



Carl F. Clavenna, M.D.
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Vision Insurance vs. Medical Insurance What is the difference?

Vision insurance is a “rider” that either you or your employer purchases to receive coverage for a routine eye exam and glasses or contact lenses. Medical insurance is intended to cover services when a medical condition exists. Examples of medical conditions are cataracts, glaucoma, macular degeneration, diabetes, implants, red eyes, tearing, irritation, injury, pain, etc. Dr. Clavenna and Dr. Fitzgerald are

ethically obligated to give you the highest level of care, which means that they must evaluate any and all medical conditions that exist.

For those of you who have recently lost your vision insurance, we want to let you know that typically if you are over the age of 65, your annual complete eye exam will most likely be billed to your medical insurance rather than vision insurance. Also note that we accept a multitude of vision and medical plans and we routinely add new plans to our list, so please contact our office to find out if we accept your vision plan.

Latisse

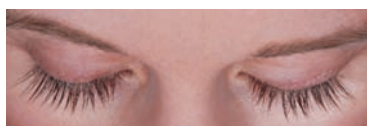
Clavenna Vision Institute is pleased to introduce Latisse, the first and only FDA-approved prescription treatment for growing longer, thicker, and darker eyelashes. Latisse makes lash growth possible because of its active ingredient: bimatoprost. It’s a once-a-day treatment you apply topically to the base of the upper eyelashes. Patients in a clinical trial saw results in as few as 8 weeks with full results

after 12 to 16 weeks. While Latisse is a treatment for inadequate or not enough eyelashes, it was developed through years of research by Allergan, a pharmaceutical leader with over 60 years expertise in prescription eye care products. Our patients have been very happy with their results. Latisse can only be prescribed by a physician and is available for purchase at our office. Ask Dr. Clavenna or Dr. Fitzgerald if Latisse is right for you!

BEFORE

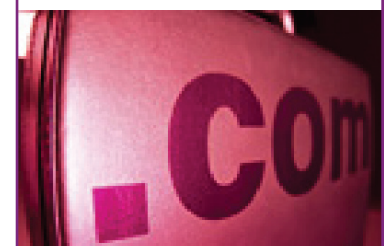


AFTER



Clavenna Vision Institute

is pleased to announce the launch of our redesigned website. We hope you visit us at www.CVI2020.COM where you can see our blog, updates, and our money saving coupons.



You Wouldn't Go Hiking In Your Wingtips...

Just as we all have different shoes and clothing for various activities, having the right glasses for every situation is critical to one's eye health and comfort. As today's society puts so much stock in the latest and greatest in televisions, cell phones and computers, it would seem that investing in the most up-to-date eyewear products for healthy vision should be considered more heavily. Without healthy eyesight how could we read our Blackberries and iPhones or watch our Blue-Ray DVDs?



It is extremely important for eye health to have 100% UVA and UVB protection anytime there is exposure to the sun. Polarized sunglasses provide this protection. Glasses also need to be comfortable to wear and comfortable for the eyes. How many pairs of glasses should every patient have?

Two? Three? The answer is "it depends on the needs of the patient." For instance an individual may need a pair of computer lenses to address symptoms of eyestrain due

Smudgey No More

The new product changes in eyewear are truly amazing. New employee Melissa Shulman realized this not too long ago. For sometime Nancy and Nicole in our optical department affectionately called Melissa "Smudgey Girl." Melissa had a pair of glasses that were five years old. Unfortunately, her glasses were always smudgey, dusty and full of glare no matter how frequently she cleaned them. Clear vision for Melissa was an issue until Nancy and Nicole came to her rescue. This dynamic duo worked hard to find the right lenses and proudly recommended new and improved Crizal Avancé lenses with Scotchgard



Protector. Melissa could not believe the results. Her vision was no longer impaired by smudges, dust and glare. Crizal

to looking at a computer screen for an extended amount of time, a pair of progressive lenses when not spending as much time directly in front of a computer and a pair of single vision readers when lying in bed reading.

Eyewear is also a great accessory to add to any wardrobe. And, different occasions call for different accessories. Just ask Nancy Rife in our optical department who proudly collects a wide variety of eyewear - enough to compliment 15 plus ensembles. Eyewear choice is important in revealing one's personality and style at work, at home and at play.

