

Moore Eye doctor specializes in diabetes

■ Delaware County patients can be treated at institute based at Springfield Healthplex.

By SUSAN L. SERBIN
Times Correspondent

SPRINGFIELD — Some say the eyes are the windows to the soul. Dr. Leonard Ginsburg believes the eyes are the window to the whole body. Ginsburg, medical director of the Moore Eye Institute, is firmly committed to offering the best eye care services to Delaware County residents — right here in Delaware County.

"Crozer-Keystone Health System has recognized that patients in Delaware County deserve access to the finest eye care technology," said Ginsburg, a graduate of Haverford High School before going on to the University of Pennsylvania Medical School. He did his residency at the Joslin Diabetes Center at Harvard University.

The Moore Eye Institute is based in the Healthplex Pavilion II at Springfield Hospital, 100 W. Sproul Road.

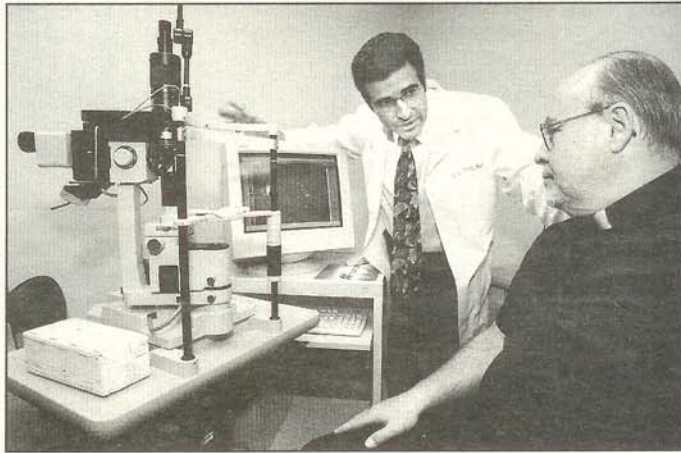
In quality of care, professional staff and technology, Ginsburg ranks Moore with Philadelphia's renowned and perhaps better-known eye care facilities such as Wills Eye.

The population of 650,000 in Delaware County makes this suburb, to Ginsburg's thinking, a major metropolis in itself, and the residents here deserve access to diagnosis and treatment without going into the city. That includes patients in Chester County with an affiliation with Brandywine Hospital.

"We started building the infrastructure (of the institute) two years ago in June. The model of the Healthplex and hospital attracted me. Partnering with Springfield Hospital gives us a systemic approach to eye disease. We had a different dream, of seeing prevention as the best treatment," said Ginsburg.

After his introduction, Ginsburg gets into the heart of Moore's mission, of diabetes treatment through a multidiscipline approach.

Diabetes is a leading cause of blindness. Ginsburg is a leading authority on



Times staff / PETER A. ZINNER

Dr. Leonard Ginsburg of the Moore Eye Institute in Springfield treats one of his patients, the Rev. Steven Marinucci, assistant pastor at St. Clement Parish in Philadelphia. Father Marinucci suffers from diabetic macular edema and is director of the Moore Eye Institute's Buddy Program for newly diagnosed diabetic patients.

prevention, diagnosis and treatment of eye diseases caused by diabetes. He is known in the fields of diabetic retinopathy and macular degeneration and is the only certified diabetic educator in the United States who is a retina specialist.

"We can tell so much about someone's health through the eyes ... especially if that person has diabetes," Ginsburg said.

"The number one problem with diabetes is denial. But the number one fear is blindness, and we use that concern about eyes to motivate our patients to think about the rest of the body."

Moore Eye Institute treats eye disease through a whole-person, team approach, taking into consideration all aspects of their patients' lives: family, culture and religion.

Among the staff are specialists in surgery, glaucoma and neuro-ophthalmology. Moore staff member Dr. Yogender Garg is one of the few ophthalmologists in America who is also board certified in internal medicine, giving him added medical depth. Dr. Wayne Dunn, born and

raised in Jamaica, is a leading proponent of the unique concerns of African-Americans.

"We have had big projects going to churches in Chester, Sharon Hill and other areas to get in touch with the community. We do lectures and slide presentations, and free screenings for blood sugar and other disciplines in podiatry and nephrology. There is more diabetes and hypertension in African-American groups that lead to death because they are not aware of the disease," said Dunn.

Dunn said other social conditions and differences must be considered, such as diet, genetics and the economics of medication must be considered.

In addition to the institute, the Moore Eye Foundation has been established under the direction of Dr. Richard Brilliant, a leading visual rehabilitation specialist. The non-profit foundation offers care, support and visual retraining for patients regardless of their visual state or financial resources. The foundation has other outreach efforts such as the just

For information

■ The Moore Eye Institute and Moore Eye Foundation are located in the Healthplex Pavilion II, Springfield Hospital, 100 W. Sproul Road, Springfield. Call (610) 690-4900.

■ Diabetes Family Awareness Day is being held 10 a.m.-2 p.m. today at the Healthplex at Springfield Hospital. This is a program being offered by the Center for Diabetes in conjunction with Springfield Hospital. As part of the event, Moore Eye will be offering free screenings. There will also be other diabetes-related screenings. It's free and open to the public. For information on the awareness day at Springfield Hospital, call (800) CK-HEALTH.

■ A program called "The Human Side of Diabetes" will be offered 3:30-5 p.m. Monday at the Moore Eye Institute. Guest speakers include John Halota, former Marple Newtown police chief, and George Mallet, FOX TV anchor, who will share their experiences with diabetes. People with diabetes will be matched with buddies through the institute's Buddy Program for adults and children with diabetes. People are invited to come learn about Moore Eye and its Buddy Program. For information call (610) 690-4900.

launched Moore Eye Buddy Program which pairs those recently diagnosed with diabetes with a "buddy" who has learned to handle the disease successfully.

"Now, we have the optimum chance to offer compassion to new patients," Ginsburg said. "We can ease their adjustment by pairing them with individuals who have experience with diabetes."

Patients generally come to the institute through their primary care physician or eye care specialist. Ginsburg said a smaller number are self-referred or learn of the institute from other patients.

Some new patients may emerge from the Diabetes Family Awareness Day being held 10 a.m.-2 p.m. today at the Healthplex at Springfield Hospital. This event is being run by the hospital, but representatives from Moore Eye are participating.

"Diabetes is a challenge, but the person who takes control of the illness can become even healthier through diet and exercise," said Ginsburg.