

# CINCINNATI EYE INSTITUTE

World-Class Campus Demonstrates 20/20 Vision For The Future Of Eye Care

CEI SERVES AS A GLOBAL PIONEER IN OPHTHALMOLOGIC SPECIALITIES

A sense of serenity welcomes visitors to the Cincinnati Eye Institute, the nation's largest ophthalmology practice situated on 10 beautifully landscaped acres at 1945 CEI Drive in Blue Ash. The campus features relaxing benches, lush strolling paths, and inside a fountain beckons with a calming tone.

But perhaps the biggest surprise is what visitors don't see when first entering the three-story facility: Where is the waiting room? "We designed the building to be pleasing to the patients – with the gardens, the fountains and the color tones," says Don Holmes, CEI vice president. "We don't have a major waiting room as our patient flow is self-directed and easily navigated."

The 120,000-square-foot facility – which opened in 2006 at a cost of \$20 million – is the home for CEI's extensive, world-class services, as well as its administrative offices. The facility consolidates all three of CEI's former Montgomery Road locations, with extensive parking, meeting facilities and other amenities.

CEI WAS FOUNDED IN 1945 BY MORRIS OSHER, M.D., WHOSE SON – ROBERT H. OSHER, M.D. – HELPED GROW THE PRACTICE INTO A WORLD-CLASS CENTER OF OPHTHALMIC EXCELLENCE.



**DON HOLMES**  
Vice president of  
Cincinnati Eye Institute

PHOTOS BY CINCINNATI EYE INSTITUTE

## PIONEERING EYE CARE ADVANCEMENT

The renowned physicians at Cincinnati Eye Institute are internationally regarded as pioneers in their respective ophthalmic subspecialties for their leadership and contributions to the advancement of eye care. They were the first to introduce many state-of-the-art surgical techniques and eye care innovations to the Cincinnati region.

Virtually all of CEI's 50-plus doctors see patients at the Blue Ash facility, providing everything from urgent care to cornea transplantation, cataract surgery to ophthalmic plastic reconstructive surgery, and glaucoma procedures to LASIK. True to its commitment to state-of-the-art technology, CEI houses no paper charts due to its decision to convert hundreds of thousands of patient records into digital form.

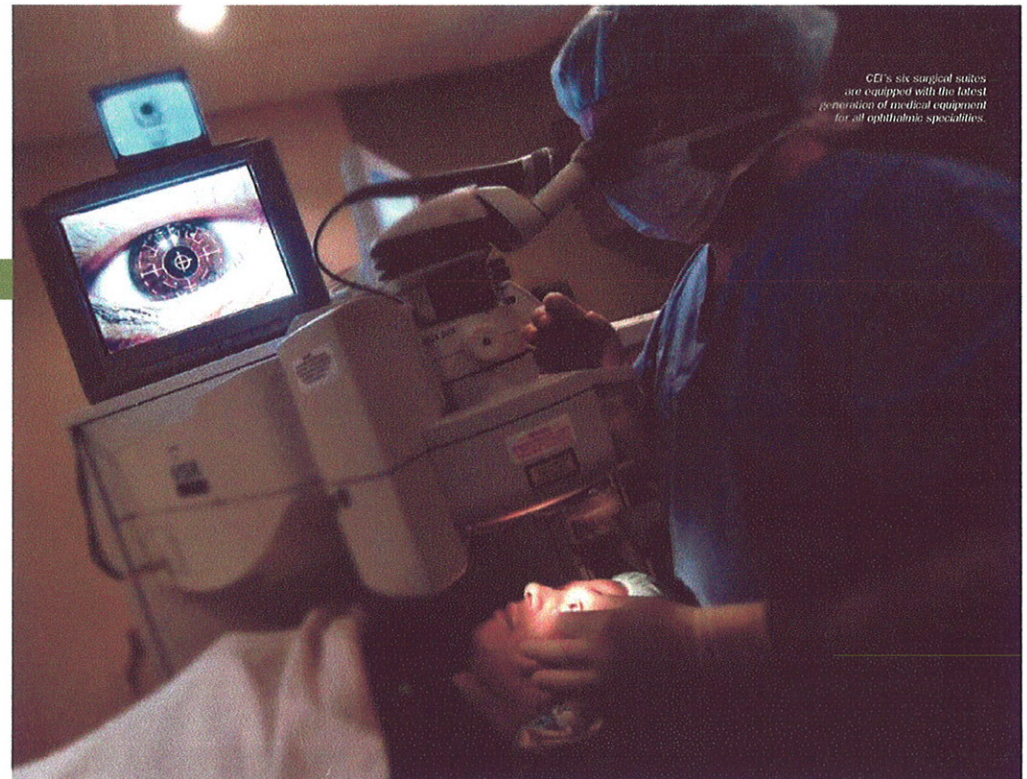
Each subspecialty group – ranging from vitreoretinal disease and surgery to urgent ophthalmology – participates in innovative development and ongoing clinical studies that represent the most advanced research being conducted in ophthalmology today. Their many accomplishments have set the standard for improving the vision of hundreds of thousands of patients around the world.

## STATE-OF-THE-ART SURGICAL SUITES

One of the most advanced features of the new building is the Ambulatory Surgery Center, where physicians annually perform more than 9,000 eye surgeries in the center's six surgical suites – all are equipped with the latest generation of medical equipment for all ophthalmic specialties, including those requiring general anesthesia.

CEI was founded in 1945 by Morris Osher, M.D., whose son – Robert H. Osher, M.D. – helped grow the practice into a world-class center of ophthalmic excellence. Today, a board of directors composed of 10 physicians and the executive administration govern CEI.

Committed to the needs of everyone in the community, The Cincinnati Eye Institute Foundation, the charitable arm of CEI, twice monthly provides a free eye clinic in Roselawn for low-income adults who are uninsured or under-insured.



CEI's six surgical suites are equipped with the latest generation of medical equipment for all ophthalmic specialties.

**"CEI has a 50-year tradition of providing the highest level of medical and surgical eye care to enhance the quality of patients' lives. In addition, virtually all of our doctors participate in research studies, publish extensively and train medical students and residents as well."** – MICHAEL R. PETERSEN, M.D., PH.D., CHAIRMAN OF THE CEI BOARD OF DIRECTORS



12 | ADVANCINGLIFE



The exterior of CEI's 120,000-square-foot facility.

## [company snapshot]

### CINCINNATI EYE INSTITUTE

1945 CEI Drive  
Blue Ash, Ohio 45242  
cincinnatieye.com  
513.984.5133

PRESIDENT:  
Clyde Bell

FOUNDED:  
1945; moved to main  
campus in 2006

NUMBER OF EMPLOYEES:  
175 in Blue Ash; 400 total

NUMBER OF CLIENTS:  
600 patients daily

SQUARE FOOTAGE:  
120,000 at 1945 CEI Drive

