

# Eye Care Specialists: 'If it's about eyes, call us'

By Geri Gibbons  
For Times Leader

DALLAS - Eye Care Specialists have once again garnered the title of "Best Eye Care Center" in the Back Mountain as voted on by Times Leader readers.

Marketing director Cheryl Summa attributes community support of the business to a staff that truly cares about its clients and their families.

"We are so grateful for our patients who return each year for their eye exams and continue to tell their friends and family about us - that is the highest compliment anyone can give us," Summa said.

The business, she said, often sees generations of a family, with college students returning on visits home scheduling an eye appointment.

Kristen Harris, practice manager, said, "I would like to thank the Dallas staff for their dedication and a special thanks to our patients who continue to choose our talented physician with the care of their eyes."

Dr. Tara Farrell stressed she sees clients throughout the lifespan, starting at about 3 or 4 years old.

By the time patients are seated in an examination room, she said, they are often filled with gratitude for the staff in the front area of the business.

The business has a wide selection of eyeglasses and offers both high-end and very affordable styles.

Eye Care Specialists of the Back Mountain have been at its current location in the Dallas Shopping Center since 2011, having moved from the Twin Stacks, where it was located for more than 10 years.

The location makes eye care easily accessible to residents in its spot on Memorial Highway.

The business goes far beyond just providing eyeglasses to customers, but instead offers a wide variety of services.



Submitted photo  
Pictured are Eye Care Specialists staff members. From left: Scott Matisko, Paul Evans, Cheryl Summa, Jessica Eddy, Kristen Harris and Dr. Tara Farrell.

Farrell always encourages patients to "call in an emergency" related to their eyes rather than go to their family doctor or an emergency room.

"If it's about eyes," she said, "call us."

## Ranking high

Eye Care Specialists is ranked in the top 2% of Ophthalmology practice in the US and has been providing comprehensive eye care throughout Northeast Pennsylvania for more than 60 years.

The business is comprised of 23 ophthalmologists and optometrists and eight locations throughout the region, including Dallas.

Physicians of the business are committed to patient care and leaders in medical and surgical eye care, providing the newest technologies available in the eye care industry and also participating in many clinical trials and FDA investigations.

The doctors are graduates of some of the most prestigious educational institutions, including Harvard University, Duke University, Scheie Eye Institute, Washington Hospital Center, Temple University and Wills Eye Hospital and Pennsylvania College of Optometry.

The doctors in the group are experts in the diagnosis and treatment of various eye disorders, including glaucoma management and surgery; laser cataract surgery; retinal laser treatment & macular degeneration; LASIK & multi-focal lens implants; and ophthalmic plastic, reconstructive, orbital and cosmetic surgery.

Doctors in all locations cross refer within the practice to make sure most aspects of your eye care can be accommodated within the practice.

With eight convenient locations in NEPA, Eye Care Specialists' highly trained optometrists perform comprehensive eye examinations, advanced treatment of dry eye, contact lens evaluations and fittings, diabetic eye exams, optometric management of ocular disease, cataract post-operative management and refractive surgery evaluations and of course a spectacular array of glasses, contact lenses and sunglasses.

They also have a team of board-certified ophthalmologists who perform laser cataract surgery with advanced lifestyle lenses, bladeless LASIK, glaucoma management and surgery, laser retinal treatment, cornea care, macular degeneration treatment, oculoplastic surgery and cosmetic procedures.

Doctors staffing the practice in Dallas are Rob Blase, Tara Farrell and Darrell Evans.