Forsight Vision Reopens in Northfield with Trunk Show and Tech Demos

May 06, 2025

LONG GROVE, IL

NORTHFIELD, IL - May 06, 2025 -
NORTHFIELD, IL ? Forsight Vision, now operating in partnership with Midwest Dry Eye Center, will host a grand reopening celebration for its Northfield location?formerly Glenview?on Friday, May 9, from 4 to 7 p.m. This celebratory trunk show will feature live vendor demos, guided office tours, and an unveiling of state-of-the-art diagnostic and treatment technology, some of which are not yet available at other practices in the area. Guests can also enjoy light refreshments and specialty bites courtesy of event sponsor Kovach.

?Our team is excited to welcome the community back to our updated Northfield space,? said Dr. Todd Cohan, O.D., practice owner and optometrist at Forsight Vision. ?This grand reopening represents more than just a new name or shared office. It?s a leap forward in how we deliver care. We?re showcasing some of the most advanced tools available in optometry today, including technology that allows us to customize lenses and frames to meet every part of a patient?s lifestyle?sports, driving, or work. And our dry eye diagnostics are among the best in the region.?

The event promises a dynamic atmosphere, headlined by a dual-brand trunk show from Maui Jim and OVVO, alongside exclusive displays of high-end designer frames, including Tom Ford, Jimmy Choo, Dior, and Giorgio Armani. Visitors will get an inside look at Forsight?s enhanced capabilities through live demos and Q&A sessions with the practice's doctors and technology specialists. The space will be open for tours, allowing guests to explore the modernized facilities and newly integrated dry eye treatment suites.

A focal point of the event will be Forsight and Midwest?s shared emphasis on dry eye care. Attendees will learn more about the latest therapies offered, including IRPL, LipiFlow, and BlephEx. Those who choose to schedule all three treatments at the event can receive them at a bundled promotional rate of $2,600?a $400 savings. This technology is part of the practice?s broader commitment to making advanced dry eye treatment more accessible to the region.

Guests can also take advantage of several limited-time promotions during the event. Forsight?s Friends & Family frame sale will continue through the showroom, offering discounted pricing across a wide variety of frames. Maui Jim will run a separate promotion: up to $75 off a complete pair or $50 off frames only. They will also host a raffle drawing for a complimentary pair of OVVO prescription glasses. The first 25 individuals to RSVP will receive an extra raffle entry at check-in to increase their odds of winning.

By joining forces with Midwest Dry Eye Center, Forsight Vision has expanded its clinical capabilities while continuing to emphasize comfort, efficiency, and patient-first care. The reopening event highlights a refreshed office and a renewed focus on innovation?whether through diagnostics, personalized eyewear recommendations, or specialty treatments.

Forsight Vision and Midwest Dry Eye Center are scheduling appointments for new and existing patients. To RSVP for the event or learn more, contact the Northfield office at forsightvisionglenview@gmail.com.

About Forsight Vision

Forsight Vision is a full-scope optometry practice located in Northfield, Illinois. Known for its commitment to clinical excellence, Forsight offers comprehensive eye exams, contact lens services, and a curated selection of lifestyle and luxury eyewear. Now partnered with Midwest Dry Eye Center, the practice provides advanced treatment for dry eye disease, including IRPL, LipiFlow, and other specialty services. Their team of experienced optometrists focuses on personalized, technology-driven care designed to improve vision and support long-term eye health.

To learn more, visit forsightvisioncare.com or email forsightvisionglenview@gmail.com.

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Forsight Vision

Forsight Vision is dedicated to providing comprehensive eye care to patients of all ages. Our experienced team of optometrists and staff use the latest technology to ensure the best possible outcomes for your vision and eye health. Visit us today!

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