

# The SURPOST

## Business Focus

By Jack Riggs

ADVERTORIAL

# Optometrist's "specialty" is personal service

## Top Doc finds solutions others cannot



For years, *SunPost* Newspaper owner and Publisher Andrew Stark struggled with his vision. His diagnosis was a complex astigmatism with a combination of complications that made it both very difficult to see, and also extremely challenging to locate contact lenses effective with his particular challenge.

"It was a problem for a very long time and a good portion of my life," said Stark. "When you

have something like that, you tend to get used to it so that you don't notice it everyday. It was a real challenge though and there were always moments when I was not as busy as others and I would be looking at something in the same room as me and I got a big reminder that this was still a problem — and one getting worse as I got older."

Stark had sought the attention many times of Optometrists and other professionals. However, he was told that in terms of contact lenses, there was little that could be done. For years, Stark assumed this was the case and that, in fact, his vision would be limited sans eyeglasses, which he could not tolerate.

"Honestly I didn't think anything could be done and that this was how it was going to be for the rest

of my life," said Stark.

Circumstances, though, brought Stark to Miami Beach's Dr. Meir Ben-Nissan. Ben-Nissan had gone to school in Chicago, relocated to Miami Beach, merged his practice with another long-time one, and by the time he was a presence on Miami Beach in 1993, was a well-established expert with a solid reputation.

"I thought there was an opportunity here on the Beach — there were not a lot of practitioners," said Ben-Nissan.

Ben-Nissan said his expertise became specialty contact lenses.

"Some people go in for easy stuff — traditional lenses or disposable lenses, but it becomes more elaborate when one has a harder prescription," Ben-Nissan said. "Those situations we specialize in."

In addition to traditional lenses and Optometrist services, it was the hard-to-help client that helped build Ben-Nissan's practice and his repute for high-end service.

"When I first came here, most of my patients were older people," Ben-Nissan said. "They have moved away and now it is mostly young professionals. We have lots of repeat clients and all of our work comes from referrals."

Word-of-mouth advocacy and referrals attest to the quality of service Ben-Nissan provides. Despite the number of health care providers in the Miami Beach area, Ben-Nissan said he does no advertising.

It was Ben-Nissan's reputation that brought the Optometrist to Stark's attention and after many years assuming he could not be helped, the publisher consulted with Ben-Nissan.

Today, Stark is glad he did. Ben-Nissan was able to connect Stark with a hard contact lens that both corrected Stark's vision, and did so without the horrible discomfort the *SunPost* owner had experienced in previous efforts.

Stark had good reason to seek relief at that point in his life. He has been married just a few years earlier and his son was reaching school age.

"I wanted to try everything I could so that I would regularly be able to see my beautiful wife and son properly," Stark said.

Following the acquisition and use of specialty lenses provided by Ben-Nissan, Stark was able to finally see again properly.

"It was such a surprise and I was incredibly excited," Stark said. "I had all but given up at that point and then Dr. Ben-Nissan was able to return to me an entire component of my life. I feel incredibly grateful for what he was able to do for me. He changed my life and I know he can do the same for other people too."

Ben-Nissan maintains a website for clients where he said less expensive contact lenses are available, at [www.lensexpo.com](http://www.lensexpo.com). His office is located at 1674 Meridian Avenue in Miami Beach. For more information, call (305) 538-1201.