

The Observer

Our Doctors

Howard Amiel, M.D.

Gary A. Belen, M.D.

Elizabeth Failla, O.D.

George J. Pardos, M.D.

Robert E. Prouty, O.D.

Salil Shukla, M.D.

Sumit A. Sitole, M.D.

Lawrence Spivack, M.D.

Vandi Rimer, O.D.

Miriah Teeter, M.D.

Jason J. Wang, M.D.

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Introducing Our New Doctors



Elizabeth Failla, O.D.

Anterior Segment and Refractive Surgery Consultation

Practicing at both Omni Eye Specialists South and Spivack Vision Center

Dr. Elizabeth Failla received her undergraduate degree in biology from Indiana University. She continued her education in Indiana graduating from Indiana University's School of Optometry in 2002. Dr. Failla was an assistant instructor for diagnostic management, and contact lens care, and completed a rotation in Guanajuato, Mexico providing medical eye care for indigent populations. She went on to complete a residency in ocular disease at Omni Eye Specialists in Denver, and worked with Alcon Laboratories researching dry eye treatments.

Following her residency, Dr. Failla has focused her career on refractive surgery, primarily preoperative and postoperative management of LASIK and other laser vision corrections. Dr. Failla also enjoys primary optometry, and managing anterior segment eye disease. When she's not working, Dr. Failla enjoys Pilates, running, skiing, SCUBA diving, traveling, and exploring Colorado.



Salil Shukla, M.D.

Vitreous – Retinal Surgeon

Practicing at both Omni Eye Specialists South and Cherry Creek locations

Dr. Salil Shukla graduated with a BA in English from Emory University in Atlanta and attended medical school at New York Medical College. During medical school, Dr. Shukla took a year's hiatus to perform full-time clinical and basic science research in neuro-ophthalmology at Johns Hopkins' Wilmer Eye Institute. He completed his medical internship at Yale University before returning to New York Medical College for residency in ophthalmology, where he served as Chief Resident his senior year. Subsequently Dr. Shukla completed a two year vitreo-retinal surgical fellowship at the Vitreoretinal Foundation in Memphis, TN.

Dr. Shukla has published papers in the journals Cornea, Retina, Experimental Neurology and the American Journal of Ophthalmology. He has presented several papers on macular degeneration at ARVO and was selected to present his research in endophthalmitis at the international Retina Congress convention. Dr. Shukla's areas of interest outside of retina include creative writing, reading, and mountain biking. He is an avid automotive enthusiast and has attended numerous amateur racing schools.



Sumit A. Sitole, M.D.

Ophthalmic Plastic and Reconstructive Surgery

Practicing at both Omni Eye Specialists South and Cherry Creek locations

Sumit A. Sitole, MD, a New England native, earned his undergraduate degree from the University of Michigan. He subsequently attended Tufts University School of Medicine where he completed his medical education. After an internship at the University of Chicago, Dr. Sitole completed his residency in ophthalmology at Loyola University Medical Center. Upon the conclusion of his training in ophthalmology, he completed a two year fellowship in Ophthalmic Plastic and Reconstructive Surgery at the Krieger Eye Institute in Baltimore, a fellowship approved by the American Society of Ophthalmic Plastic and Reconstructive Surgeons.

Dr. Sitole has been published numerous professional journals and considers himself especially fortunate to have had the opportunity travel internationally on medical mission trips where he has taught in his field of expertise. Dr. Sumit Sitole specializes in minimally invasive cosmetic, functional, and reconstructive surgery of the eyelids and face. Dr. Sitole is an avid hiker, recently completing climbs in the Himalayas, the Andes, and Mount Kilimanjaro. His other interests include running, basketball, and audio equipment.

Contact Us

Need to ask us a question? Want to alert us to a problem? You are able to “reach out and touch” us 24 hours a day through our e-mail and phone mail systems. Both email and voice mail systems are monitored. Our doctors prefer email communication so they can research and respond to your inquiry.

