

health & medicine

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UNIVERSITY EYECARE BRINGING TECHNOLOGY TO CHARLOTTESVILLE

The patient peers into a dark screen and concentrates on a small image. In seconds, Dr. Frank Cerrone, Optometrist at University Eyecare measures each eye with a unique 3-D Wave Instrument that provides a multitude of information about the eye by analyzing light waves entering and exiting the eye. In a few more seconds, the machine prints an in-depth, color read-out, which the patient can view while Dr. Cerrone explains the data. The only 3-D Wave Instrument in the Charlottesville area, the print out presents a Topographic Map of the Eye's Cornea that helps in the diagnosis of unexplained vision problems. The amazing machine can measure aberrations for both day and night vision so that Dr. Cerrone can better prescribe corrective lenses. A computerized corrective prescription is generated within seconds, which provides a cross-reference for writing a prescription for glasses and contact lenses.

Dr. Frank Cerrone, O.D. has specialized in primary eyecare and contact lenses in private practice for more than 30 years. Prior to his relocation to

Charlottesville in 2003, Dr. Cerrone was Director of the Contact Lens Services at the University of Buffalo Department of Ophthalmology. He also held the position of Clinical Assistant Professor at the University of Buffalo. With a new convenient office at 408 E. Market Street in the Maclin Building, University Eyecare brings state-of-the-art eyecare technology to Downtown Charlottesville.

"There was really no eyecare service in the Downtown area," Dr. Cerrone explained. "I really enjoy Downtown Charlottesville, and this office will conveniently serve all those who work here and live here."

Dr. Frank Cerrone also specializes in contact lens fittings. University Eyecare fits and supplies all types of contact lenses including lenses for visual corrections, medically necessary lenses for diseased eyes and specialty lenses for irregular corneas. Bifocal contacts and colored lenses are also available.

"We have all types and brands in stock," Dr. Cerrone noted. "In most cases patients can walk out after their exam with their prescribed contact lenses. They don't have

to come back to pick up their lenses. We mail all supply lenses directly to their homes or offices, which is a big time saver for the patient."

The technology available at University Eyecare includes retinal photography. This special camera from Canon delivers detailed diagnostic information about the retina and blood vessels of the interior of the eye. These digital photographs become a permanent part of the examination record. It has been said, "the eye is the window of your body's health".

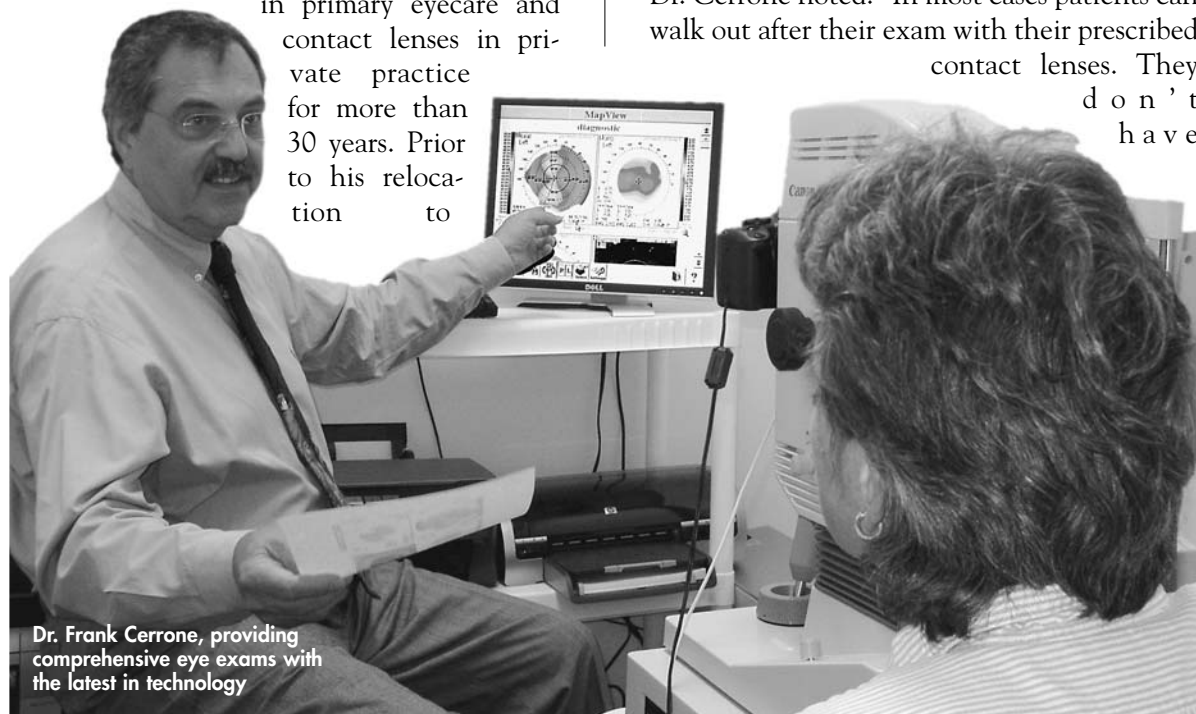
"Patients are grateful for being able to see immediately the health of the inside of their eyes," Dr. Cerrone explained.

"I invest in technology that addresses advancement in vision diagnostics," Dr. Cerrone said. "It's part of our standard exam. Many others charge extra when administering these various diagnostic procedures. We do not charge any additional fees, it's all part of our standard service."

A major advantage in the images and pictures produced with University Eyecare instruments is that patients can better understand what's going on with their vision. Dr. Cerrone patiently explains the analysis as it pertains to each case and a clear picture for remedies emerges, which also can be helpful for someone trying to understand for their children or an aging parent.

With state-of-the-art technology, University Eyecare provides comprehensive eye exams, contact lens evaluations, Lasik eye surgery management and emergency eye care services.

At University Eyecare, you can expect the most up-to-date products and services, combined with the highest level of professionalism. For the finest available eyecare in a convenient Downtown Charlottesville location, contact University Eyecare, Dr. Frank Cerrone, Optometrist, at 293-2048.



Dr. Frank Cerrone, providing comprehensive eye exams with the latest in technology