

Don't Lose Sight of History

Each year our optometric institutions produce a new crop of well trained colleagues to enter the ranks of primary eye care providers. These new graduates have never practiced in a world without diagnostic or therapeutic pharmaceuticals, or even oral pharmaceuticals for that matter. At Omni, we feel it is important to remember our past in order to prepare for our future. For those beginning their new career in optometry, welcome! We only hope that you get involved with your profession whether it is at the state or local levels. We need to continue the great strides we have made as a profession in the past. Additionally, you can support optometry indirectly through your choice of ophthalmic products and pharmaceuticals, in addition to aligning yourselves with other professionals who recognize and have respect for you as the primary eye care provider. At Omni, ophthalmic surgeons and optometrists work side by side to provide your patients with the exceptional care and results that only a large referral center can provide. Please contact one of our Center Directors or visit our website to learn more about our practice and sub specialists. Together we can make a difference in your patient's lives and ensure optometry continues to advance as a profession.

Omni Launches "Clarity Refractive Surgery Services"

The New Jersey Center for Cornea and Refractive Surgery is the Omni owned and managed refractive surgery center located in West Orange. This state of the art laser center is available to leading refractive surgeons from around the tri-state area who are interested in providing their patients with access to cutting edge laser platforms. NJCCRS is equipped with the STAR S4 IR Excimer Laser and the iFS Advanced Femtosecond Laser. According to top refractive surgeons, as well as the developers of these lasers, "using the STAR S4 IR™ Excimer Laser System, surgeons can deliver the broadest range of wavefront-guided laser vision correction treatments to patients. In fact, more than 94 percent

of eligible candidates in the U.S., and more than 99.75 percent outside the U.S., may potentially benefit from the Advanced CustomVue procedure. The iFS™ Laser takes refractive surgery – and more specifically, LASIK flap creation – to a whole new standard of speed and control. It's designed to deliver biomechanically engineered flaps that can be customized for every individual cornea, and includes comprehensive IntraLase® Enabled Keratoplasty (IEK) and ring-channel formation capabilities."

Dr. Martin Fox specifically will be performing all refractive surgery for your patients being referred to the refractive surgery division of Omni Eye Services. Our refractive services division will be known as "Clarity Refractive Services." We are taking the utmost in time, effort and resources to provide you with all the information and literature you will need to discuss refractive surgical options with your patients, as well as designing a new user friendly website to provide you and your patients every modern day convenience. We hope to have the literature and launch the website by the new year. Referral may be made to Dr. Fox directly, or to Dr. Edward Harmer for a pre-operative evaluation prior to meeting Dr. Fox. Whether it be PRK, LASIK, Intacts, or ICL implantation, we are prepared to care for a full spectrum of refractive patients. Ann Lacey and Courtney Koester are available for questions, and are excellent marketing resources. They look forward to meeting with you personally during our launch.

Retinal Observation

A 68 year old Caucasian woman presented with the complaint of a shadow in the inferior nasal aspect of her vision for the past four months. Her best corrected vision measured 20/20 in each

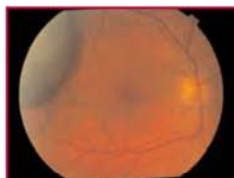


Fig. 1

eye. A dark greenish brown lesion was visible in the superior temporal portion of the retina (Fig.1). A serous retinal detachment was present over this

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OMNI Offices

Iselin

485 Route 1 South, Bldg. A
Iselin, NJ 08830
(732) 750-0400
(732) 602-0749 Fax
George W. Veliky, O.D.
Center Director

Parsippany

2200 Route 10 West, Suite 102
Parsippany, NJ 07054
(973) 538-7400
(973) 538-3007 Fax
John F. Insinga, O.D., F.A.A.O.
Center Director

Rochelle Park

218 Route 17 North
Rochelle Park, NJ 07662
(201) 368-2444
(201) 368-0254 Fax
Michael J. Veliky, O.D.
Center Director

West Orange

475 Prospect Avenue
West Orange, NJ 07052
(973) 325-6734
(973) 325-6738 Fax
Allison La Fata, O.D.
Center Director

New York

36 East 36th Street
New York, NY 10016
(212) 353-0030
(212) 353-0083 Fax
Katherine M. Mastrola, M.S., O.D.,
F.A.A.O.
Center Director

