

# 4 Things About Buying Eyeglasses



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Buying glasses can be very confusing. Many optical retailers advertise a low price and then sell you options and high pressure. At Moody Eyes we use simplified pricing to make it easy for you to understand and save money. Here are 4 things you need to know about buying eyeglasses:

### **#1 – Buy One – Get One Free is not a deal**

Of course, you know the second one is not really “free”. They build the cost of both pairs into the price of the first pair. Then they charge you for every option, often for each pair.. It is easy to spend more than you would for two pairs at Moody Eyes.

## **#2 – 50% OFF is not really 50% OFF**

When an eyeglass store or online retailer regularly promotes big discounts then you can be sure their initial “list” price is much higher than it needs to be. Buying glasses at one of these “sales” is another easy way to pay more than you should.

## **#3 – Costco and Sam’s Club are Not Always Your Best Value**

While warehouse stores might seem to be cheap because they have low priced frames, you will often pay more for lenses than at Moody Eyes. They also will charge you more for lens options. It’s often not your best value when you total you price out-the-door.

## **#4 – Buying Glasses should be as easy as 1-2-3**

Our pricing is based on how Subway and other sandwich shops work:

1. Select a frame
2. Select a lens
3. Select your lens options

Simple and straightforward. Our lenses are a higher index which makes them lighter, thinner, and clearer. Plus, our lenses include scratch protection and premium non-glare coatings. at no additional charge. These will be an additional cost at most other eyeglass stores. We have 3 convenient locations serving Indianapolis, Carmel, Greenwood, Center Grove, Fishers, and surrounding areas.

[Click Here to Schedule Your Exam  
Online](#)

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# 5 Things About Vision Insurance

## 5-Things You Need to Know About Vision Insurance



Vision insurance can be very complicated with some carriers have over 100 different plans. We have helped thousands of

patients navigate through their benefits to get the best possible deal on glasses, contact lenses, and eye care. Therefore, here are 5 things you need to know about your vision insurance.

## **#1 – “Covered” does not mean “Paid For”**

All insurance plans will provide a list of “covered” benefits. In vision care, this list could include your eye exam, contact lens evaluation and fitting, frames, lenses, and lens options. This does not mean the vision plan is going to pay for these benefits. Typically, there is a contracted co-pay or deductible you will be responsible for paying before the vision plan pays their portion, just like with health insurance.

## **#2 – Your Vision Plan may be different from your friend’s**

Vision plan companies like VSP, EyeMed, and Superior, have many different policies they sell. Even within your company there may be different plans for various employee categories. We will pull your benefits so we both know exactly what is covered.

## **#3 – Moody Eyes did not negotiate your benefits**

Your vision benefits were negotiated between your HR department and the insurance company. We provide you with vision care under your policy. We will be happy to show your negotiated policy benefits and help you maximize them.

## **#4 – Your Vision Plan may not be your best value**

Some vision policies have great benefits...some do not. We will help you compare our Vision Club pricing to help you get your best value.

## **#5 – Your Vision Plan may not cover online purchases**

Most vision plans are designed to be used in person. Online companies are not participating providers. This means typically you will have to pay and then file a claim with your insurance company for reimbursement. This is usually at a lower rate than if you use your vision benefits with us.

**[Click Here to Schedule Your Appointment Online](#)**

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**Eye Care Designed for You**



## **Eye Care Designed for You**

I have now reached my late 60's. My body is telling me I cannot continue to work at the pace I have in the past. While I will continue to see patients on a regular schedule, I needed to ponder the next phase for Moody Eyes:

1. How do I develop a team to provide our patients with the great eye care and personal touch they have come to expect from me?
2. How do I communicate this to you in such a way that you will continue to come to us for your eye care, glasses, and contact lenses?

So I went to Our Core Beliefs...

### **An Exceptional Eye Care Experience for Every Patient**

Exceptional eye care always starts with people. I have recruited top notch optometrists who are personable, skilled, and ready to take care of your precious gift of sight. I am happy to have Dr. Lambert, Dr. Swift, and Dr. Hudak ([Click Here for Info on Our Doctors](#)). Then I put together a great group of friendly, caring, and talented staff. I would trust my vision to this group without hesitation...and you can, too.