As Clavenna Vision Institute always puts our patients first, we are excited to offer our money saving coupon on the back of the newsletter for 40% off a second pair of complete prescription glasses when a first is purchased.*

THANK YOU

Thank you to all our wonderful patients for putting your trust in us by referring your family and friends. Our biggest source of referrals comes from all of you!

lenses with Scotchgard Protector eliminate all three enemies of clear vision – scratches, smudge/dust, and glare, making Crizal lenses the premium anti-reflective or "no-glare" lenses available on the market today. Melissa is so happy to no longer be called "Smudgey Girl" and is enjoying all the compliments on her new beautiful glasses. Be sure to ask Nancy and Nicole for Crizal Avancé lenses. You will be happy you did.



Glare



No Glare

CVI Happenings...



Dr. Fitzgerald and his daughter Sabrina participated in this year's 'Future Doctors' day at Wayne State University School of Medicine. Alumni were able to share their experiences at the medical school, including holding a real human brain. Sabrina was very excited about the experience, and cannot wait to go again next year.

We are excited to announce that our staff member Melissa Shulman was married to Seth Gould on August 28th. Congratulations to Melissa and Seth.



Pink Fund



Molly MacDonald (middle) standing with Dr. Fitzgerald & Dr. Clavenna

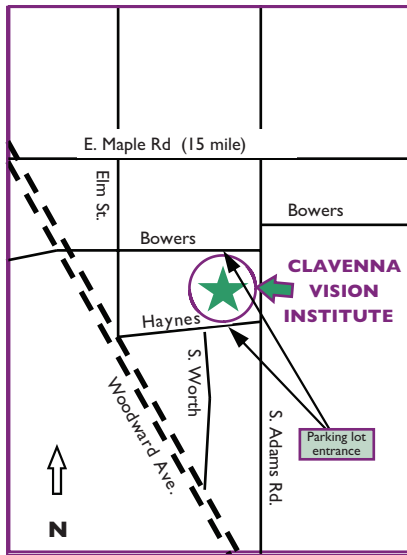
On Tuesday, April 28th Clavenna Vision Institute took part in the third annual Share the Vision, Shades for Pink Trunk Show. A portion of the proceeds from optical sales went to benefit the Pink Fund. The Pink Fund supports women and men in the community struggling with financial issues as a result of a breast cancer diagnosis. Funds raised from this event helped to pay the rent for four women in May, June and July. Fox 2 News featured Clavenna Vision Institute's participation in the Shades for Pink Trunk Show and the importance of the Pink Fund. Molly MacDonald seen here with our Dr. Clavenna and Dr. Fitzgerald is the founder of the Pink Fund.



Leader Dogs For The Blind

Clavenna Vision Institute will be hosting our second annual eyewear trunk show to benefit Leader Dogs for the Blind on Tuesday, September 15th from 8:00 am until 7:00 pm. We will be working in conjunction with the Birmingham Lions Club to distribute funds raised. We will be promoting the upcoming Lions Club Run/Walk on Sunday, September 20th. Clavenna Vision Institute will have a Run/Walk team at the event, and our doctors are proud to be sponsors once again. Please contribute by attending the trunk show on September 15th, donating used eye glasses, providing a financial donation or participating in the Lions Club 32nd Annual Run/Walk for the Blind. Registration forms for the event are available in our office. As an added thanks for participating, bring in your runner number after the event and we will provide a free gift to you (while quantities last).





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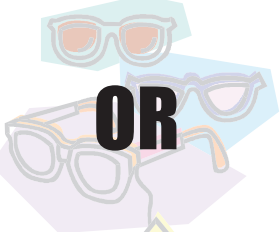
Summer Office Hours:
Through November 30th.

- Monday 8:00-5:00
- Tuesday 8:00-7:00
- Wednesday 8:00-5:00
- Thursday 8:00-5:00
- Friday 8:00-3:00

Clavenna Vision Institute
 600 S. Adams - Suite 200
 Birmingham, MI 48009
 (248) 646-3733

BRING THIS COUPON FOR

Buy 1 complete pair of EYEGLASSES
get a 2nd complete pair
40% OFF



Buy 1 year supply of contact lenses
get a complete pair of EYEGLASSES 40% OFF

Coupon valid 9/01/09 - 12/31/09. Cannot be used with optical insurance or previous orders. Complete prescription pairs only, must be the same patient, 2nd pair of equal or lesser value, non-prescription sunglasses excluded. Other restrictions apply.

CLAVENNA VISION INSTITUTE
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