



## New at Atrium Optometric

Dr. Brent Beaton escaped the Saskatchewan winter, and was in Victoria from early December to early March. The Atrium staff and doctors welcome Dr. Beaton back and trust that he had much rest and relaxation! Dr. Kerry Bishop has been working as an associate at our West Vision Centre since December 2002. We would like to extend our appreciation to Dr. Bishop for her contribution while Dr. Beaton was away.



### On an Educational Note...

In November, 2002, Dr. Barbara Patterson and our vision therapist, Deborah Taylor, provided an in-service about our vision therapy program. In attendance were resource room teachers from the Saskatoon West School Division.

In early March, all of our staff will be attending an office retreat to participate in two full days of extensive training. This will help us in our mission of "excellence in eye care" for you!

### The Smart Reader

Atrium Optometric Group has a new "smart" reading lens that is much better than conventional readers or bifocals for computer users. It is a progressive READING lens where the top is for intermediate distances (up to 3 meters). The bottom of the lens offers a wide COMFORTABLE near viewing area. This lens has been developed so it can be placed into today's designer frames. No more taking them off or having to "peer" over your old reading glasses. Ask your doctor if he/she recommends the "Smart Readers" for you.

### Here to help you

At Atrium our doctors are supported by a team of great staff, here to help you! Our team members are: **Sylvia** - Front Desk Leader; **Shelley** - Dispensary Leader; **Tanya** - Contact Lens Leader; **Janice** - West Vision Leader; and **Liz** - Finance Leader.

Discussion

with Dr. Michael York



This winter, for the first time, I was bothered by dry eyes. Do you know what the cause could be? Which eye drops are best?

Almost 6 million Canadians have dry eyes to one degree or another. There are many possible causes. We often suspect environmental conditions - such as wind, dry homes or offices, and extended computer viewing. It's also possible that you have too little tear production (tear glands produce fewer tears with age) or too much tear drainage. Contact lens wear can influence dryness - it's important to have the right lenses for your eyes, and to have sound advice on wearing contacts.

There are many excellent products today to reduce dryness. I recommend that you come in for a professional review of your dry eye condition. We can then advise you on the best solution for your situation.

### Free late-winter glasses tune-up

Has winter been hard on your glasses? Do them - and your sight - a favour and bring them in to us for a free tune-up. We will adjust the fit free of charge.



# Is reading becoming a challenge? *You're not alone.*

**W**e do a lot of reading. Reading newspapers, magazines and books for pleasure and information. Reading documents at work to get things done. Reading instructions and labels at home or while shopping. Few things influence our quality of life more than our ability to read.

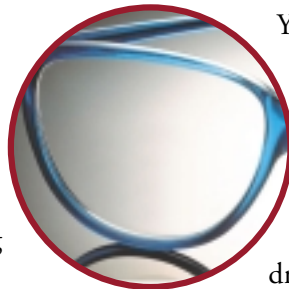
As we age, almost everyone over the age of 44 experiences a reduced ability to focus. Most people first realize they have a problem when trying to read the fine print in a phone book or on a product label.

The natural lens in the eye, which changes shape to enable you to see up close, hardens with time. This results in a gradual loss of the eye's ability to focus on objects up close. This common eye condition is called presbyopia.

Fortunately, special vision prescriptions can now help recreate the focus and freedom of natural vision.

Many people who don't require vision correction for their intermediate and distance vision can solve presbyopia with glasses for reading or other close-up work.

If you do need vision correction for intermediate or distance vision, there are two routes to go.



You may want to have different glasses for different vision needs - one set for extended reading, for example, and another for outdoors and driving. This is the most satisfying solution if you do

one activity for relatively long periods of time.

If your activity patterns have you moving back and forth between distance vision and close-up work, you will want a set of glasses that can offer that flexibility. Traditional bifocals or the new progressives will serve you best.

**Progressive lenses** allow you to see at a range of distances without a visible bifocal line. These lenses can be created in a variety of materials, and with tints or coatings to suit your vision and lifestyle needs.