### **An Enjoyable and Inspiring Environment**

I wanted an office environment you will love to visit again and again...

- Frames laid out on tables so it is easy for you try them on.
- Jazz music playing in the background with a pleasant scent in the air.
- Lighting that gives you an “at home” feeling.

## **Updated Pricing that Saves You Money**

We developed our “Deli” pricing model...

### **▪ Choose a frame**

- We carry independent frame lines that give you amazing designs with top quality construction starting at just \$55.
- No frame is more than \$275, including our European brands

### **▪ Choose a lens**

- Typically, your doctor will prescribe the lenses that are best for you, but we have all the lens styles you will need.
- Our lenses include the most common features that you will pay extra for at most optical stores...
  - Higher Index – for a thinner lens with clearer optics
  - Hard Coat – to help reduce lens scratches
  - AR Non-Glare – to reduce glare from lights, screens, etc.

### **▪ Choose your lens options**

- Retina Shield – to block the blue light from monitors
- Transitions® – lenses that change with sunlight
- Polarized – prescription sunglasses you will love to wear

As an added benefit, our glasses have a 1-year warranty included so you do not have to worry in case of an accident.

I am proud of what Moody Eyes has become...the first choice for eye care in Indianapolis, Carmel, Fishers, Greenwood, and the surrounding area.

Why don't you schedule your next eye exam now? Or, just stop by to meet our staff and see what we've done. I believe you are going to love what you find.

Dr. Moody

[Click Here to Schedule Your Eye Exam Online](#)

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**Frames and Lenses Complete  
\$125**

**Frames and Lenses Complete...Just  
\$125**

Taking care of your eyes should be simple and affordable. When shopping for new glasses your choices are often limited to expensive independent optometrists, large optical chain stores, or cheap online sellers. Now you have a different optical option in Indianapolis...Moody Eyes.

# Our “DeLi” System for Buying Your New Eyeglasses Makes It as Easy as 1 -2 1 3

## #1 – Select a Frame

You should have glasses you love to wear.. We avoid the well-known designers to bring you frames from independent designers with well-crafted designs at a lower cost. We pass that savings on to you. Our frames range from \$55 to \$175 when you use our Vision Club pricing.

## #2 – Select a Lens

Your doctor will discuss your vision needs with you and prescribe the right lens for you. Whether you need single vision, bifocal, trifocals, or progressive no-lines, we have the lens for you at an amazing price. Single vision lenses with Non-Glare AR coating are \$70.

## #3 – Select Lens Options

You might want prescription sunglasses...we have amazing deals on these. Or, you might like the lenses that get dark in sunlight. Or, you may want to protect your eyes from the potentially harmful effects of blue light with our Retina Shield.

That’s it...1-2-3...and your new glasses will be ready for you within a few days. Frames and lenses complete \$125...your best choice for looking great and seeing your best.

[Click Here to Schedule Your Eye Exam Online Right Now](#)

**or, Bring Us Your Doctor's Prescription  
for Professional Assistance**

***“Your World is Better When You See  
Better”***

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## **3 Reasons to Get Your Eyes Examined**

People often ask me how often they should have their eyes examined. Typically you should have your eyes examined once a year. This is especially true if you have are being treated by a doctor for any health condition, such as diabetes, high blood pressure, or high cholesterol.

We often find people put off getting their eyes examined for various reasons. This can seem like a smart way to save money on eye exams, glasses, or contact lenses. But, when you consider how much we spend on entertainment, dining at restaurants, and other things, doesn't it make sense to invest in maintaining your gift of sight.

## **3 Reasons to Schedule Your Eye Exam Now**

## **#1 – Blurry Vision**

Whether you have trouble reading or seeing things far away, it is time to get your eyes examined.. Most of the time an updated glasses or contact lenses prescription will help you see better. If your issue is due to something else, we will help you get the care you need.

## **#2 – Broken Glasses / Out of Contact Lenses**

When you are trying to wear broken glasses or you are wearing your contact lenses too long because you have run out, it is time to get your eyes examined. Wearing worn out glasses or contacts can not only strain your eyes, this can cause permanent damage to your eyes.

