



# Through the eyes

Interviews with

**Dr. George Poulos**

**Dr. Pam Brown**

**Dr. Louis Espejo**

**and Holli Moore**

**LENSCRAFTERS®**  
Because Sight

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# LENSCRAFTERS<sup>®</sup>

## Because Sight

In a world where all our senses are key to learning, studying and understanding our surroundings, we believe that sight is the most magical of the five senses to possess.

Sight and eyes lead to everyday experiences, like seeing someone's face or the exact color of the sky. We might take this for granted or not realize how important these moments are, but they are the ones that lead to connecting with our environment, connecting with people and to our independence.

Discover some of the Doctor's stories, and what Because Sight means to them.



Discover more  
at [LensCrafters.com](https://www.lenscrafters.com)

# “Because technology allows us to see things we couldn’t before.”

In an era where technology is part of everybody’s daily life in one way or another, we tend to forget that, not long ago, there were no cell phones or internet. That is, until the Digital Revolution came along and changed the world: what were once analog processes quickly became digital, revolutionizing many techniques, including the ones related to the world of eye care.

After 31 years of being an Independent Doctor of Optometry, and after having experienced the offline side of eye care, Dr. George Poulos immediately jumped into how digital technology changed his life as an Optometrist.

*“Back then we had paper appointment books, paper charts – patients complained about the process and didn’t come back. Today it’s all online and a much better, faster experience for patients.”*



**Dr. George Poulos,**  
Independent Optometrist,  
Cleveland, OH



With all of the digital technology available, Dr. Poulos explains how now he can see things he couldn't before and create a unique fingerprint of patients' eyes, making his job not only easier, but also extremely precise. So much so that he can diagnose even the most subtle vision problems sooner, correcting a patient's vision and potentially saving their lives.

“I’m a Cleveland guy, but being the son of greek immigrants, I’m very involved in our culture and the community both personally and professionally.”

Dr. Poulos and his two children, all Cleveland fans



The importance of sight put into action

Hand-in-hand with this digital technology comes the importance of eye health, where Dr. Poulos unveils that the biggest fear of most patients is going blind and how his responsibility is to protect them from this. Thanks to state of the art technology, Dr. Poulos is able to not only meet but even exceed some of his patients' expectations.



And in the blink of an eye, from his present day career Dr. Poulos took a trip down memory lane into his past. When he was in 5th grade he discovered he needed glasses for nearsightedness which was why he was seeing blurry in school. During this doctor's visit, he fell in love with all the gadgets and was fascinated by how they could, so simply, solve people's vision problems.



Dr. Poulos and his family enjoying a meal

Just then, a 19 year old George told his father that he wanted to be an Optometrist, and coming from a very humble background with a very strong sense of community, his father was extremely proud that what his son would go on to do would be to serve others and solve their problems.

A career that, many years later, Dr. Poulos defines less as a "skill" and more of a "blessing" for him to be able to help his community and not only.



THROUGH THE EYES OF DR. GEORGE POULOS

## BECAUSE IT'S WORTH IT

**LensCrafters offers a wide range of prescription lenses for eyeglasses and sunglasses tailored to your lifestyle. All designed for the way you see the world.**



## BECAUSE IT'S YOU

**No matter what style or brand you're looking for, we have the perfect designer frames just for you.**

**COACH**  
NEW YORK

MICHAEL KORS

**OAKLEY**

**POLO**  
RALPH LAUREN

**PRADA**  
EYEWEAR

**Ray-Ban**  
GENUINE SINCE 1937

**BURBERRY**  
LONDON ENGLAND

TIFFANY & CO.

VERSACE

DOLCE & GABBANA

**Persol**

**VOGUE**  
EYEWEAR

Discover more at [LensCrafters.com](https://www.lenscrafters.com)





Dr. Pam Brown,  
Optometrist,  
Detroit, MI

“Because giving back for me means helping people see better.”

The expression “when a career chooses you” couldn’t be more suited for Dr. Pam Brown, an Optometrist at LensCrafters for the past three and a half years. She came across Optometry purely by accident, when a friend of hers mentioned that she should apply to Optometry school, having been a glasses wearer since the age of 7.

Dr. Brown quickly admitted that this line of study had never been on her radar until then. Having lived through problems with her own sight as a child, she realized that Optometry could very possibly be the way for her to help people, especially children, to see clearly and allow them to experience the life-changing moment that she had.



“It was a life-changing impression wearing glasses: I thought trees were just blobs of green but after I put on my glasses for the first time, I realized that they were formed by lots of leaves put together.”

*“My mom first thought that it was my ears because I kept turning my head in class”. Dr. Pam Brown began retelling the story of how she came to wear glasses and how difficult it was for her at school not knowing why she was having so much trouble learning. It was only after she went to an Optometrist that Dr. Brown discovered that she hadn’t been turning her head in class because of an ear problem, but because she couldn’t see. She was nearsighted.*







Enjoying quality time with her son

Fast forward to the present day, and here you'll find the lively and determined Dr. Brown, standing in her office, putting children in glasses for the first time and crying at their expressions as they discover the beauty of their surroundings.

As Dr. Brown progressed in her career as an Optometrist she became especially passionate about OneSight, a non-profit organization that brings eye exams and glasses to the individuals and places that need eye care the most. She has participated in approximately 34 clinics in partnership with other LensCrafters Optometrists who give back to less fortunate communities both locally and globally with free eye care and eyewear.



