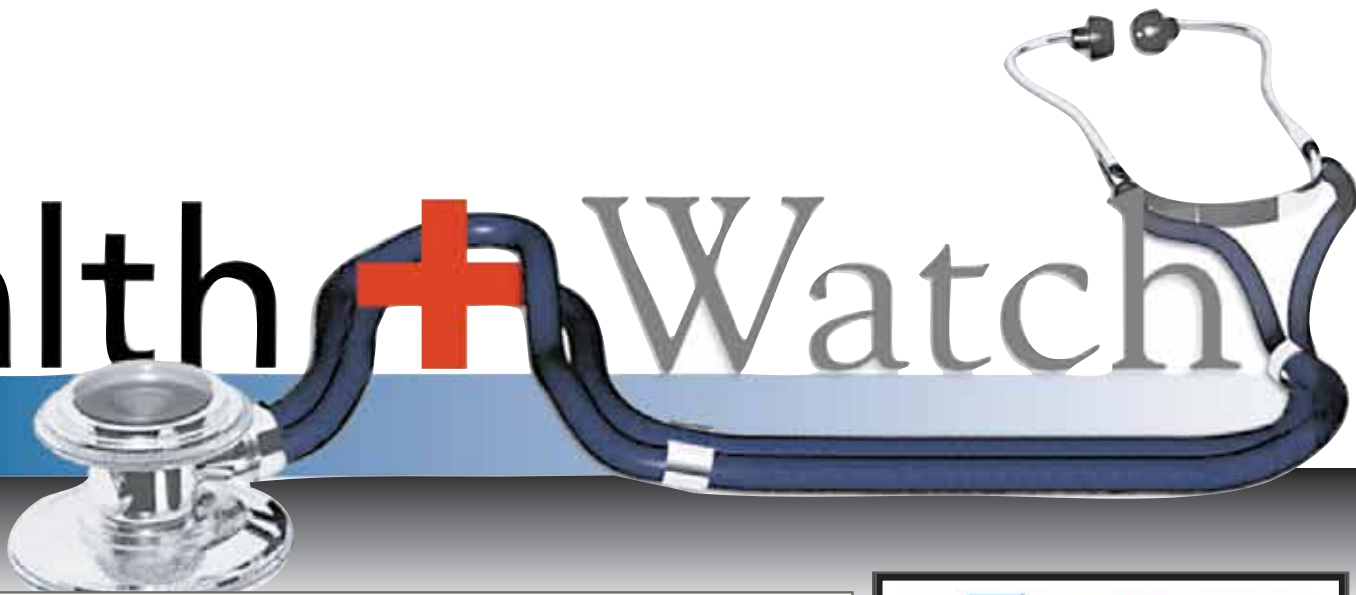


Health + Watch



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Fall in love with clinic's advanced technology



Courtesy Photo

Dr. Heath Bullard shows off the brains behind Cleburne Eye Clinic's new software that creates the smooth interface between the doctor, the patient and their insurance company.

BY JAMI SHELTON

Remember when you used to have to get out of your chair to change the channel or when you actually had to take your film in to the store to get it developed and then pick it up a week later? Times sure have changed.

Think about it ... when Cleburne Eye Clinic opened in 1948, there were no contact lenses or Lasik. But today, Cleburne Eye Clinic is a modern eye clinic, using the latest technology to provide its patients the best and advanced eye care available.

"One of the things we've just invested in is a software program that is an interface between our entire office," said Dr. Heath Bullard, one of the five therapeutic optometrists at Cleburne Eye Clinic. "It allows a smooth interface between our lab ordering, our patient records, our appointment scheduling ... everything."

Bullard said the new software program means the patient's records are always at the push of a button.

"We can input the patient's prescription and order their glasses or contacts faster, because the program interfaces with their insurance company and simplifies the billing process so the patient gets his glasses or contacts quicker."

He said when the new software system, which will include a new website, will be completely up and running by March 1, and patients will soon be able to log in and make appointments online. They'll also be able to sync their appointments to their mobile phones or calendars and the program will send a reminder about the appointment.

"It will also allow patients who have had, say, cataract surgery, to go onto the site and get patient education, like learning what to expect after their surgery," Bullard said.

"Technology is advancing so quickly that it was too cost prohibitive for us to update our optical lab to be as good as the optical lab we're now using. So, since we want the best technology available for our patients, we decided to use the Hoya optical laboratory out of Dallas."

One of the ways the Hoya optical

technology will help patients is that the distortion will be removed from their lenses that couldn't be done before.

"The instruments they use to surface the lenses are much more refined and advanced. They customize your lenses to the specific rotation of your eyes. They developed the first process that puts your prescription on the front of the lens as well as the back, shaping both sides exclusively and exactly for your eyes."

Another way Cleburne Eye Clinic is keeping up with the latest advancements and the newest trends is in their eyewear collection.

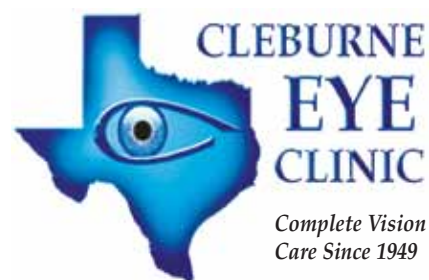
They have the most extensive collection of frames in Cleburne, from economy lines for the budget-conscious shopper to high-end lines like LuLu Guinness, Daniel Swarovski and BCBG Maxazria, which shoppers can view from their boutique area.

Shoppers can also find frames from famous names like Versace, Gucci, Valentino, Oakley, Marc Jacobs and Juicy Couture, plus an extensive selection of sunglass frames for the casual sunglass wearer or those who work outdoors and require more protection for their eyes. And, they're the only optometrist in the county to carry ophthalmic Oakleys.

If it's been awhile since you've had a thorough eye exam, call Cleburne Eye Clinic. They have a wide selection of glasses, contacts and also have been diagnosing and managing eye diseases for their patients for over 60 years.

Cleburne Eye Clinic is on almost every vision plan and most medical plans and can usually get patients an appointment within a week with Saturday hours and late hours available. They even have a 24-hour answering service on call should an emergency arise.

For more information or an appointment, call Cleburne Eye Clinic at 817-645-2411. Their office is located at 110 W. Henderson St., just west of the courthouse, or visit www.cleburneeyeclinic.com.



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