## **#3 – Headaches / Eyestrain**

Your eyes are trying to get your attention when you develop headaches or eyestrain. They are telling you, “It’s time to get us checked out.” Don’t disappoint them. Bring them in today to get an eye exam.

**[Click Here to Schedule Your Eye Exam  
Online Right Now](#)**

**Our Eye Doctors Are Ready to Care  
For Your Vision**



## **Dr. Penn Moody**

Southpointe: Monday and Thursday  
Wednesday

Downtown:

Northside: Tuesday and Friday



## **Dr. Jessica Lambert**

Southpointe: Wednesday and Friday

Downtown:

Monday, Tuesday, and Thursday



## **Dr. Brian Swift**

Southpointe: Tuesday

[Click Here to Schedule Your Eye Exam](#)

***“Your World is Better When Your Vision is Better”***

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## **Use Your HSA for New Glasses or Contact Lenses**

**Did you know you can use your HSA for new glasses or contact lenses?**

Many of our patients do not realize they can use their HSA for eye exams, new glasses, and contact lenses. Since most vision plans only cover a portion of the cost of eyeglasses and contact lenses this is a great way to purchase the new frames and lenses you want.

It's as easy as 1-2-3...

1. Schedule your eye exam online or by calling us at 317-883-1122
2. Bring your HSA card with you to your exam
3. Save money with your vision benefits and our Vision Club pricing

**Eye Exams – Contact Lenses – Eyeglasses –**

## Medical Eye Care

[Click Here to Schedule Your Eye Exam Online](#)

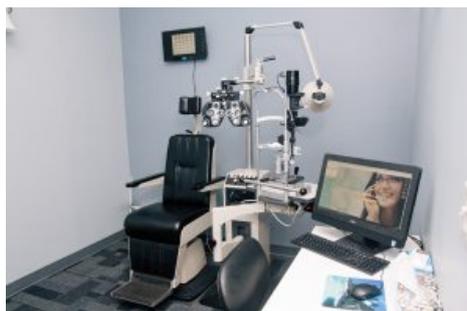
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# Your Kids Think Their Vision is Normal

Did you know over 80% of what we learn comes through our eyes? Imagine what a difference clear, comfortable vision can make in the classroom or while playing sports. Young people do not always know they are having vision problems because your kids think their vision is normal.

## Your Child Needs an Eye Exam Before They Go Back-to-School

How do you know? Only by getting their eyes examined can you be sure your child's vision is good. We know you want to take care of your child's vision. One of our eye doctors in Indianapolis (Dr. Moody, Dr. Lambert, Dr. Swift, Dr. Hudak, Dr. Shoemaker) will examine your child's eyes to determine if glasses or contact lenses would be helpful.



## **Glasses and Contact Lenses**

Our experienced optical staff will help you and your child select frames they will love to wear if glasses are needed. We have a great selection of frames for kids, including styles they will like and sturdy enough to stand up to a child's lifestyle. We also have a one year warranty.

Your child may prefer contact lenses. We have experience helping young people discover how convenient and easy contact lens wear can be. We will help them learn to put contacts on and take them off, plus they will have an adjustment period to see if contact lenses are the right choice for them. Remember, at Moody Eyes we use trial lenses so you do not have to buy contacts until we are sure they work.

**[Click Here to Schedule](#) Your Child's Appointment Online or Call Us Today**

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## **Sharing the Gift of Sight with Indianapolis and Around the World**

I had a patient recently who purchased glasses from Warby Parker because they "give a pair for every pair you buy." She was surprised to learn the many ways we are sharing our gift of sight with Indianapolis and around the world

# Tear Down the Walls Ministry



This is a Christian ministry that helps the homeless here in Indianapolis. Brian Walls, the founder, has dedicated his life to helping these “friends”, as he calls them. Several years ago we volunteered to provide free eye care and glasses to the homeless through his ministry. This program has been rewarding to both the doctors and staff. Learn more about Brian and his ministry here: <https://www.tdwm.org/>

## **Partnering with Ray Skillman to Provide Free Exams and Glasses for School Children**

We work through the Perry Township school counselors to provide free eye exams and glasses for school children. The school’s social workers screen the kids, then bring them to us. We have had some amazing experiences as the kids react to seeing the world clearly, some for the first time in years.