Here is our e-mail directory:

Dr. George Pardos: GPardos@OmniEye.com
 Dr. Robert Prouty: RProuty@DrMyii.com
 Dr. Jason Wang: JWang@OmniEye.com
 Dr. Gary Belen: GBelen@OmniEye.com
 Dr. Miriah Teeter: MTeeter@OmniEye.com
 Dr. Howard Amiel: HAmiel@OmniEye.com
 Dr. Lawrence Spivack: LSpivack@Spivack.com
 Dr. Vandi Rimer: VRimer@Spivack.com
 Dr. Elizabeth Failla: EFailla@Spivack.com
 Dr. Salil Shukla: SShukla@OmniEye.com
 Dr. Sumit Sitole: SSitole@OmniEye.com

For our “after hours” call system, have patients call our regular number (**303-377-2020**) and they will be provided instructions on how to contact the on-call doctor.

We are always available for you and your patients.

OES FAX Numbers

OES Main: 303-377-2022
 OES Referrals : 303-329-7165
 OES Surgery Scheduling: 303-377-3234

Our Administrators

Dr. Wayne Persutte, Omni Eye Specialists
 303-398-7304
 WPersutte@OmniEye.com
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Visit us Online

www.OmniEye.com
 www.Spivack.com
 www.MadisonStreetSurgeryCenter.com
 www.MadisonStreetFinancialServices.com

Omni Eye Specialists **303-377-2020**
Spivack Vision Center® **303-SEE-2020**
Madison Street Surgery Center **303-388-0599**
Madison Street Financial Services **303-388-5353**



Bob's Blog

By Dr. Robert E. Prouty

It was beyond my comprehension that I would be writing a SECOND column/blog like this. I again have the bitter-sweet “privilege” of bidding farewell to a Madison Street Company (MSC) optometrist that has played such a large role in our success. Dr. Ketty Lee has decided to leave OES/CLS/MSC/SVC (yeah there are now many acronyms when you have been with us as long as Ketty has). She has decided to leave the immense time, clinical and practice pressures associated with our type of practice and spend more time with her children for a while.

Ketty started her tenure with us as a resident. She was HIGHLY sought after and we competed with Bascom – Palmer for her. Fortunately, she chose us so when she finished at ICO in Chicago, she started as a resident/fellow at OES. Dr. Lee was an outstanding resident and lead both through example as well as accomplishment to her students. She was an outstanding mentor to the student interns and was an exemplary clinician. We were tremendously impressed with her so I did everything in my power to keep her in the Denver Metro area by leveraging everything I could muster to convince TLC that she was the right person to lead their clinic. They jumped at the chance to get her so we started the post-resident phase with her & I working together to make the two clinics the asset to Colorado ODs that they became. When OES formed Colorado Laser Surgeons (CLS), Ketty eventually came over to lead our refractive laser division.

Ketty has proven to be the clinician we thought she could be and quickly established herself as an asset to the CLS referring docs. Her clinical acumen, warm befriending personality and ability to touch each and every doc or patient that

came in contact with her, confirmed her status as invaluable to Colorado Optometry as well as CLS. When we merged with Spivack Vision Center a couple of years ago, it was Ketty that everyone knew and trusted that assisted in the transition to where we are now. She is truly an optometrist extraordinaire.

With all that said, you can imagine how difficult it is to say goodbye. Ketty has been my confidant, my resource, my friend. I don't know what I will do without her. But her decision has been based on her family, her children and her desire to raise her daughters with her husband (Dr. Doug Streifel) personally. They want to impart their values, morals and be hands-on parents. How does anyone argue with how important that is?

When you make decisions based on family and personal beliefs & goals, how can you go wrong? I regretfully support her decision and support where she & Doug are steering their lives. As she & Doug have told me, you will never regret that you worked too much but you will regret that you did not spend enough time with your children & family.

