



Parenti-Morris
EYECARE

Parenti-Morris Opens Dry Eye Center of Excellence in Rogers

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Parenti-Morris Eyecare has opened its Dry Eye Center of Excellence, a dedicated facility next door to its Rogers office that expands the practice's advanced dry eye services for patients throughout Northwest Arkansas. With locations in Rogers and Bentonville and more than 50 years serving the region, the practice has brought its diagnostic technology and growing range of treatments together in a space devoted specifically to identifying and addressing the underlying causes of chronic dry eye disease.

“The Dry Eye Center of Excellence represents a major expansion of care that Parenti-Morris Eyecare has already been providing for years,” said Chris Morris, O.D. “Meaningful treatment begins with understanding exactly what is happening with each patient's tear film, eyelids, and meibomian glands. The dedicated center gives our doctors more diagnostic information and more treatment options, so care can be built around the individual patient instead of relying on the same solution for everyone.”

That diagnostic-first approach is central to the center. Dry eye disease can develop when the eyes fail to produce enough tears or when the tear film lacks the proper balance of oil, water, and mucus needed to keep the ocular surface lubricated. The practice uses objective diagnostic technology, including tear osmolarity

testing, MMP-9 inflammatory marker testing, and Oculus Keratograph 5M imaging of the oil-producing meibomian glands, to identify factors such as poor tear quality, inflammation, gland blockage, or gland deterioration before determining which combination of therapies is most appropriate.

“Two patients can walk into the office describing the same burning or gritty sensation and still have very different underlying problems,” said Belinda Starkey, 1 O.D. “The value of the new center is that our doctors can identify those differences and then select therapies that make sense for that individual patient.”

From those measurements, the center can move into a multipronged treatment strategy. Intense pulsed light (IPL) uses targeted flashes of light to address inflammation and meibomian gland dysfunction, helping reduce problematic blood vessels around the eyelids and improve the quality of the oils that keep tears from evaporating too quickly. Low-level light therapy (LLLT) uses light energy to support the oil-producing glands and encourage healthier tear production. Forma-I applies controlled thermal energy to the eyelids to soften blockages and encourage better oil flow, while OptiLIFT targets chronic dry eye while improving lower-eyelid tone and blink quality. An effective blink helps spread the tear film evenly across the surface of the eye. Morpheus8, a radiofrequency microneedling treatment, renews the skin around the eyes.

“What makes this expansion important is the number of tools available to our doctors and the ability to combine them when appropriate,” said Alex Bell, O.D. “Dry eye disease is rarely something that should be approached with a single automatic treatment. The team can look at tear quality, gland structure, inflammation, symptoms, and the patient's daily routine, then create a plan that addresses the factors that are actually contributing to the problem.”

Several technologies used to improve gland function, reduce inflammation, or support blinking also provide aesthetic benefits to the area around the eyes. That overlap is intentional. The eyelids, oil glands, and surrounding skin all play a role in ocular comfort, allowing the Parenti-Morris Eyecare Dry Eye Center of Excellence to bring eye health and aesthetic wellness together in a single dedicated space in Rogers.

Parenti-Morris Eyecare is currently accepting new and existing patients at both locations. Patients experiencing persistent dryness, burning, itching, redness, fluctuating vision, light sensitivity, or other symptoms of dry eye disease are encouraged to book an examination. To learn more or schedule an appointment, visit parentimorris.com or call the Rogers office at (479) 349-0518.

About Parenti-Morris Eyecare - For more than 50 years, Parenti-Morris Eyecare has provided comprehensive, patient-focused eye care to families throughout Northwest Arkansas. With locations in Rogers and Bentonville, the practice combines experienced optometrists, advanced diagnostic technology,

and personalized care at every stage of life. Services include comprehensive eye exams, medical eye care, dry eye treatment, contact lenses, specialty care, and a wide selection of eyewear. Through continued investment in technology and services ? including its dedicated Dry Eye Center of Excellence in Rogers ? the practice remains committed to helping patients achieve clear, comfortable vision and protect their long-term eye health. The Dry Eye Center of Excellence is located next door to the practice's Rogers office at 3710 West Southern Hills Boulevard, Rogers, AR 72758.

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For more information about Parenti-Morris Eyecare - Rogers, contact the company here:Parenti-Morris Eyecare - RogersDr. Alex Bell(479) 333-1552welcome@parentimorris.com3710 W Southern Hills Blvd,Rogers , Arkansas 72758

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Comprehensive care and quality are our top priorities. We consistently invest in new diagnostic and vision correcting technology to make sure your vision is the very best.

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