

# Experienced Optometrist Dr. Brian Battaglia Joins Value Vision in Cheektowaga

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CHEEKTOWAGA, NY ? Value Vision, an optometry practice with over 50 years of serving patients in the New York area, announced Dr. Brian Battaglia has joined their team at the Cheektowaga location at 3035 Genesee St. With extensive expertise in the field, Dr. Battaglia brings a wealth of knowledge and a commitment to providing comprehensive eye care services to the community.

Dr. Brian Battaglia holds a bachelor's degree in biology from the State University College at Buffalo and earned his Doctor of Optometry from the Southern College of Optometry. Born and raised in Buffalo, NY, he is deeply connected to the area and is excited to serve his local community again. He currently lives in the Town of Tonawanda with his wife, Lesley, their two daughters, Hailey and Zoe, and their beloved Cane Corso, Cleo.

Dr. Battaglia's passion for technology and commitment to continuing education have made him known for his innovative approach to optometry. He is keenly interested in contact lenses, dry eye management, age-related macular degeneration (AMD), and glaucoma. His dedication to implementing the latest advancements in eye care ensures that his patients receive the highest quality care possible.

"We are incredibly excited to welcome Dr. Brian Battaglia to the Value Vision team," said Dr. Rob Joba, owner of Park Sher optical, the parent company of Value Vision. "Dr. Battaglia's extensive experience and dedication to his patients aligns perfectly with our mission to provide top-notch eye care services to the Cheektowaga community."

Patients know Dr. Battaglia for his ability to make them feel comfortable and at ease, ensuring they understand their eye health and treatment options. His straightforward and practical demeanor resonates with patients of all ages, and he is adept at building long-term relationships with those he serves.

One of the standout aspects of his career is his dedication to identifying and addressing serious health concerns. He recalls an incident where he referred a patient for further testing because of concerns about a potential brain tumor. He said the early detection and subsequent tumor treatment added at least 20 years to the patient's life. Stories like these demonstrate Dr. Battaglia's dedication to delivering exceptional care and going the extra mile for his patients.

"Patients visiting Dr. Battaglia at Value Vision can expect to receive exceptional service and the highest standard of care," said Dr. Joba, "His expertise in managing complex eye conditions and his passion for technology make him an invaluable addition to our team. We are confident that his presence will benefit our patients."

At Value Vision, Dr. Battaglia will continue focusing on comprehensive eye care, including eye exams, contact lens fittings, and managing dry eye, AMD, and glaucoma. He looks forward to bringing his extensive knowledge and patient-centric approach to the Cheektowaga location, where he aims to help each patient achieve optimal eye health.

Value Vision has gained a reputation for its straightforward, cost-efficient, and dependable services. Adding Dr. Battaglia to their staff underscores the company's commitment to providing rapid solutions without compromising quality. With over 50 years of history in the eye care industry and a reputation for being the only unionized opticians in Buffalo, Value Vision continues to set the standard for exceptional eye care.

For more information about Dr. Battaglia and the services offered at Value Vision, visit their website at <https://localeyedocor.com/eye-centers/value-vision-cheektowaga-ny/>.

## About Value Vision

Value Vision has served the Buffalo, NY, area for more than half a century, and during that time it has made a name for itself as an optometry practice that gets what one needs done and done well. Patients enjoy their transparent, dependable eye care advice and efficient service. Value Vision accommodates everyone with their wide range of insurance plans, excellent frame selection, and ability to customize patient options at a great price point. Known for their groundbreaking marketing phrase "a pair and a spare," their practice is a one-stop shop for all things eyewear and eye health.

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For more information about Value Vision - Cheektowaga, contact the company here: Value Vision - Cheektowaga John Abbate (716) 303-3546 [agrover@localeyedocor.com](mailto:agrover@localeyedocor.com) 3035 Genesee St, Cheektowaga, NY 14225

## **Value Vision - Cheektowaga**

*Patients in Cheektowaga and eastern Buffalo have come to Value Vision on Genesee St. for all-ages eye care for many years.*

Website: <https://localeyedoctor.com/eye-centers/value-vision-cheektowaga-ny/>

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