I will miss her immensely and I will miss the after-hours talks, the patient debates and the comfort she brought me in knowing she always had my back. She will not miss the 12+ hour days, the late MSC meetings and the extra-curricular hours that a position at OES/SVC requires. She will be missed at MSC. As I have said before, OES is entering its next iteration. It's next score of years. Sadly, it will be without the smiling face, the comforting charm and clinical excellence of Dr. Ketty Lee (Streifel).

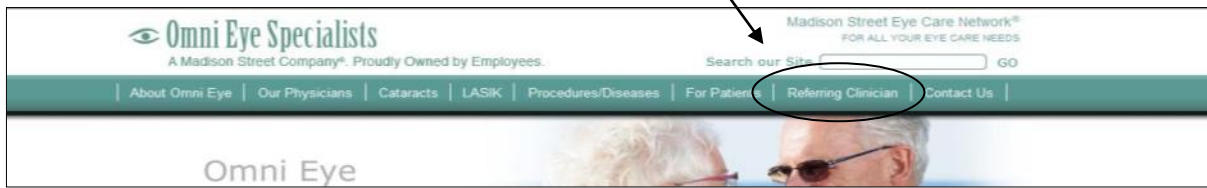
Robert E. Prouty, O.D.

WWW.OMNIEYE.COM

Part II: Referring Patients Online

This is the second installment in a series that highlights the tools our web pages; www.omnieye.com and www.spivack.com brings to your practice. The last issue illustrated the patient educational material available at the Omni web site. This second installment will discuss how to easily refer patients to both OES and SVC in real time on line.

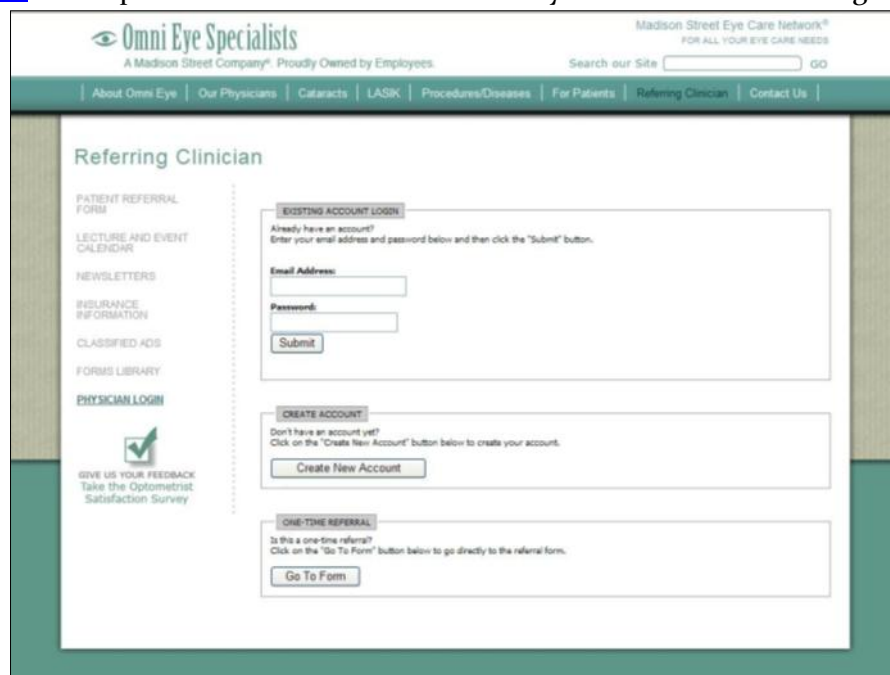
At the top of each web site’s home page there is a tab “Referring Clinician”. On the OES site it is the second tab at the top right.



On the SVC site it is also the second tab at the up most top of the page on the right.



Once you click on the “Referring Clinician” tab in both sites, you will be taken to another page. At the OES site click on the “Patient Referral Form”. At the SVC site click on the underlined link “...the staff at [Spivack Vision Center](http://www.spivack.com) has implemented secure...” In both sites you will be taken to a logon page.



