

# iScreen

## Digital Vision Screening Technology

Your child could have a serious vision problem, and you might not even know it.

Ten to fourteen percent of children have eye problems that are undetected. And they can go on undetected for years. Some of these conditions can cause learning problems at school; some can even lead to permanent vision loss.

Early detection is the best prevention. An iScreen™ is the best detection.

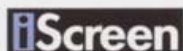
Traditional eye charts are only 40 percent effective in detecting vision problems. But here, we offer iScreen — the most advanced, most accurate vision screening technology available today. It's over 90 percent accurate. With iScreen, we'll check the following:

- Nearsightedness and farsightedness
- Alignment problems
- Strabismus or a crossed, lazy or wandering eye
- Factors leading to amblyopia
- Anisometropia
- Anisocoria
- Ptosis
- Cataracts and opacity
- Astigmatism

An easy, one-minute exam for kids as young as nine months.

With iScreen, your child's eyes don't have to be dilated. They're in and out of the exam in seconds. And the results come quickly too — usually the same day. If there's a problem, we'll refer you to an ophthalmologist or optometrist for complete diagnosis and treatment.

Ensure the vision for your child's future.  
Ask for an iScreen today.



3181 Poplar Avenue • Suite 200 • Memphis, TN 38111



1 out of 10 children has an  
undetected vision problem

Is your child the 1?

Don't wait and see. Get a one-minute  
digital vision test from iScreen™ today.

# iScreen

## Digital Vision Screening Technology

Developed by  
**doctors**

and the U.S. Army Aviation  
and Missile Command.

iScreen uses the same image-enhancing technology that the U.S. Army Aviation and Missile Command employs to pinpoint missile targets. The result is a digital imaging device that takes detailed pictures of the eyes with more speed and accuracy than other available methods. The iScreen system was developed in collaboration with a U.S. Army Missile Command engineer, a pediatric ophthalmologist and authority on digital photo screening, a practicing pediatrician, and a teaching physician at the University of Tennessee.



You  
**can't**  
always spot  
a child  
with  
**serious**  
eye  
problems  
just by  
**looking.**



**iScreen**

DIGITAL VISION SCREENING TECHNOLOGY  
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**iScreen**

DIGITAL VISION SCREENING TECHNOLOGY

# iScreen

## Digital Vision Screening Technology

**iScreen**

DIGITAL VISION SCREENING TECHNOLOGY

Without annual vision screenings,  
a child's **serious**  
eye problems may go  
**undetected.**



**Children usually don't know they have vision problems** and most of the time neither do their parents. Left undetected, abnormalities can lead to serious and permanent vision impairment. But with early detection, they can be corrected.

That's why the American Academy of Pediatrics recommends that your child's eyes be screened annually for problems such as:

- Near-sightedness (myopia)
- Far-sightedness (hyperopia)
- Alignment problems (can lead to amblyopia\*)
- Strabismus, or a crossed, lazy, or wandering eye (can lead to amblyopia\*)
- Anisometropia, or a difference in vision between the eyes (can lead to amblyopia\*)
- Cataracts
- Astigmatism

*\*Amblyopia is a condition in the brain in which one eye is favored over another, resulting in the deterioration of the optic nerve of one eye. This leads to diminished vision and sometimes blindness in that eye.*



Fast, **accurate**, and painless  
vision screening is now available in  
our office with the iScreen Vision  
Screening System.



*iScreen is the fastest, most advanced vision screening system available, and is over 90% accurate. Best of all, it requires a minimum of time and effort on the child's part.*

### Here's how the iScreen system works:

- Your child's eyes dilate naturally in a dark room in about one minute.
- Your child sits at the machine and is attracted to a light, then the camera flashes—all with a minimum of time and effort.
- Within 7 seconds, digital pictures of your child's eyes are available for viewing on a computer screen.
- Images are electronically transferred and analyzed by trained technicians using specialized computer technology.
- Results are returned to your doctor within 24 hours and indicate whether or not your child should visit an eye care specialist.



Ask your **doctor** about  
scheduling an iScreen vision  
testing session for your child.

*iScreen testing is usually covered by insurance.  
Please check with your provider if you have questions.*