Optical City Announces Expanded Vision Care Services

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SUNRISE, FL - November 05, 2026 -
Optical City has announced the continuation and expansion of its optometry practice, marking more than three decades of operation as a family-owned business. The facility focuses on long-term ocular health by offering diagnostic assessments and comprehensive eye exams in Sunrise, FL. By emphasizing continuity of care, the practice aims to address a wide spectrum of visual requirements for patients of various age groups. The recent announcement highlights the facility's ongoing commitment to delivering objective and thorough examinations that prioritize the individual medical needs of each patient.

Dr. Marc A. Lurie serves as the primary optometrist at the facility, bringing nearly five decades of experience practicing in the South Florida region. For over thirty years, Dr. Lurie has operated within the local area, establishing a consistent approach to optometric care. His methodology centers on treating every patient with personal respect while ensuring that all diagnostic evaluations are completed meticulously. This dedication to standard medical protocols ensures that patients receive accurate evaluations of their visual acuity and overall ocular health. The practice maintains a strict adherence to established clinical guidelines during all consultations.

A significant portion of the services provided involves the management of various ocular conditions. This includes the medical oversight required for patients recovering from post-operative cataracts and those who have undergone laser vision correction procedures. Managing these conditions requires regular monitoring and precise diagnostic equipment to track healing progress and adjust visual aids as necessary. The facility is equipped to handle these post-surgical evaluations, offering a structured environment for ongoing recovery assessment. By monitoring changes in intraocular pressure, corneal health, and visual clarity, the practice helps maintain the integrity of the patient's vision following medical interventions.

In addition to post-operative care, the practice provides specialized contact lens fittings. Fitting contact lenses requires a precise understanding of corneal topography and tear film stability. Dr. Lurie conducts evaluations for all types of specialty lenses, ensuring a proper fit for patients who may have irregular corneas or specific refractive errors that standard lenses cannot correct. The process involves measuring the curvature of the eye and selecting the appropriate lens material and design. This attention to detail reduces the risk of corneal

abrasions and encourages optimal oxygen permeability, which is essential for maintaining cellular health on the surface of the eye.

Beyond clinical diagnostics and medical management, the facility also provides access to a variety of eyewear solutions. The optical department houses an extensive inventory of designer frames and utilizes modern lens technologies to meet specific visual requirements. Selecting the correct frame and lens combination involves analyzing the patient's prescription, facial structure, and daily visual demands. The practice utilizes advanced materials that offer durability, ultraviolet protection, and glare reduction. By integrating these optical technologies, the facility ensures that the prescribed corrective lenses function properly within the chosen frames, resulting in clear and unobstructed vision.

The longevity of the practice reflects its fundamental approach to community-based healthcare. Operating as a family-owned entity allows the staff to maintain a consistent standard of care and build lasting relationships with the patient base. Continuity is a critical component in monitoring age-related ocular changes, such as macular degeneration or glaucoma, which develop gradually over time. Regular assessments enable the early detection of these conditions, facilitating timely intervention. Individuals seeking routine evaluations or specialized care can schedule comprehensive eye exams in Sunrise, FL to ensure their visual health is accurately documented and managed.

The ongoing operations at the facility emphasize a structured approach to optometry that avoids commercialized medical practices. Every aspect of the patient visit, from the initial intake to the final frame selection, is handled with a focus on clinical accuracy and patient comfort. The administrative staff works in tandem with the clinical team to maintain accurate health records and coordinate any necessary follow-up appointments. This systematic organization ensures that all patient data is tracked effectively across multiple visits, providing a comprehensive medical history that informs future diagnostic decisions.

Ultimately, the announcement serves to reaffirm the facility's role as a consistent provider of optometric services within the region. With decades of established operational history, the practice remains focused on clinical execution and patient respect. The continuity of care is further reinforced by the long-standing presence of Dr. Lurie, whose familiarity with the local demographic enhances the consistency of medical assessments. Routine visual checks remain a foundational element of preventative healthcare, allowing for the continuous assessment of both optical function and physiological health. By maintaining these rigorous standards, the practice continues to provide a vital medical service to the surrounding community.

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