Continued from page 3

At the logon page you will have the option of creating a first time login (which is recommended and described below), entering your logon credentials or logging on as a onetime referral. The advantage of creating credentials and then logging on with them is that the system will remember your name, address and other demographic information and populate the referral form with that information for you. If you have more than one office, you can enter the demographics of as many offices as you like. When you then log in and write the referral, you can specify from which office the referral is sent and our consult letters returned to.

Assuming you login with your credentials and select your location, if more than one exists, you can go on to complete the referral. In the above example, the referring doctor's demographic information has been populated. You select which office you would like your patients to be

seen in. The form is relatively self explanatory. Once finished completing the form, press "submit" at the end of the form. The form will be submitted to us. You then have the choice of printing the form or downloading it as an excel format for your EMR.

PATIENT REFERRAL FORM
LECTURE AND EVENT CALENDAR
NEWSLETTERS
INSURANCE INFORMATION
CLASSIFIED ADS
FORMS LIBRARY
PHYSICIAN LOGIN
GIVE US YOUR FEEDBACK
Take the Optometrist Satisfaction Survey

Patient Referral Form (For Physician Use Only)
Required Fields: are marked with an *

REFERRAL OFFICE LOCATION
Date: 09/14/2010
*Choose One:
 55 Madison St, Suite 355, Denver, CO 80206
 Platte Valley Medical Center, 1600 Prairie Center Parkway, Ste. 250, Brighton, CO 80601
 Spivack Vision Center, 6881 South Yosemite St, Centennial, CO 80112
 Patient Preference

REFERRING DOCTOR
 *Doctor Last Name: Pardos *Doctor First Name: George
 *Address: 55 Madison Street *City: Denver *State: CO *Zip: 80206
 *Phone: 303377220 *Fax: 3033772022 *Email: gp@ix.netcom.com
 Change in Dr's info:
 Address Email

PATIENT
 *Patient Last Name: *Patient First Name:
 *Address: *City: *State: CO *Zip:
 *Phone: *Date of Birth: *Social Security Number: Last 4 digits required
 mm/dd/yyyy

Patient Instructions
 Patient scheduled at Omni on:
 *Omni to schedule patient:
 Yes No
 Other:

You can have the same login credentials at both sites. However since they are separate servers, you will need to establish the credentialing at both the Omni and Spivack web site. With your credentials you can also download a host of other forms from our form library.

In the near future you will have the ability to submit the post op form for Omni or SVC on line as well, more on that in later issues. Try out our referral form; we trust you will find it easy and convenient!

Our Doctors’ National Providers Identifier Numbers

Omni Eye Specialists
1699768663

Howard Amiel, M.D.
1306964317

Gary A. Belen, M.D.
1841274933

Elizabeth Failla, O.D.
1558326256

Robert E. Prouty, O.D.
1336120724

Salil Shukla, M.D.
1154595171

Sumit A. Sitole, M.D.
1205088507

Lawrence Spivack, M.D.
1730144932

Vandi Rimer, O.D.
1245295914

Miriah Teeter, M.D.
1316141872

Jason J. Wang, M.D.
1275514937



Spivack Vision Center®
now carries Latisse®.
Patients can see a difference
within 12 to 16 weeks as
their eyelashes grow longer,
fuller and darker with this
FDA approved solution.

**For more information,
please call 303.SEE.2020.**

Omni Eye Specialists’ Insurance Plans

OES participates in the following insurance plans:

AARP, Aetna, Anthem/BCBS, Cigna, Cofinity, Coventry Health Care, Cover Colorado, Evercare, Eye Specialists, First Health PPO, GEHA, Great West, Humana, Medicaid, Medicare, MultiPlan, PacifiCare, PacifiCare-PPO, PHCS, Pinnacol, Railroad Medicare, Rocky Mountain Health Plan, Secure Horizons, Tricare, Tricare Prime, and United Health Care.