## **Optometry Giving Sight**

This is an international organization that provides training for optometrists and helps establish eye care services around the world. Good eye sight is one of the keys to improving economic opportunity. We make a monthly donation to this wonderful organization. Find out more information at their website: <https://givingsight.org/>

## Stand Up 2 Cancer



SU2C is an organization founded by entertainers to raise money for cancer research. You may have seen their Moment of Silence at a World Series Game. We carry the SU2C line of eyeglass frames. A portion of each frame purchased goes to support SU2C. Buy a frame – automatically make a donation. Find out more here: <https://standuptocancer.org/>

### **Sharing Our Gift of Sight with Indianapolis and Around the World**

We know we live in a diverse world. We want to be good citizens and we love to share our passion for eye care and great vision. When you come to Moody Eyes you will not only get great, personalized eye care but you will help others who are less fortunate. Sharing our gift of sight with Indianapolis and around the world is a Win-Win for all of us.

**[Click Here to Schedule Your Eye  
Exam Today](#)**

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# Special Pricing on Polarized Sunglasses for National Sunglasses Day



## Special Pricing on Polarized Prescription Sunglasses for National Sunglasses Day

Every year people damage their eyes by not wearing prescription sunglasses. In 2018 The [The Vision Council](#) celebrates National Sunglasses Day on June 27th. This annual event shares how important it is to protect your eyes from harmful UV rays of the sun. To help you protect your eyes we are offering special pricing on prescription sunglasses for the whole month of June.

### **Polarized Prescription Sunglasses Make a Difference**

Normal sunglasses reduce the amount of light. For example, they might only allow 50% of the light rays through. But, polarized sunglasses are different. The lenses actually have filters in the lenses that only let certain rays through. This cuts down on glare. For example, when looking at the sun reflecting off of a car hood or when driving with snow on the ground. By reducing glare polarized prescription sunglasses

relax your eyes for more comfortable vision.

Reflective UV rays can damage your eyes as much as direct light. Research shows water can reflect up to 100% of UV, while snow can reflect over 80%. Even grass can reflect up to 3 percent!



## **How Does UV Light Damage Your Eyes?**

Exposure to UV light over time can lead to cataracts, corneal burns, macular degeneration, and other vision problems. Many of these conditions appear after years of UV exposure. This article from [Prevent Blindness](#) will help explain how this occurs.

## **Protect Your Children's Eyes with Polarized Sunglasses**

Kids are exposed to as much as 3 times the UV light as adults. Part of this is because of the time they spend outdoors playing or participating in sports. Yet only a small percentage of parents report their kids wear sunglasses regularly when outdoors. Exposure to UV rays when young can lead to increased eye problems as an adult. Read this [article on protecting your child's eyes](#) for more information.

## **Special Pricing – Polarized**

# Prescription Sunglasses

We want you to protect your eyes with prescription sunglasses. To celebrate National Sunglasses Day we are offering special pricing on prescription polarized sunglasses at all three of our Indianapolis eye doctor offices from June 25-29th. When you purchase a frame you will receive a discounted price for lenses. This includes not only single vision but no-line progressives and bifocals, too.

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## Meet Pueblo – Cool Fashion in 17 Color Options

### Meet Pueblo – Cool Fashion in 17 Colors

We are always looking for frames that are unique, well-made, and stylish. Today we want you to meet Pueblo – Cool Fashion in 17 Colors – by Dolabany Eyewear.

Mark Dolabany has worked in the optical field since his teenage years. Now he designs amazing eyeglass frames. They are unique, well-made with interesting colors. His frames are designed to fit your nose, face, and head. With a wide variety of styles you are sure to find a frame you will love to wear in Indianapolis.

Stop in. Try on some frames. Let us help you find eyeglasses that reflect your personal style, are comfortable to wear, and are affordable.

# Just A Few of the Colors Available

Dark Tortoise



Pecan



Crysta



**NEW**

Classic Havan



**Moody Eyes – Delivering the Art of Fashion and the Science of Vision...without Breaking Your Budget.**