Our new facility is just a half-block from our old location. The increased space will enable us to offer a wider array of services, including ocular plastic surgery, which will be performed by the newest member of our practice, Dr. Donald M. Fox.

Although our address has changed, our phone number remains the same. Feel free to call us at (212) 832-9228 for directions to our new office or with general questions.

## ★ New Technology in the treatment of Age Related Macula Degeneration

Fromer Eye Centers now offer the state of the art Photodynamic therapy to the patients with Age-related Macula Degeneration, (AMD)

AMD is a degenerative condition that affects the macula, the region in the center of the retina responsible for all central vision. AMD can produce rapid and severe vision loss and is the leading cause of blindness in people over 50 in the Western world. With AMD, patients experience loss of central vision in varying degrees, while retaining their side or peripheral vision.

Visudyne is the first and only light-activated therapy indicated for the treatment of wet macula degeneration. This new drug is intended to destroy blood vessels which cause loss of vision in macular degeneration patients. Visudyne therapy has been shown to significantly reduce loss of vision, and slow the process of the disease. Treatment is performed as an outpatient procedure and usually takes no longer than 30 minutes. It is relatively painless and does not require general anesthesia. For more information please call us with any question.



## ★ Patients Travel to Fromer Eye Centers From Across the Globe

Fromer Eye Center has a well-established reputation for providing high-quality ophthalmologic care. Now that reputation extends across the globe. Recently, several patients traveled from as far away as Asia and the Middle East to take advantage of our services.

Amier Hanna from Cairo, Egypt was legally blind when he arrived at our offices back in July. A retinal detachment had robbed him of the sight in one eye, and his other eye was covered by a thick cataract. Amier's sight was so poor that he could no longer perform in his job as an engineer. His aunt, a longtime patient of Dr. Mark Fromer, urged Amier to travel to the States to be treated in our Manhattan office. Our Laser Technician, Ladan Anavim, contacted the U.S. Embassy and helped Amier secure a visa. After the surgery, Amier could not stop smiling. For the first time in three years he was able to read.

David Tehsun was only 30 years old when he came to Dr. Mark Fromer in 1989 with a retinal hemorrhage. Dr. Fromer was able to stop the bleeding with laser therapy and save David's sight. Several years later, David developed retinal tears in his good eye. Dr. Fromer treated the retinal tears immediately with laser therapy. With his vision stabilized, David was able to move to China, where he opened several food manufacturing plants. He is now a successful businessman in China. Every six months he travels thousands of miles to our New York office to have his eyes re-examined. We are pleased to report that he is doing well.

Ms. Brooks, a 63-year-old grandmother, came to Fromer Eye Center all the way from Jamaica. Diabetes and cataracts had left her completely blind. Several doctors had told her she would never see again. But Dr. Mark Fromer was optimistic that he could help her regain her sight. He performed a few surgeries, first removing the hemorrhage and scar tissue from the back of her eye, then removing the cataract and placing an implant in her eye. Six months after her treatment, Ms. Brooks was able to see again. She now plays with her grandchildren, shops by herself, and she was even seen reading a magazine in our office at her last visit.

## ★ Optical Locations: Queens & Bronx

Spring is here and with summer around the corner Transitions Lenses are the ideal all-around lenses. While they are clear indoors, they adapt to any light condition when exposed to sunlight outdoors. In addition, they provide 100% UV protection. Transitions Lenses are also available for all types of prescriptions, from single vision to progressives, and are compatible with all frame styles. We accept most union optical insurance plans. For more information please call (718) 261-3366.

# Special Events and Speaking Engagements

*Since our last newsletter, Drs. Mark and Susan Fromer have both had a significant presence in the local medical community. They have presented several lectures to members of the medical and eye care fields, and they have offered their services free of charge to those in need.*

## Here are a few highlights:

January 23 – Friends of the Glaucoma Foundation – Dr. Susan Fromer offered free glaucoma screenings to residents at James Weldon Johnson Senior Center in Manhattan. During the event, which was sponsored by the Friends of the Congressional Glaucoma Caucus Foundation, Dr. Fromer checked patients' pressure and examined their eyes for symptoms of the disease. Most of the patients Dr. Fromer screened would not have otherwise had access to ophthalmologic care. New York Congressman Charles Rangel, a vocal advocate of early glaucoma screening and treatment, was on hand for the event.

February 20 – Diabetic Retinopathy – Dr. Mark Fromer spoke to primary care physicians at St. Vincent's Hospital about diabetic retinopathy, a serious eye disease that can lead to vision loss if left undiagnosed and untreated. He discussed the symptoms of diabetic retinopathy, and at what point physicians need to refer patients to an ophthalmologist. Dr. Fromer presented a similar lecture to physicians and residents at North Shore Hospital in Queens on April 21.

February 24 – Helping Seniors – A number of local seniors cannot make regular trips to an ophthalmologist because of mobility issues. Fortunately, St. Vincent's Community Medical Department accommodates and provides health care and wellness needs. Dr. Susan Fromer was pleased to offer a complimentary eye care presentation to some of the Department's physicians on how to identify eye emergencies.

