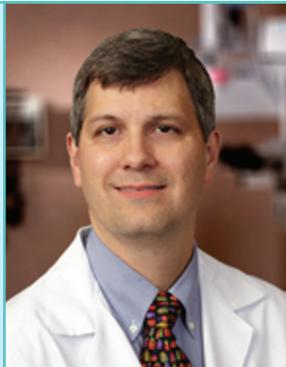


# FOCAL POINT

Important News and Information from Columbia Eye Clinic • Fall 2014



## Letter from the President

**Derek L. Barker, M.D.**

Over the last 90 years, Columbia Eye Clinic has built the practice on an ongoing commitment to bring the most advanced treatment options to their patients. At Columbia Eye Clinic, we're always working to improve our ability to diagnose and treat glaucoma, diabetic retinopathy, macular degeneration, and retinal detachment, along with eye infections and simple vision problems.

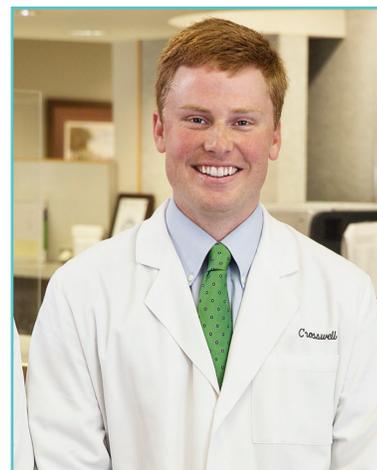
Last summer, the Clinic brought the unparalleled precision and accuracy of the LenSx femtosecond laser to the Midlands.

*—Continued on back.  
See "President."*

## Edward G. Crosswell, M.D. joins Columbia Eye Clinic

The thirteen physicians and more than 100 staff of Columbia Eye Clinic welcome Edward G. Crosswell, M.D. to the practice. He is excited to return to his hometown to join the largest and most advanced medical surgical Ophthalmology practice in the Midlands after practicing in Charleston, South Carolina and Tampa, Florida.

Dr. Edward Crosswell specializes in comprehensive Ophthalmic surgery including plastic, reconstructive and cataract surgery as well as comprehensive Ophthalmology. His clinical interests include reconstructive and cosmetic eyelid surgery, lacrimal surgery and orbital surgery. He will see patients at Columbia Eye Clinic's three conveniently located offices in downtown Columbia, Northeast Columbia and Lexington.



Dr. Edward Crosswell completed his Fellowship in Oculoplastic Surgery at the University of South Florida-Tampa. He earned his M.D. and completed his Residency in Ophthalmology at the Medical University of South Carolina-Charleston. He graduated from Wofford College-Spartanburg, SC with a B.S. He is a member of the American Academy of Ophthalmology, American Society of Cataract and Refractive Surgery and South Carolina Medical Association. ●



Larry Hiebert with his mother, and later, extending thanks to the JDRF for honoring him with Living and Giving Award.

## Columbia Eye Clinic/Columbia Eye Surgery Center CEO Honored as Philanthropic Leader

Larry Hiebert, CEO of Columbia Eye Clinic and Columbia Eye Surgery Center, received the Living and Giving Award at the 17th Annual Hope Gala on May 3, 2014, in honor of his many years of dedication to the Palmetto Chapter of the Juvenile Diabetes Research Foundation (JDRF). Each year the Living and Giving Award is presented to a philanthropic leader in the Columbia community who exemplifies what it means to give back on a daily basis.

Under Larry Hiebert's direction, Columbia Eye Clinic and Columbia Eye Surgery Center have raised more than \$150,000 for the Palmetto Chapter of JDRF to fund critical research to find a cure for T1D (type 1 Diabetes). Each year, Columbia Eye Clinic sponsors a fund raising team in the JDRF Walk to Cure Diabetes. In a combined effort selling JDRF paper shoes, physician and employee fundraising, an internal online silent auction, and a used book sale, they raised more than \$17,500 in 2013 to help find a cure for T1D, which can lead to blindness. Larry Hiebert also secured commitments this year for an additional \$50,000 to benefit the 17th Annual Hope Gala.

