

EYE CARE ENTERS THE DIGITAL AGE... CONNECT WITH YOUR CATARACT SURGEON...

The digital age is upon us. Long gone are the days when people went to the phonebook to look up a telephone number or to receive additional information.

Many of today's active seniors are internet savvy, and can frequently be seen throughout our community using their smartphones and computer tablets.



James N. McManus, M.D.

"I wanted to reach out to my patients in a personal and sincere manner, to help provide them with all of the information that they wanted, so that they can make fully informed decisions regarding cataracts and cataract surgery," explains Dr. James N. McManus, Cataract Specialist at The Eye Institute for Medicine & Surgery. "I wanted not just to be their eye physician and surgeon, but also a reliable source for accurate, up-to-date information on many topics related to eye care."

"It is for these reasons that I envisioned The Eye Institute having its own YouTube Channel, where people could have access to medical educational videos 7/24 that answered the most frequently asked questions directly and clearly," adds Dr. McManus.

Many of the people seeking information on cataracts or glaucoma may be experiencing visual loss and having to read a brochure or some other written material may pose quite a challenge. For many people these videos are the right solution to a very real problem.

"Dr. McManus's videos are between approximately 30 seconds and one and one half minutes long, but in this brief time period, a great deal of information is conveyed to our patients and people throughout our community and anywhere in the world," states Jerry Orloff, CEO of The Eye Institute for Medicine & Surgery.

"What better source for this information than the surgeon personally explaining the details directly to you," adds Mr. Orloff.



QR Code

While people can navigate to The Eye Institute's YouTube Channel at www.youtube.com/theeyeinstitute, they can also scan a QR Code on their smart phone or tablet to access this information. According to nbcchicago.com, QR Codes provide "easy connections and intersections between the physical world and the virtual world we carry around in our pocket."

Presently, The Eye Institute's YouTube Channel has over 30 videos... Hundreds more are forthcoming. Topics currently available include cataracts, glaucoma, low vision, and hearing loss. Future topics will include macular degeneration, diabetic eye disease, dry eyes, corneal diseases and double vision.

"While The Eye Institute has always strived to stay at the forefront of eye care and eye surgery, we realize there is a similar need to enter the digital age and bring information to our patients via the internet in a way that is informative, user friendly, and enjoyable to watch," states Dr. McManus.

Source: <http://www.nbcchicago.com/blogs/inc-well/Why-You-Should-Use-QR-Codes-Really-205236601.html#ixzz2zcZhetmA>



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