FOR IMMEDIATE RELEASE

BEFORE BACK-TO-SCHOOL, GET BACK-TO-THE-OPTOMETRIST FOR BETTER LEARNING

Randolph Eye Associates Offering FREE Eye Exam for Uninsured Children to Kick Off the School Year

Randolph, MA – August 4, 2009- Vision is a dominant process in the growth, development and daily performance of children. In fact, **EIGHTY PERCENT OF STUDENT LEARNING IS ACCOMPLISHED THROUGH VISION.** Unfortunately, however, 86 percent of all school-age children have not had a complete eye examination.

"This could mean that thousands of school-aged children simply can't see correctly," said Dr. Ronald Cline from Randolph Eye Associates of Randolph. "Parents and teachers need to know that with a complete eye examination we can diagnose and begin treatment of many of these debilitating vision and eye health issues."

Students with poor vision can be misdiagnosed with learning impairments and/or attention deficient disorder, and are at risk for falling behind their peer group. These children are unaware that they are unable to see what their friends see because they have no idea what normal vision is like.

Many children can develop a condition, such as amblyopia or lazy eye, which when untreated is the leading cause of blindness. By the time many of these children have that first examination, treatment for such a condition is no longer an option. Had they undergone a complete eye examination earlier in their lives, the condition could have been easily corrected.

"We encourage parents to have children examined yearly starting as young as 1 year old," said Dr. Ronald Cline. "This monitors eye development and can prevent conditions that may be irreversible in later years."

Teachers can also help by making parents aware of the importance of eye examinations and of the link between good vision and successful learning. Children need to have a complete eye examination in which vision acuity, eye health and vision skills are measured, and they need to begin these examinations at an early age.

Comprehensive vision examinations can only be conducted by an eye care professional with the specialized training necessary to make a definitive diagnosis and prescribe treatment. Keep in mind that a vision screening, while a useful tool, is a limited process and cannot be used to diagnose an eye or vision problem, but rather only indicates a potential need for further evaluation.

Randolph Eye Associates will offer limited appointments reserved for those elementary school aged children that do not have sufficient eye coverage during selective afternoons toward the end of August and the first few weeks of September. Call 781-986-7400 for availability.

Optometrist, Dr. Ronald M. Cline has been serving the eye care needs of patients in the South Shore and Greater Boston for over 35 years. If interested in learning more children eye care, please contact Randolph Eye Associates or visit us at www.randolpheye.com.

Randolph Eye Associates, located in Randolph Massachusetts, across from Randolph High School provides comprehensive eye care for the entire family. All of the doctors specialize in

contact lenses, pediatric, low vision, dry eye diagnoses and treatment as well as your general primary eye care. Randolph Eye Associates is a TLC Laser Eye Centers Affiliate. The Boston office, Vision Specialists, is located on Blue Hill Avenue in Mattapan Square. Randolph Eye Associates takes most major medical plans and have night and Saturday appointments available.

Randolph Eye Associates has continued to stay abreast of the latest technologies that will provide your family with all-inclusive eye care. With the latest diagnostic technologies, glaucoma tests, and ophthalmic lens design, Randolph Eye has the ability to fabricate glasses that will maximize every patient's visual requirements. Randolph Eye continues to be at the forefront of optometric diagnostic modalities and provides one of the most comprehensive exams in the South Shore.

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The American Optometric Association, founded in 1898, represents more than 34,000 doctors of optometry, optometry students and paraoptometric assistants and technicians in more than 7,000 communities across the country. Optometrists examine, diagnose, treat and manage diseases and disorders of the visual system, the eye and associated structures as well as diagnose related systemic conditions. The mission of the profession of optometry is to fulfill the vision and eye care needs of the public through clinical care, research and education, all of which enhance the quality of life of patients.