



LINSEY
EYECARE
PRESS KIT



COMPANY FACTS



OWNERS

Nicole Linsey Parsons, O.D
Brent Parsons, O.D.

ESTABLISHED

1986

OFFICE/LOCATION:

8936 US HWY 19 North · Port Richey, FL
Main line 727.844.3400 · Fax 813.848.6641
Website: www.LinseyEyecare.com

MEMBERSHIPS AND AFFILIATIONS:

- Florida Optometric Association
- American Optometric Association
- Partner in the Vision Council of America's Check Yearly. See Clearly. Nationwide Campaign
- The Laser Center Affiliate
- Trinity Elementary School – Business Partner
- Hudson Middle School – High School Show Choir Sponsor
- Salvation Army of West Pasco – Traveling Basketball Team Sponsor
- West Florida Young Guns Basketball Club - Sponsor

SERVICES

- Routine Eye Examinations
- Emergency Eye Care
- Contact Lens Fitting
- Cataract Evaluation
- Glaucoma Testing
- Cornea and Retina Examination
- Color and Peripheral Vision Testing
- Optomap® Retinal Exam
- In-house Lab
- Same Day Service

ABOUT US



Because of their large collection of frames and low prices, Linsey Eyecare is often mistaken for a retail chain. Linsey Eyecare has been family owned and operated since 1986 when Dennis Linsey, O.D. founded the company. Today, his daughter, Nicole Linsey Parsons, O.D. and son-in-law, Brent Parsons, O.D., carry on the family tradition.

Linsey Eyecare offers personalized attention and courteous service for the entire family. As a fixture in the Port Richey community they often give back by supporting local organizations, volunteering their time and services, educating school-aged children on the importance of eye care, and taking services on the road with their mobile eye care unit.

At Linsey Eyecare, customers will find thousands of frames and sunglasses for men, women, and children on display and in stock. The extensive collection of designer frames and sunglasses includes Coach, Maui Jim, Silhouette, Christian Dior, Nike, Fendi, Giorgio Armani, CK, Calvin Klein, Gucci, Kate Spade, Costa del Mar, and Oakley.

With an in-house lab, state of the art medical equipment, and one of the largest selections of frames in Tampa Bay, Linsey Eyecare offers patients the convenience of same day service with over 20 years of trusted experience for all eye care needs.

OPTOMAP® RETINAL EXAM



An optomap® Retinal Examination offers patients and doctors a comprehensive method of evaluating, monitoring and helping treat various eye conditions. Optomap assists doctors in viewing the retina to detect early signs of eye disease as well as diabetes, heart disease, hypertension and cancer.

The optomap retinal image gives eye-care professionals a much larger view (200 degrees) of the back of the eye than conventional eye exam equipment. The images can be taken without dilating the patient's pupils – a very common procedure which is uncomfortable and inconvenient for many people.

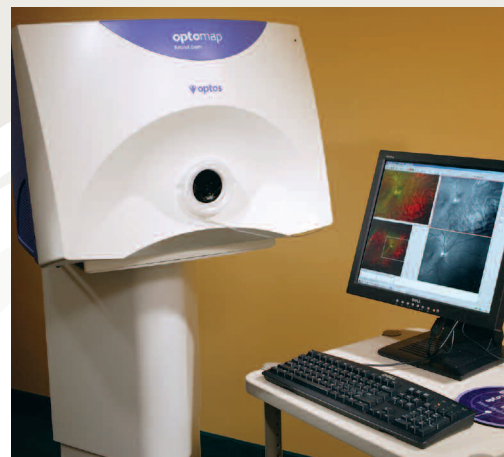
The optomap image is captured in less than a second and is immediately available for doctor and patient to review.

The optomap image is displayed immediately after being taken, allowing the eye care professional to review it quickly and if necessary, refer the patient to a retinal specialist. Using the internet, the image can be sent anywhere in the world for a specialist to review.

Each optomap image is as individual as fingerprints or DNA and can provide eye care professionals with a unique view of a patient's health very quickly and comfortably.