Larry Hiebert, who recently announced he will retire as CEO of Columbia Eye Clinic and Columbia Eye Surgery Center at the end of this year, sees the work he has done for JDRF as part of the legacy of what will be his 43 year professional career in healthcare management.

He joined the Columbia Eye Clinic and Surgery Center 11 years ago with 32 years of experience as

a CEO and Sr. Administrator with other prestigious medical/surgical Ophthalmology practices in the Southeast and American Red Cross Blood Services. He brought with him a commitment to altruism and helping others that he has shared with the 115 staff and physicians.

"I can't put into words how I'm touched by this award," says Larry Hiebert, whose 89 year old mother, sisters, three children with their spouses, and four grandchildren, traveled to Columbia to be present when he accepted the award. Previous recipients of the Living and Giving Award include former University of South Carolina Baseball Coach and now Athletic Director, Ray Tanner and South Carolina Bank & Trust CEO, Robert Hill. ●

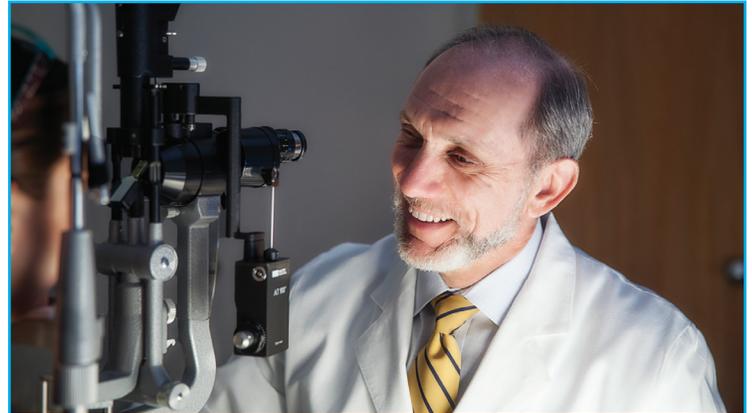


*JDRF is the leading global organization focused on type 1 diabetes (T1D) research. Driven by passionate, grassroots volunteers connected to children, adolescents, and adults with this disease, JDRF is now the largest charitable supporter of T1D research, awarding more than \$1.6 billion to diabetes research since its founding in 1970. More than 80 percent of JDRF's expenditures directly support research and research-related education. The goal of JDRF research is to improve the lives of all people affected by T1D by accelerating progress on the most promising opportunities for curing, better treating, and preventing T1D.*

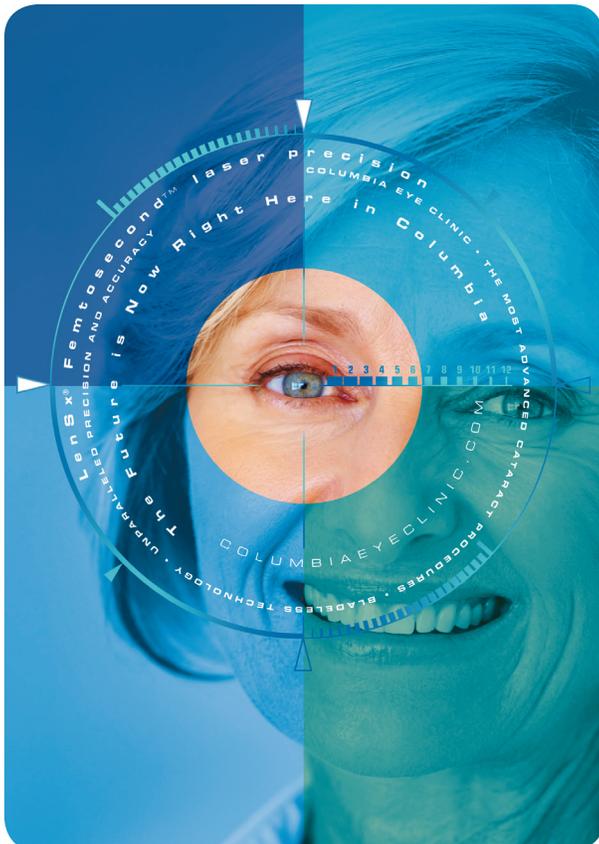
## Edward G. Mintz, M.D. named Medical Director of Columbia Eye Surgery Center

Edward G. Mintz, M.D. has been named Medical Director of the Columbia Eye Surgery Center. His responsibilities as Medical Director include overseeing the direction, operations and clinical quality of care for the ambulatory surgery center which conducts more than 5,000 outpatient procedures each year. Dr. Mintz will continue to see patients and perform surgery.