**Bifocal contact lenses** allow you a blend of distance and close vision. Some people find bifocal contacts to be an excellent compromise if they need to switch back and forth between distance vision and close vision. Your eyes and your vision needs are unique. No single product is the best for everyone. We can recommend the lens option that will give you the best sight for your lifestyle.

## Proud Member

Our office is a member of Doctors Eyecare Network (DEN). DEN is a group of over 120 Optometrists in western Canada dedicated to providing our patients with complete eyecare and eye health services.



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\*Ask your eye care professional for complete information about NIGHT & DAY™ contact lenses. Not everyone can wear these lenses, and some who can may not reach the full 30-night wearing period. Professional fees not included.

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# Would you like those new glasses with glare - or without?



Given the choice, not many of us choose to experience glare. Yet many discount glasses retailers will sell you just that - glasses that do nothing to reduce glare.

We are committed to providing you with comfortable, safe and effective vision. That's why we like patients to consider anti-reflective coating on lenses.

## How can anti-glare lenses help you? Try this:

- reduced reflection from car headlights behind you when night driving
- reduced eye strain
- increased transmission of light, producing clearer colour and clarity
- reduced distraction from lamps and bright lighting.

And don't forget that vision is a two-way street. Eye contact is a key to communication. If your glasses don't have reflective coating, other people who try to make eye contact with you are often greeted instead by reflected images from the room or surroundings you are in.

## Combat Computer Fatigue

- Blink to rest and re-wet the eyes
- Breathe deeply to relax eye and neck muscles
- Break away - follow the 20/20/20 rule - every 20 minutes, take 20 seconds to look 20 feet away

## On the slopes or on the water...

You wouldn't dream of skiing in your dress shoes, would you? Yet how many of us hit the slopes or après-ski activities with the same pair of glasses we wear to work each day?



Are you heading out on the water any time this year - fishing, pleasure boating, or kayaking? We are often conscious of the sun that beats down on us from above, but can easily forget to prepare for the glare that bounces back up from snow and water.

Glare can significantly reduce your vision outdoors, and give you eye strain rather than the active fun you are seeking. Sports and outdoor activities also call for different fit, and different materials, than everyday glasses.

Whether you are wearing prescription glasses, or contacts with non-prescriptions sunglasses, there are many elements to effective outdoor sports wear.

Stop in to our office to check out the latest outdoor sports wear for your eyes.



**EASYtwist™**  
EYEWEAR  
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**The World's Most  
Twistable Eyeglasses !**



*Convenient times. Convenient locations.*

**Dr. Kenton Fredlund Dr. Michael York  
Dr. Barb Patterson Dr. Jim Kerr  
Dr. Brent Beaton Dr. Kerry Bishop**

**Atrium Optometric Group**

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Open Monday to Friday: 8:00 am to 5:30 pm

Saturday: 8:00 am to 12:00 pm & 1:00 pm to 4:30pm

(Closed long weekends)

**West Vision Centre**

3120A Laurier Drive, Saskatoon, SK S7L 5J7

Phone (306) 683-4374 • Fax (306) 683-4376

Open Monday to Friday: 8:00 am to 12:00 pm & 1:00 pm to 5:00 pm

(Closed weekends)

**Outlook Office**

Credit Union Building, Outlook, SK S0L 2N0

Phone (306) 867-8989 • Fax (306) 652-7875

Open Tuesday: 9:00 am to 12:00 pm & 1:00 pm to 4:30pm

**eyecare@atriumoptometric.com  
www.atriumoptometric.com**

# Learn more about your vision



**W**e pride ourselves on helping you to make informed decisions about your vision care.

Ask any member of our staff for the following information sheets:

- *Are you bothered by glare and reflection?* Reducing glare from windows, water, snow, computer screens, and headlights at night.

- *Finding it hard to read?* You're not alone. Lens options for middle-age and later years reading challenges.

- *You deserve a sporting chance.* Vision care issues and options for athletes and all the rest of us who like to keep active.



*Vision with uncoated lenses*



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Coating**

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