Lakeside Eye Associates Launches Dry Eye Awareness Campaign

January 06, 2025

Huntersville, North Carolina - January 06, 2025 -
Huntersville, NC ? Lakeside Eye Associates is excited to announce the launch of its dedicated Dry Eye Campaign, running from February 4 to March 31. This special campaign will focus on highlighting the practice?s advanced diagnostic tools and personalized treatment strategies for dry eye disease, aiming to effectively relieve patients in Huntersville and surrounding communities. With a commitment to enhancing the well-being of its patients, the campaign seeks to provide lasting relief from the symptoms of dry eye disease.

?Our goal is to address the root causes of dry eye symptoms, not just provide temporary relief,? said Dr. Brad Hearn, lead optometrist at Lakeside Eye Associates. ?With state-of-the-art diagnostics and tailored care, we?re committed to improving the eye health and quality of life for every patient who walks through our doors.? This emphasis on personalized care and in-depth diagnostics will form the foundation of the Dry Eye Campaign, as the practice works to make a difference for people suffering from this chronic condition.

Dry eye disease is a common issue affecting millions of Americans, yet it is often under-recognized and under-treated. This campaign will focus on increasing awareness of the condition, its symptoms, and how it can affect daily life. Lakeside Eye Associates is dedicated to helping patients understand that dry eye disease

can be more than just an inconvenience?it can significantly impact their quality of life. With a comprehensive approach to treatment, the practice offers a variety of solutions tailored to each patient?s unique needs.

Lakeside Eye Associates utilizes a thorough evaluation process that starts with advanced meibomian gland imaging and tear film analysis. These diagnostic tools enable the team to assess the function and health of the glands responsible for producing tears. Identifying inflammation, gland dysfunction, and other underlying causes of dry eye is essential to providing targeted treatment. With this comprehensive approach, the practice can create highly individualized treatment plans designed to address the specific causes of dry eye for each patient.

Dry eye disease occurs when the eyes do not produce enough tears or when tears evaporate too quickly. The condition can cause discomfort, redness, irritation, a gritty feeling, or blurry vision. At Lakeside Eye Associates, the team uses cutting-edge diagnostic tools to assess both tear quality and gland health. One of the key components of the dry eye exam is meibomian gland imaging, which evaluates the glands responsible for producing oils that are essential for maintaining a stable tear film. Additionally, testing for surface inflammation can reveal underlying issues contributing to the discomfort, ensuring that even the most stubborn cases are addressed.

The practice?s comprehensive treatment plans may include a combination of therapies such as heat-based treatments to unclog meibomian glands, anti-inflammatory medications, or lifestyle adjustments tailored to each patient?s needs. These treatment options are designed to provide lasting relief and improve eye health over the long term. The goal is to minimize symptoms and restore the health of the eyes, allowing patients to enjoy a better quality of life.

Lakeside Eye Associates is committed to providing a compassionate, patient-focused experience. The team understands that each patient is unique, and their care is customized accordingly. By offering personalized care and a thorough understanding of each patient?s condition, the practice strives to provide relief and education that empowers patients to take control of their eye health. This approach ensures that patients receive the best possible care and that their treatment plans are effective and sustainable.

?Our patients deserve more than a quick fix,? Dr. Hearn explained. ?Through detailed examinations and personalized care, we aim to provide sustainable solutions that address the root causes of dry eye.? This philosophy underscores the practice?s commitment to delivering long-term results, not just temporary relief.

Patients who are experiencing symptoms such as redness, irritation, a gritty sensation, or blurry vision are encouraged to schedule an appointment during the campaign. The practice is dedicated to raising awareness about the importance of early intervention and effective treatment for this often-overlooked condition. By addressing dry eye disease early, patients can benefit from more effective solutions and enjoy improved eye

health.

About Lakeside Eye Associates

Located in Huntersville, NC, Lakeside Eye Associates is a leading provider of comprehensive eye care services. Known for its patient-focused approach and advanced technology, the practice offers a wide range of services, including routine eye exams, specialized dry eye treatments, and vision correction options. Under the guidance of Dr. Brad Hearn and his dedicated team, Lakeside Eye Associates combines personalized care with cutting-edge solutions to help patients achieve and maintain optimal eye health.

To learn more about Lakeside Eye Associates or to schedule an appointment, visit their website at www.lakesideeyes.com or call 803-962-8820.

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Lakeside Eye Associates - Huntersville, NC

Family-led practice combining decades of experience with a commitment to cutting-edge eye care. Located in the heart of Huntersville, North Carolina, Lakeside Eye Associates is led by father-son team: Dr. Bradford Hearn, O.D. and Dr. Brad Hearn, O.D.

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