March 24 – Council on Optometric Practitioner Education (COPE) Continuing Education Program – Dr. Mark Fromer and Dr. Maurice Luntz were invited to speak about diabetic retinopathy and glaucoma at the Arte Cafe. Forty five of the top optometrists in the area attended the lecture, which was part of their continuing education program. Through this program, and through the efforts of Fromer Eye Centers' staff, optometrists can keep up with the latest eye care advances and renew their current certification.

May 25 – Red Eye – Dr. Mark Fromer presented a lecture on the Red Eye at the Community Medical Department of St. Vincent's Hospital. He discussed the latest Red Eye treatments to doctors and how to identify the most serious cases and when it is necessary to see an ophthalmologist.

June 28 – Cataract Advisory Council Meeting – Dr. Mark Fromer was chosen as one of only 30 doctors in the entire nation to take part in the Cataract Advisory Council. The Council will meet biannually to discuss cataract surgery innovations, technologies, and safety issues. This summer, Dr. Fromer traveled to Newport Beach, California to attend the first Council meeting, which was on microincision cataract surgery.

## Industry Meetings

To keep up with the latest advances in ophthalmology, Drs. Mark and Susan Fromer attended several industry events:

In June, they learned about current legislative challenges facing ophthalmologists at the American Society of Corneal and Refractive Surgery (ASCRS) meeting in San Diego, California.

In October, they attended the American Academy of Ophthalmology (AAO) meeting in New Orleans, Louisiana. Dr. Mark presented two lectures at the meeting. The AAO annual meeting is the largest gathering of ophthalmology professionals in the world. Dr. Mark Fromer will be lecturing again in Washington D.C. in April at the ASCRS.

## Fromer Eye Centers Featured on Channel 12 News

On January 12, 2004, Channel 12 News spotlighted Fromer Eye Centers for an educational program on glaucoma. Dr. Mark Fromer introduced viewers to the latest glaucoma diagnostic tool – the Heidelberg Retina Tomograph (HRT). With HRT's three-dimensional technology, ophthalmologists can analyze a patient's optic nerve to diagnose glaucoma in its earliest stages. A patient of Dr. Mark Fromer, who has a family history of glaucoma, felt the HRT analysis was beneficial to his initial diagnosis and the ongoing care.

Once again on January 17, 2005, Channel 12 News featured Fromer Eye Centers, this time highlighting diabetic retinopathy. Dr. Mark Fromer spoke with reporter Sherry Sagan about the importance of eye care among diabetics, especially in the high-risk populations, like Hispanic and African American Communities. There is an increasing number of diabetics, with poor control of

their blood sugar, who do not seek regular eye examinations. Their vision is often affected and damaged by the time they see an ophthalmologist. The news segment stressed the importance of early detection, and regular eye examinations.

## The N.Y. Rangers

The team never takes to the ice without having their annual eye exam. On September 26th, Drs. Susan and Mark Fromer traveled to the Rangers' training camp to examine the management team and players to prepare them for the demanding up coming season.

Though the season was cancelled, we hope to see the team back on the ice soon.

## OCULOPLASTIC SURGERY

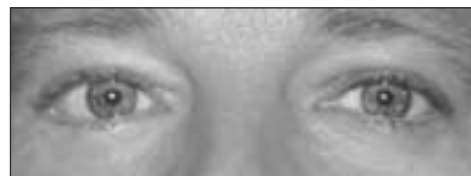
Oculoplastic surgery reconstructs sagging or damaged eyelid tissue to help patients see more clearly and look years younger. It can also be used to correct eyelids that turn in (entropion) or turn out (ectropion).

Blepharoplasty (also known as an "eyelift") is a cosmetic technique that rejuvenates the tired, sagging eyes which often occurs with age. By removing excess skin and fatty tissue from the eyelids, the procedure gives the eyes a more defined, youthful appearance.

Ptosis (pronounced "TOE-sis") is a condition that causes the upper eyelids to droop. It not only affects a patient's appearance, but it can also block the field of vision to the point where it causes significant vision loss. Treatment for ptosis surgically shortens the eyelid muscle to return it to its correct position and restore clear vision.



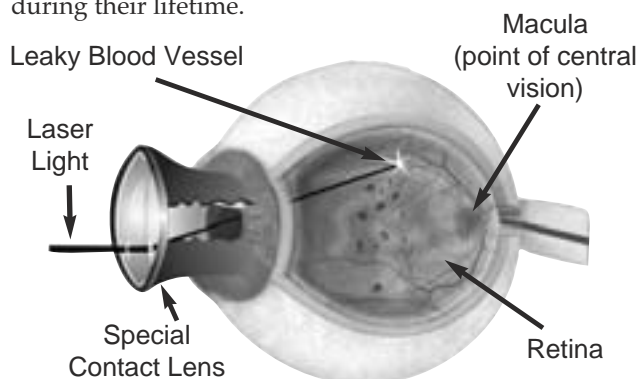
*Before Blepharoplasty*



*After Blepharoplasty*

## DIABETIC RETINOPATHY

Diabetic retinopathy is the leading cause of blindness among adults. As many as 90 percent of diabetics will experience some form of the disease during their lifetime.



