Excellence in eye care and eyewear — that is what John Nowell, O.D., and his staff ensure patients receive at his new practice, Southwest Orlando Eye Care in Dr. Phillips.

The emphasis on excellent patient service is obvious the minute one walks through the door. The friendly staff greets and welcomes guests into the warm and inviting office. At Southwest Orlando Eye Care, patients are not just patients, but family members. Dr. Nowell and his staff provide eye care to all ages, from young children to seniors.

Dr. Nowell attends twice the required amount of continuing education courses; has more than 20 years of experience; and, by using cutting-edge technology, Southwest Orlando Eye Care is able to provide top-notch care for comprehensive eye exams, diagnosis and treatment for glaucoma, cataracts, macular degeneration, dry eyes, pink eyes, foreign body removal, eye infections, Lasik consultations, and specialized contact lens fittings, including bifocal contacts and high-definition contact lenses.

Dr. Nowell works closely and has a great relationship with several eye surgeons, who he refers to when surgery is indicated. He makes it convenient to the patient by completing pre- and post-operative care at his office.

At Southwest Orlando Eye Care, staff members want to help patients maintain the best vision possible. The best way to ensure great vision is to make sure one has a comprehensive eye exam every year. Dr. Nowell educates his patients about ocular nutrition, and recommends eye vitamins to at-risk patients. Preventive eye care is imperative to decrease patients' chances of developing blinding eye diseases, such as glaucoma and macular degeneration.

Southwest Orlando Eye Care has an outstanding selection of designer frames and separate sunglass boutique, since every patient, young and old, should be wearing sunglasses outside to protect eyes from ultraviolet damage.

For patients who are busy during the week, Southwest Orlando Eye Care is

open the second and fourth Saturday of the month. Emergency eye care is provided 24 hours a day, 7 days a week, by calling the office number. Patients are generally seen on time for their appointments.

Southwest Orlando Eye Care is grateful to be part of the Dr. Phillips community and is mindful of the tough economic situation. Dr. Nowell and his staff are happy to donate their services and products to individuals or groups if there is a need.

Southwest Orlando Eye Care is located in Suite 110 at 7009 Dr. Phillips Blvd. in Orlando. For more information, call 407-271-8931 or visit www.southwestorlandoeyecare.com on the Web.