Dr. Mintz specializes in comprehensive Ophthalmology and cataract and refractive surgery. He completed his residency in Ophthalmology at the Eye Foundation Hospital at the University of Alabama- Birmingham. He holds a Ph.D. in Chemistry from the University of South Carolina-Columbia and a B.A. from the University of Virginia-Charlottesville. He is certified by the American Board of Ophthalmology, is a member of the Alpha Omega Alpha Medical Honor Society and the American Society of Cataract and Refractive Surgery. ●



*Edward G. Mintz, M.D. performs an exam on a patient.*



# See Clearly.

From comprehensive eye exams to the most advanced laser cataract surgery, our board certified physicians and expert staff have been here for all your eye care needs for more than 90 years. No matter how the healthcare marketplace changes, you can depend on the best care at Columbia Eye Clinic.

Derek L. Barker, M.D.  
 William Cain, Jr., M.D.  
 Edward G. Crosswell, M.D.  
 Hal H. Crosswell, Jr., M.D.  
 H. Holland Crosswell, III, M.D.  
 William F. Crosswell, M.D.  
 Charles D. Finley, M.D.

Lynn Hicks Snoddy, M.D.  
 William A. Johnson, M.D.  
 William A. Johnson, Jr., M.D.  
 Edward G. Mintz, M.D.  
 R. Mitchell Newman, Jr., M.D.  
 D. Reynell Harder Smith, D.O.  
 Garner J. Wild, M.D.



## OPTICAL NEWS: Buy One Pair, Get The Second Half Off

Through the end of December 2014, buy one pair of prescription lenses or a complete prescription lens and frame package and get the second half off. If you are planning on replacing your everyday glasses, this is a great opportunity to also get prescription sunglasses, computer glasses, reading glasses, sports glasses, or golf glasses at half off!

The optical collection from Spanish label **etnia Barcelona** is exclusively available in the Midlands area at our Lexington optical department, adding to our already wide range of frame options at all three locations. After consultation with your Columbia Eye Clinic physician, one of our licensed and board-certified Opticians can help you find lenses and fashionable frames that fit your face, your lifestyle and your budget. ●

### Our Optical Department's selection of designer frames is second to none. Here are just a few of the brands we carry:

- Anglo-American
- Brendel
- Bulova
- Carrera
- Caviar
- Cazal
- Costa Del Mar
- Flexon
- Fossil
- Kate Spade
- Liz Claiborne
- Lulu Guinness
- Marchon Airlock
- Maui Jim
- Max Mara
- Michael Ryen
- Nautica
- Nike
- Prodesign Denmark
- Scott Harris
- Seiko Titanium
- Ted Baker
- Tura

## President –Continued

The LenSx is the most advanced bladeless technology for cataract surgery and premium lenses and is only available locally at Columbia Eye Clinic.

We are also pleased to welcome Edward G. Crosswell, M.D. to the practice. Dr. Edward Crosswell specializes in Ophthalmic Plastic and Reconstructive Surgery, Cataract Surgery and comprehensive Ophthalmology. He brings experience in reconstructive and cosmetic eyelid surgery, lacrimal surgery and orbital surgery to the Clinic. He is excited to return to his hometown after practicing in Charleston, South Carolina and Tampa, Florida.

We understand that vision problems impact your quality of life. Thank you for choosing the physicians and staff of the Columbia Eye Clinic to help you manage your eye health so you can continue to drive, read, participate in recreational activities and enjoy your loved ones. ●

## Our Physicians

- Derek L. Barker, M.D.
- William Cain, Jr., M.D.
- Edward G. Crosswell, M.D.
- Hal H. Crosswell, Jr., M.D.
- H. Holland Crosswell, III, M.D.
- William F. Crosswell, M.D.
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