



# Eye on Health

## American Academy Of Ophthalmology Provides Consumers With New Eye Health Website—GetEyeSmart.org

(NAPSM)—Ever wonder how smoking affects your eyesight? How to care for your eyes during pregnancy? How often you should get your eyes examined? Answers to these questions can be found at a new website—[www.GetEyeSmart.org](http://www.GetEyeSmart.org).

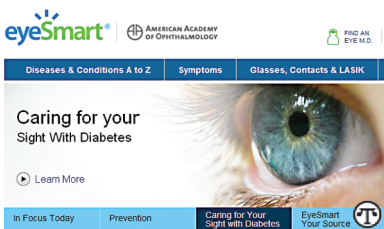
The new site is the most trusted online resource for reliable, unbiased eye care information. There, you will find volumes of important eye health content written and reviewed by ophthalmologists (Eye M.D.s). The American Academy of Ophthalmology (Academy) has launched [www.GetEyeSmart.org](http://www.GetEyeSmart.org) in order to help educate consumers about eye diseases and conditions, vision correction and the preservation of healthy vision across a lifetime.

EyeSmart delivers information on the symptoms, causes, diagnosis and treatment of common eye diseases and conditions—illustrated with photos and interactive elements, including animations, diagrams and dozens of informative videos. Much of the site is translated into Spanish as well. In addition, the website also provides:

- Recommendations for “Living EyeSmart” in a new section devoted to healthy vision tips and what consumers need to know about their eye health based on their age and other lifestyle factors;

- Online vision simulators to show how certain eye diseases and conditions can impact sight;

- “Ask an Eye M.D.”: a searchable database of commonly asked



### **Keeping your eye on an eye-oriented website can help you see your way clear to better eye health.**

eye health questions, plus the ability for visitors to submit new questions to an Academy panel of experts;

- A free electronic newsletter focusing on healthy vision.

The Academy’s Eye M.D.s will continue to add new eye care topics to the [GetEyeSmart.org](http://www.GetEyeSmart.org) website, plus the site will feature up-to-date news on the latest research developments that can impact people’s eye health. Articles from EyeSmart can also be easily shared to social networking sites.

“I will be letting all my patients know about the Eye Smart website, because I know what they read there is accurate, timely and reliable,” said Andrew G. Iwach, M.D., a glaucoma specialist. “With EyeSmart, the public can trust that experienced eye physicians and surgeons stand behind the information, and that making sure people get the best possible care for their eyes is our goal.”

To learn more about taking care of your eyes or to submit a question to “Ask an Eye M.D.,” go to [www.GetEyeSmart.org](http://www.GetEyeSmart.org).