The optomap® retinal image offers many advantages including:

- An ultra-widefield view of the retina
- Comfortable and quick image capture
- Non-invasive
- Helps patients understand your eye health
- Provides permanent records for future comparison
- The optomap® technology does not require pupil dilation, however the decision to dilate or not is a medical decision to be made by your health care professional
- Patient can resume normal activities immediately



DOCTOR PROFILES



NICOLE LINSEY PARSONS, O.D.

Owner/Optomtrist, Linsey Eyecare

Dr. Nicole Linsey Parsons is the daughter of Linsey Eyecare founder, Dr. Dennis Linsey. After working for her father for over ten years as an optometrist, she and her husband, Brent, continue to carry on the family tradition as current owners of Linsey Eyecare.

Dr. Nicole is a graduate of Emory University and holds a doctorate from Pennsylvania College of Optometry in Philadelphia. She completed her externships at the Philadelphia VA and St. Luke's Retina Institute in Tarpon Springs. She is a member of Florida Optometric Association, the American Optometric Association and Hillsborough Optometric Association.



BRENT E. PARSONS, O.D.

Owner/Optomtrist, Linsey Eyecare

Dr. Brent E. Parsons is a graduate of the Juniata College in Huntingdon, Pennsylvania and holds a doctorate from Pennsylvania College of Optometry in Philadelphia. He completed his externships at the Philadelphia VA and St. Luke's Retina Institute in Tarpon Springs. He is a member of Florida Optometric Association, the American Optometric Association and Central Suncoast Society of Optometrists. He is an Affiliate with The Laser Center in Tampa.

CHECK YEARLY. SEE CLEARLY.

**Check Yearly.
See Clearly.®**
www.checkyearly.com

More than 11 million Americans have an uncorrected visual impairment which can impact the quality of their life. Many times, these impairments go unnoticed simply because the patient doesn't realize something is wrong – they have either lived with the condition so long that it seems “normal,” or the problem lies beneath the surface and requires an eye exam from an optometrist or ophthalmologist to diagnose.

That's why Drs. Nicole & Brent Parsons joined the Vision Council of America and over 15,000 other health care professionals around the nation in an effort to educate children and adults on the importance of annual eye exams – starting at age 5.

In Tampa Bay, Drs. Brent & Nicole are dedicated to helping the community through media interviews, speaking to members of local organizations, volunteering in local schools, sponsoring school events, holding special events at their eyecare center in Port Richey, FL, and providing educational materials at their own eyecare center.

WHY IS IT IMPORTANT TO PROMOTE VISION CARE?

- **1 in 4 children has a vision problem** that can interfere with learning
- **More than 11 million Americans have an uncorrected visual impairment** which can impact their quality of life
- **1 in 3 seniors has a vision problem** which makes them more likely to be involved in an auto accident
- **As many as 2 million Americans have undiagnosed glaucoma** which can cause permanent blindness if left undetected

CHECK YEARLY. SEE CLEARLY. FACTS

- Since its inception in 2002, Check Yearly has educated more than 100 million Americans through patient education, community partnerships, media relations, public service advertisements (PSA) and internet outreach.
- In 2005, Check Yearly's media campaigns reached more than 25 million Americans.
- In 2004, Check Yearly distributed vision-health kits to 40,000 elementary school nurses. The overwhelming response from this outreach demonstrated a clear need for vision-health education in schools.
- This year, Check Yearly is conducting a major school outreach program with Scholastic, a leading publisher of children's books, classroom magazines and teaching aids. Check Yearly will distribute teaching guides to 166,000 classrooms across the country via Scholastic. With a 90 percent utilization rate of Scholastic publications, this is a great opportunity to educate hundreds of thousands of educators and millions of families on safeguarding children's vision.

BRANDS



AND MORE!

PRESS CONTACT INFORMATION



ALLIANCE COMMUNICATIONS, INC.

Jan Luongo, APR

813.978.1992 ext. 222

Cell: 813-335-7625

jan@alliancecommunications.net

Laura Bianco

813.978.1992 ext. 227

Cell: 813.786.4471

laura@alliancecommunications.net