Edward Harmer, O.D.
Clinical Director

William Marcolini, O.D., F.A.A.O.
Consultative Optometrist

Carly Crapanzano, O.D.
Consultative Optometrist

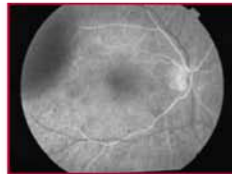
Lauren Kitzhoffer, O.D.
Consultative Optometrist

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lesion with no associated retinal breaks. This lesion represented a choroidal melanoma with an associated exudative

retinal detachment. It has been found that the larger and more anterior a uveal tumor is located, the greater the risk of death from metastatic disease. According to the Collaborative Ocular Melanoma Study, treatment of these lesions is based on the height of the lesion. Melanomas are classified as small (<3mm), medium (5-10mm), or large (>15mm). Treatment strategies, depending on size, include observation, some form of radiation, or even enucleation. This melanoma was characterized as large due to the fact that it measured greater than 15mm in height. Despite numerous discussions, our patient refused referral to an ocular oncologist and has opted for observation only at this time. Unfortunately, this will put the patient at a higher than normal risk from an ocular, as well as a systemic, standpoint.



Parsippany Expansion Winding Down

As many are aware, construction projects are often met with a multitude of unique challenges. Coordinating various contractors, architects, interior designers, equipment and IT specialists, while ensuring your patients received the care they are accustomed to by our specialists, was met head on by our Center Director, Dr. John Insinga. The results have been nothing short of phenomenal. "Our goal was to create a warm, comfortable environment for our referring doctor's patients visiting our center. We have also designed a space that would provide flexibility to accommodate future developments in the field, as well as one that enables us to deliver care in the most efficient manner." Thus far, our new center has been well received by patients. The true test will come during our referring doctor open house.

We hope to have this event in January 2011, and will keep you informed as the details of this very special event approach.

Dr. Insinga Named "Young O.D. of the Year"

During this year's Therapy by the Sea conference held in Atlantic City, the New Jersey Society of Optometric Physicians named Dr. John Insinga as the state's "Young O.D. of the Year." This honor is bestowed on those who show excellent leadership and contributions to the profession of Optometry. Dr. Insinga has been on staff at Omni for more than ten years, serving the majority of his time as the Center Director of our Parsippany office. He has served as Secretary, Vice President, and, currently, President of the Tri-County Society of Optometric Physicians. He is an Adjunct Clinical Professor for a multitude of optometric institutions, and a member of the American Optometric Association and the New Jersey Society of Optometric Physicians. In addition, he is a Fellow of the American Academy of Optometry. We are fortunate to have Dr. Insinga on staff serving you and your patients. Congratulations once again Dr. Insinga.



Drs. William Marcolini and George Veliky Move up the Ranks at NJSOP



At this year's Therapy by the Sea General Membership Meeting, Dr. Marcolini was installed as the New Jersey Society of Optometric Physicians President Elect. Dr. George Veliky was installed as a two year term

Board member. Supporting optometry through membership dues and volunteerism is critical to furthering our profession. Drs. Marcolini and Veliky are excellent examples of this spirit, and should be



used as examples. Congratulations and thank you both for your hard work and commitment.

Dr. Ledford Joins the Omni Staff

Dr. Joseph Aaron Ledford is a previous Omni Optometric Resident who will serve as a consultative optometrist to assist in the care of your patients. Dr. Ledford holds a Bachelor of Science degree from the University of South Carolina, and a Doctor of Optometry degree from the Illinois College of Optometry. Dr. Ledford had the pleasure of traveling to Honduras for a VOSH mission during his optometric training, and participated in many outreach programs around the greater Chicagoland area. His fourth year internship experiences allowed him to travel around the country, including Chicago, Omni Eye Services of New Jersey, the VA Hospital in Providence, Rhode Island, as well as offices in Denver, Colorado. All of these experiences have led him back to Omni Eye Services of New Jersey, where he is happy to be starting his new career. Please help us all welcome Dr. Ledford to our staff.