When Not a Participating Provider

We participate with the majority of the metro area insurance carriers yet there may still be programs with which we are not panel providers. If you have such a patient that you would like to refer to us and the carrier has “out of network” rates, please continue to consider us. We will bill the patient’s insurance program for the out of network rates and collect them. We will write off what is not paid as an out of network provider. There will be no added expense to the patient as if we were on the panel. The caveat is that the carrier must allow the patient to go out of network. Rare insurance carriers do not have such out of network flexibility.

Dry Eye Relief for Your Patients:

Autologous Serum Tears

We are now offering autologous serum tears for your dry eye patients at Omni Eye Specialists in our Cherry Creek and Brighton offices.

If you are interested in offering this efficacious treatment for dry eye to your patients, please feel free to contact our office on behalf of your patient for an evaluation, phlebotomy, and formulation of the autologous serum tears with Dr. Howard Amiel.

It typically takes approximately 1 to 1.5 hours to formulate the serum tears. During that time, your patient is free to explore the nearby Cherry Creek shops or return anytime afterwards to pick up their drops.

In most cases, your patient’s insurance may cover the cost of the evaluation with Dr. Amiel. Unfortunately, this treatment is not covered by insurance. Your patient will be responsible for the cost of phlebotomy and the drops. We have made every effort to keep the cost at a reasonable level to make it accessible to most patients.

Your patient should not have any adverse reactions. We anticipate a benefit from the drops within a few weeks of use. You may anticipate seeing your patient for follow-up one month after starting the regimen. While we can do the follow up, we would prefer the patient return to your office for all follow-up care.

For your convenience, there is a physician document and a patient explanation available to you online at www.OmniEye.com in the Referring Clinician area. You may need to register once to access the forms library.

Please feel free to contact Dr. Amiel with any further inquiries or if you would like to discuss a specific case. Thank you for your referral! We look forward to providing autologous serum tears to your dry eye patient(s).

MADISON STREET C O M P A N Y®

Omni Eye Specialists • Spivack Vision Center®
Madison Street Surgery Center
Proudly Owned by Employees

Omni Eye Specialists
Madison Street Surgery Center
Phone: 303.377.2020
55 Madison Street
Denver, Colorado 80206
Spivack Vision Center®
Omni Eye Specialists South
Phone: 303.SEE.2020
6881 South Yosemite Street
Centennial, CO 80112

*Please consider sharing this newsletter
with all the doctors in your office.*

Experience • Technology • Compassion

Continuing Education Opportunities

Evening Course Schedule

All courses start at 6:30pm and last 2 hours.
Colorado approved CE credit is available.

Location is specified:

South = 6881 S. Yosemite Street, in Centennial.
OES = 55 Madison St, third floor, in Cherry Creek.

October 19, Sumit Sitole, M.D. presenting
“**Not all Tearing is Dry Eye**”
at the South location

November 3, Vandi Rimer, O.D. presenting
“**Refractive Surgery Review for Beginners**”
at the South location

November 10, Howard Amiel, M.D. presenting
“**Microbial Keratitis: Diagnosis, Management
& New Options**” at the OES location

November 16, Jason Wang, M.D. presenting
“**Edge Dysphotopsia after Cataract Surgery**”
at the OES location

Please Register at 303-398-7337 or RSVP@OmniEye.com

We hope to see you there!

Be Our Guest VIP

We would like to reintroduce you to our Guest Optometrist or VIP program. You will receive one CE credit for each two hours you spend with our doctors at either Omni Eye Specialists at 55 Madison Street or Spivack Vision Center® in Centennial. You can choose to spend part of your time following a doctor in a particular specialty or divide your time amongst several specialties. You can observe in clinic and/or in surgery.

There is a limitation on one visiting doctor at a time at each facility. To register, go to www.omnieye.com. Click the “Referring Clinician” tab at the top of the home page. Open the “Lecture and Event Calendar” and below it you will see the “Guest Doctor” tab. Click on that tab and the Guest Optometrist form will open. Submit your request and we will contact you. We hope to see you soon.