*Lasers are used to seal leaky blood vessels caused by diabetic retinopathy.*



*Fromer Eye Centers participated in the fund-raising, Walk to Cure Juvenile Diabetes, on Sunday September 26th 2004 at Battery Park in Manhattan and successfully raised over \$4000.00. To participate in the next walk, September 2005, or to contribute to the research of juvenile diabetes, call Ladan Anavim at (212) 832-9228.*

People with diabetes either do not make the hormone insulin, or they cannot process it properly. Without insulin, the body is unable to regulate the level of glucose (sugar) in the blood. Diabetes can damage blood vessels throughout the body, including the vessels of the retina. The damaged vessels leak fluid and blood, and eventually weaken to the point where they are unable to properly nourish the retina.

The good news is that diabetic retinopathy can be treated before it affects your sight. To protect your eyes, visit your ophthalmologist regularly for a complete eye examination. If you have diabetes, our doctors can test your eyes to determine whether you have diabetic retinopathy, and, if so, to determine the extent of the blood vessel leakage. Treatment for diabetic retinopathy depends on the location and stage of the disease, and may range from careful monitoring to laser surgery to seal leaking blood vessels.

Dr. Fromer is a principle investigator in the diagnostic use of the new technology developed by Heidelberg instruments for the early detection and treatment of diabetic macular edema. Dr. Fromer is lecturing nationally on the use of this new diagnostic instrument to eye care professionals. Dr. Fromer is also lecturing throughout New York City to primary care physicians, keeping them informed on the early detection and treatment of diabetic eye disease to prevent loss of vision and ultimate blindness in the diabetic patient.

## The Latest in Laser Vision Correction

Over the past few years, thousands of our patients have taken advantage of the most precise, targeted vision correction procedures available, and have been able to say goodbye to their glasses or contact lenses.

Using state-of-the-art technology, our ophthalmologists can map out each tiny imperfection in your eyes and target your procedure to correct those errors. Following Custom LASIK, you are likely to see 20/20 or better – without glasses.

Now Fromer Eye Centers offers the most advanced Custom LASIK technology -- to create an exceptionally smooth corneal surface and virtually eliminate glare and halo.

### FREE CONSULTATION – CALL NOW

To learn more about laser vision correction, cosmetic surgeries, and BOTOX®, contact Ladan Anavim, Certified Ophthalmic Technician and Certified Laser Technician at (212) 832-9228.

# Making Excellence in Eye Care a Family Tradition.

## Fromer Eye Centers is pleased to announce

**Dr. David Witzel** received his Bachelors degree from Princeton University and his Masters in Public Health from Columbia University. He is also a graduate of the Albert Einstein College of Medicine. After Medical School, Dr. Witzel went on to complete his fellowship training in Glaucoma at Mount Sinai Hospital and Manhattan Eye, Ear, and Throat Hospital under the direction of Steven Podos M.D. and Maurice Luntz M.D.

**Dr. Donald Fox** joins our practice with 12 years of experience in cosmetic and reconstructive surgery. He has performed hundreds of blepharoplasties and corrective lid surgeries. In addition, he is well skilled in the administration of Botox and cosmetic fillers such as Radiance and Restylane. Dr. Fox trained at Manhattan Eye, Ear, and Throat Hospital and has instructed residents on state-of-the-art oculoplastic surgery at New York University Medical Center since 1991. Dr. Fox has been involved in research activity, involving the use of laser therapy for the correction of oculoplastic disease.

**Dr. Frank Siringo** provides comprehensive primary care, and post-surgical eye care. He is an experienced doctor with strong clinical skills, emphasizing ocular disease diagnosis and management. He is experienced in contact lens assessment and fitting.

Dr. Siringo was responsible for the vision readiness of 37,000 soldiers in Task Force Iron Horse in Iraq. He attended the State University of New York, College at Geneseo, and in 2001 he graduated from State University of New York, State College of Optometry.

**Dr. Ilene Siringo** is a graduate of the University of Pennsylvania. After receiving her Bachelor of Arts degree, Dr. Siringo went on to obtain her Doctor of Optometry from the SUNY College of Optometry. Dr. Siringo is TPA Certified, including Glaucoma treatment and is licensed in Therapeutic Optometry.

*Please join us in welcoming them all to  
Fromer Eye Centers.*

**Botox • Laser Vision Correction • Sutureless Cataract Surgery • Glaucoma • Oculoplastic Surgery  
Diabetic Retinopathy • Age Related Diseases of the Retina • Macular Degeneration**

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**Fromer Eye Centers** 

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