Omni Spring Symposium

This year, Omni will not be hosting our annual spring symposium. Instead, we have chosen to align with the NJSOP in order to support a Board Certification review course. For those who depend on this Omni symposium to meet their continuing education requirements, please take note. The details of this course are currently being planned. We will keep you informed of developments as they arise.

Killington Conference

Calling all those skiing enthusiasts! Why not get in some top notch skiing and CE all at the same time? Omni will be hosting our annual Killington Vermont ski conference on February 11th to 13th. The conference will be held at the Killington Grand Resort. Ten hours of continuing education credits are

pending approval, with two of these credits meeting Oral pharmaceutical requirements. One free lift ticket will be awarded to any doctor who attended last year's event and brings with him or her a new attendee this year. Watch your mail for further details, or feel free to contact our marketing director, Ann Lacey of our Iselin office, for more details!



Staff Spotlight



This quarter we recognize Karla Palaez of our Rochelle Park office for her great accomplishments within our company. Karla has been employed with Omni Eye Services for the past four years as part of our front desk staff.

After graduating from Hackensack High School, Karla went onto HoHoKus-Hackensack School of Business and Medical Sciences where she took courses exploring her passion of working with numbers and problem solving. She graduated with a degree in Business Administration and Computerized Accounting. Shortly thereafter, Karla went into bookkeeping in New York City, and remained a loyal employee for nine dedicated years at her place of employment.

To be closer to home and to her family, Karla decided to make the career move back to New Jersey, and we are glad she did. Karla started working at Omni in November of 2006, and has been a committed and hardworking employee ever since. Her passion for problem solving and compassion for people has made her an enormous asset to our company.

Karla is the mother of a 6 year old boy, Giovanni, and is expecting her second child this April. We congratulate her on this exciting news, and thank Karla for her consistent dedication and support. We are happy to have her on board here at Omni Eye Services.

OMNI Staff

Christopher J. Quinn, O.D., F.A.A.O.
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Subspecialists

Glaucoma & Cataract Surgery
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Pediatric Ophthalmology, Strabismus & Adult Motility Disorder Surgery
Joseph D. Napolitano, M.D.



Ann Lacey, RN
Marketing Director
(732) 510-2545

www.omnieyeservices.com

2010 & 2011 CONTINUING EDUCATION SCHEDULE

We would like to invite you to earn your credits through the many continuing education courses offered by Omni Eye Services. If you are interested in attending any of our Continuing Education courses, please contact Ann Lacey at (732) 510-2545, or ann-1@omnieyeservices.com to register. Please check our website for updates on this year's schedule - www.omnieyeservices.com.

2010 Upcoming New Jersey CE dates - all 6:00 pm - 8:00 pm:

Tuesday, November 23 **Grand Rounds**
Rochelle Park Office Mike Veliky, O.D.
2 TPA Credits

Tuesday, December 7 **TBA**
West Orange Office Allison La Fata, O.D.

New York Office	Retinal Grand Rounds, 2 COPE Credits
Complimentary breakfast will be served	
7:30 am - 9:30 am	Burton Wisotsky, M.D.
2010 Dates:	December 3
2011 Dates:	January 7, February 4, March 4, April 1, May 6, June 3, September 9, October 7, November 4, December 2

2011 Upcoming New Jersey CE dates - all 6:00 pm - 8:00 pm:

Thursday, February 3 **Neuro-Ophthalmic Cases**
West Orange Office John Insinga, O.D.
1 TPA Credit and 1 Oral

Thursday, February 24 **TBA**
Parsippany Office John Insinga, O.D.

Thursday, March 17 **Resident Grand Rounds**
Iselin Office George Veliky, O.D.
2 TPA Credits

Tuesday, April 5 **Review of Optic Nerve Disease**
Parsippany Office Allison La Fata, O.D.
2 TPA Credits

Take full advantage of all we have to offer!



485 Route 1 South, Bldg. A
Iselin, New Jersey 08830

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