



Protect Your PRECIOUS PEEPERS

By Sally Welsh

That is the sign over the door at the office of Dr. D.M. Fitzgerald and Associates. Then add "We will" to that saying and you have a strong statement of their commitment to customer service. So if you're looking for something "above the rest" in eye care then 3325 Williams Parkway SW is the place to be!

This innovative office operates in high tech, with 3-D Wave TM Vision Diagnostic line of equipment. *The 3-D Wave device allows evaluation of the patients' entire optical system. It can perform refractive and cataract surgery screenings, evaluate post operative complaints, aid in diagnosing pathology and minimizing aberrations present in an individual's visual system, with one single device. Dr. Fitzgerald likes this new piece of equipment to vision in **high definition**. With the 3-D Wave, their office is able to design contact lenses that fit each patient's specific corneal topographical image.

Included in Dr. Fitzgerald and Associates battery of diagnostic equipment, is the * GDx TM (Glaucoma Diagnostic). Unlike previous technologies, which were dependent on a patient's subjective response, the GDx TM provides a rapid, **objective** and **accurate** evaluation of the eye's nerve fiber layer. This is the actual site of damage from glaucoma, or high eye pressure. Technology like this takes the guess work out of diagnosing disease and provides a quick, painless and accurate diagnosis.

In addition, they offer the OPTOS retinal photography. This is a quick and painless photo of the back of the eye, the retina, replacing the need for dilating the eyes. This is an excellent way to detect and follow retinal disease due to diabetes, vascular disease and trauma.

All of these diagnostic procedures are of course, explained in less technical terms by Dr. Fitzgerald or one of her associates, Dr. Robert Kingus or Dr. Ellen Miller. These doctors feel strongly about taking time to properly explain your findings.

Coming to Cedar Rapids in 1984 Dr. Fitzgerald states "The patient is our focus," and our reason for expanding our practice for the third time. Whether you work, are retired or in school, their extended office hours is another convenience for

patients. Their hours are 8 a.m. to 8 p.m. Monday thru Thursday, Fridays from 8 a.m. to 6 p.m., and Saturdays from 8 a.m. to 3 p.m.

They are also the first in Cedar Rapids to offer a **Drive up Window**, serving families with children, elderly and those on the go. Patients can pick up eye wear, contacts, repairs and prescriptions.

Opening this spring is an Optical Boutique with unique, exclusive eye wear, with out the big city price. Whatever you are looking for, you can find it here. This boutique features an eye wear collection that is a fashion dream. No more trips to Chicago to find something different. The boutique show cases the Chrome Hearts line which is exclusive to Dr. Fitzgerald and Associates. Chrome Hearts is special due to their layered laminate wood temples that are made of rich ebony and mahogany woods, offering an "optical jewelry" feel with sterling silver decorations laser etched into the wood temples.

Another interesting frame collection, Pro-Design, has a wide range of exciting eyewear, in a large variety of colors with 38 different interchangeable temples with titanium frame front. The boutique also features frames from: Kata, Toki, Swiss Flex, Coach, Christian Dior, Vera Wang, Calvin Klein, Fendi and Michael Kors.

How about the kids? In this practice an eye exam is recommended at 6 months of age. The American Optometric Association believes so strongly that a child's eyes should be examined in the first year, that it has instituted a program called InfantSee, a free eye exam for babies up to 12 months of age. Dr. Fitzgerald, Dr. Kingus and Dr. Miller all participate in this program. They recommend children should be seen again at the age of three and then again before they start school.

Dr. Fitzgerald and Associates offers a great kids package that is available with a one year warranty. Don't forget about non-prescription sun glasses for infants/children. These come with headbands or straps to stabilize the glasses and hold them in place, and will not break or bend.

To find out more information about Eyecare Kenya and other interesting information go to Docfitzgerald.com.