Dr. Brown and the family posing for a picture

When asked to describe this experience with OneSight, she replied, *"It reminds me how there are people less fortunate than us that really benefit from this experience. It brings me joy and takes me to my happy place."*

The incredible selflessness and care that Dr. Brown puts into OneSight is also evident in her dedicated career at LensCrafters. Every day she makes it her mission to convey the commitment and love she has for all of her patients; approaching and interacting with them on a human level, knowing that she is helping them see their best.

*"I love going home and saying to my husband: 'I was able to help this person'. I feel accomplished and satisfied, like I'm being of use."*

## BECAUSE BENEFITS ARE BEST

Sometimes insurance can be complicated to understand and deal with. We've got you covered and we're here to help so that you won't lose out on your vision insurance benefits, and can maximize your stylish purchases thanks to your benefits<sup>1</sup>.

Discover more at [LensCrafters.com](https://lenscrafters.com)

We accept most insurance plans both online and in store, including:



<sup>1</sup> Insurance plans may vary. Consult your benefits for details.



“Because eye care is not only about looking at charts.”

From seeing him work his magic as an Independent Optometrist at LensCrafters to seeing him be a first-class father and husband in his own home, Dr. Louis Espejo revealed himself to be an extraordinary source of admiration and energy.

Founder of The Dry Eye Center of Excellence and The Eye Wellness Center in Rockville, MD, a member of the American Board of Optometry and The MD Optometric Association, Dr. Louis Espejo has been practicing Optometry for 27 years as an Independent Optometrist at LensCrafters. When asked what makes him feel great at the end of a working day, he answered, *“There’s no better feeling than feeling like you’ve connected with your patients.”*



**Dr. Louis Espejo,**  
Independent Optometrist,  
Bethesda, MD



He approached the world of Optometry when, at the age of 24, he was diagnosed with astigmatism and realized that until then his headaches and daily naps were due to his need for glasses.

After having put on glasses for the first time, he realized that everything came much easier, making this a life-changing event for him. So much so that he decided this was what he wanted take up as a career, *"Imagine this, helping 12 to 15 people a day see better, there's no greater job."*

Dr. Espejo with his favorite family pictures



In an instant, just like magic, Dr. Louis Espejo quickly turned into Louis, father and husband of a family of five, four beautiful kids and his lovely wife Cristina.

There he was, standing near his wall of family pictures smiling while recalling his wedding day. When asked which photo was his favorite, he replied, *"It's the photo of my brothers and sisters when we were very young, one of the earliest photos that we have of all of us together. Family is very important to me."*



“Watching these families grow, experiencing births, deaths, triumphs and tragedies, things they don’t talk about in Optometry school, but these are the things that get me up in the morning and make it so easy to go to work.”

The importance he gives to family in his personal life, he also gives in his work life, following patients from the same families for three generations and over 40 years. Knowing that in Optometry genetics are key to a good diagnosis, but also to connect with each patient on a personal level.

Dr. Espejo with his children



THROUGH THE EYES OF DR. LOUIS ESPEJO

## BECAUSE EYE CARE

**Knowing your eyes is important, as is an annual eye exam<sup>1</sup>. What you may not realize, is that you could see better with glasses or contact lenses. You shouldn't miss out on seeing your best every day, and that's why you should arrange an eye exam<sup>1</sup>. Give your eyes the treat they deserve.**



**Plan your visit today.**  
Visit [LensCrafters.com](https://www.lenscrafters.com)  
or call 1.877.753.6727

<sup>1</sup> Eye exams available at the independent doctor of optometry at or next to LensCrafters. Doctors in some states are employed by LensCrafters. In California, eye exams are available at LensCrafters locations from independent doctors of optometry at or next to LensCrafters. The optometrists are not employed by LensCrafters, which does not provide eye exams.



“Because our goal is to do whatever we can to make you feel better.”

When searching for the definition of “outgoing”, the dictionary may define it in words, but LensCrafters defines it in Holli Moore, Store Manager in Cleveland, Ohio. After years of working in fashion, she decided to enter the world of optics where she knew that her people skills and caring nature would make an even bigger difference in the life of her customers.

Today, after a year and a half at LensCrafters, she has discovered how much effort and excellent preparation goes into helping customers choose their glasses, *“They’re part of someone’s physical identity, that’s why it’s so important to find them the perfect pair. After all, they live on their face all day.”*



**Holli Moore,**  
LensCrafters Store Manager,  
Cleveland, OH



Holli showing digital technology to a patient

With the support of trainings, digital technology and tablets, Holli's favorite task is to create a customer experience that makes every single person that enters the store feel 100% involved and special.

To the question, *"What is a great working day for you?"*, Holli replied, *"Sometimes we get a customer that comes in that isn't so familiar with the technology that we're using, so being able to show them what we're doing and how we're doing it is incredible."*

"Making people feel good, that's my goal every single day."

Trust is also a very important component for Holli in her daily routine, as she is the person whom customers listen to and search for advice on which frame looks best or what lens to use. She immediately creates a bond with these customers, asking them about their daily lives and activities, not only to create a personal connection, but also to guide them towards the best frames and lenses based on their lifestyle.



THROUGH THE EYES OF HOLLI MOORE, STORE MANAGER



## BECAUSE YOU COME FIRST

**Sometimes it just comes down to your wants and needs. With that in mind, we know that an occasional break from your eyeglasses can be just the ticket. That's why we make it a point to have the best brands of contact lenses at your disposal, so that you and your doctor can choose the ones that best suit you and your lifestyle.**



**Want to find out more?**  
**Discover the doctor stories at [LensCrafters.com](https://www.lenscrafters.com)**

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