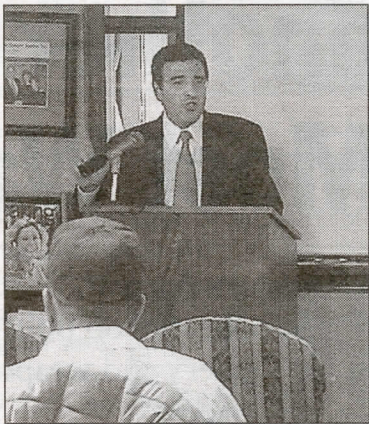
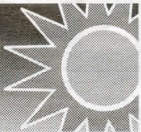


DELCO TODAY



Dr. Leonard Ginsburg, director of the Moore Eye Institute at the Healthplex in Springfield, is an advocate for diabetics.



Ophthalmologist offering lecture series on diabetes

By PATTI MENGERS
pmengers@delcotimes.com

When Dr. Leonard Ginsburg looks into the eyes of a diabetes patient, he doesn't see disease. He sees an opportunity for the person to take control of his or her life.

"This is the only disease I know that empowers patients to be the best that they can be," Ginsburg said.

Founder and chairman of the Moore Eye Institute at Springfield Hospital and Mercy Fitzgerald Hospital in Darby, the 50-year-old ophthalmologist is a retinal surgeon specializing in diabetes of the eye and macular degeneration.

The eyes, he noted, are windows to the rest of the body because of what their blood vessels reveal about the functioning of other organs.

"If I see disease in patients' eyes, if I don't use that opportunity to get them hooked up with a program to take care of themselves and eat better, then I'm trampling on my Hippocratic Oath," Ginsburg said.

The eye doctor doesn't only want his patients to eat better. He wants them to exercise and, most of all, be motivated to care for themselves. If they keep tight control of their blood sugars, they can reduce complications by 73 percent, he noted.

"If they don't take care of themselves, then they can end up losing their vision and their feet. It can lead to impotence and affect the kidneys and heart," said Ginsburg.

Even though he is an eye doctor, Ginsburg also looks at diabetes patients' feet and measures their blood sugars during office visits.

In keeping with his multidisciplinary approach, Ginsburg hosted foot screenings and a series of lectures in observance of World Diabetes Day on Friday and eye screenings Saturday at his Healthplex II office in Springfield. Free diabetes lectures were held there Monday and more are scheduled for 8:15 to 10 p.m. Thursday.

Among Friday's presenters were patients, doctors, even men of the cloth.

"Although the knife and medicine are important, I personally believe there's a guiding light in life. If patients become stronger by believing in something, then it's wrong for doctors to shun that belief," said Ginsburg.

He views diabetes as a lifestyle.

"If you learn to eat right like every American should and you learn to exercise every day then you can be as healthy or healthier

than any American," Ginsburg said.

He noted that a person who loses 10 pounds will reduce the risk of heart disease by 6 percent no matter what his or her starting weight is.

"If patients are well-educated and informed, then they know better than the doctor how to take care of themselves because they take care of themselves every day," Ginsburg said.

In 1990, Ginsburg founded the Retina and Diabetic Eye Institute at Mercy Fitzgerald and at the former Mercy Community Hospital in Haverford. In 1997, he founded the Moore Eye Institute at Mercy Fitzgerald and Springfield Hospital that he named for his grandmother, Belle Moore, who was blinded by macular degeneration.

He has treated hundreds of patients, including a Media attorney who was blind from her diabetes because it went undiagnosed for at least 10 years. Her vision is now restored and she is once again practicing law. She is slated to be a presenter Thursday night in Ginsburg's office at 100 W. Sproul Road.

A 1976 Haverford High School graduate, Ginsburg is also a graduate of the University of Pennsylvania Medical School in



Times staff / PETER A. ZINNER

Dr. Leonard Ginsburg, director of the Moore Eye Institute at the Healthplex in Springfield, discusses diabetes at a forum Friday.

Philadelphia. He completed a retinal fellowship at the Massachusetts Eye and Ear Infirmary and the Joslin Diabetes Center, both associated with Harvard Medical School. He is also a certified diabetes educator,

licensed to teach patients about nutrition and exercise.

Noted Ginsburg, "If you only look at the human being as a pair of eyes, you miss the ability to care for that person as a whole person."

FOR IMMEDIATE RELEASE

Contact: SFPR – 215-627-0801
Sharla Feldscher, #101
Cell: 215-285-4868, sharla@sf-pr.com
Allison Cradic, #102
Cell: 215-285-4867. allison@sf-pr.com

**MOORE EYE INSTITUTE
IN COLLABORATION WITH AMERICAN DIABETES ASSOCIATION AND
JUVENILE DIABETES RESEARCH FOUNDATION PRESENT ...**

EYE ON DIABETES

**THE MOST COMPREHENSIVE PROGRAM FOR
DIABETES EDUCATION ...**

**From Eye Care to Nutrition, from Cardiology to Fitness,
from Personal Miracle Stories to Religion**

Springfield, PA (November 4, 2008) – Diabetes affects the entire body and, in honor of National Diabetes Month, Moore Eye Institute has partnered with the American Diabetes Association and the Juvenile Diabetes Research Foundation to present an extensive series of free lectures and foot and eye screenings to educate the public about how to live with this disease and how to detect it. “Eye on Diabetes” is the title of this all-encompassing program that takes place from November 10 -20, 2008 at Moore Eye Institute, Delaware County’s most comprehensive specialty eye disease center, located at 100 West Sproul Road, Suite 100, Healthplex Pavilion II, in Springfield, Pennsylvania.

The “Eye on Diabetes” series combines a variety of topics, some of which are not often thought of as the diabetic story. The guest speakers are all professionals or individuals impacted by diabetes, many of whom tell their own personal story. Subjects range from prevention and diagnosis to treatment of diabetes and its related complications. Dr. Leonard Ginsburg, Chairman of Moore Eye Institute and Chief of Ophthalmology at Springfield Hospital, explains his reasons for hosting such an extensive program. “It is incredible what doctors can detect by examining eyes, and, sadly, we have detected diabetes in patients who had no idea they had it. Our goal in launching this extensive educational program is to give people knowledge so they will be able to prevent getting the disease or, if they have diabetes, help them treat it.”

With programs scheduled throughout the 10-day period, the highlight is World Diabetes Day on Friday, November 14, a day with free foot and eye screenings and programs and lectures. Here is a sampling of the lectures available on November 14 with the full “Eye on Diabetes” schedule below:

- **“Diabetes Care and Consumerism,” – 12:30 to 1 p.m.**
Presenter: Dr. Phillip Benditt, the Medical Director of United Healthcare.
- **“Is there a Role for Faith in the Care of Diabetes?” – 1 to 2 p.m.**
Presenters: Father Steven J. Marinucci and Rabbi Shmidman
- **“Living with Diabetes” - 2:30 p.m. – 3:15 p.m.:**
Presenters: Father Steven Marinucci, Joe Tamburro, WDAS-FM, Program Director, Robert Jordan, Former NFL Player, and Myron Resnick, M.D., Cardiologist, DCMH

In addition to eye disease awareness lectures, the comprehensive series will cover diabetes-related areas such as nutrition, exercise, heart disease, and faith. The event will also feature professional continuing education classes on Monday, November 17. Advance registration is encouraged by calling the Moore Eye Institute at 610-690-4900.

The Moore Eye Institute has pioneered a psycho-social, multidisciplinary approach to eye disease. Based in Springfield, Pennsylvania, the Moore Eye Institute also operates three satellite offices in the Greater Philadelphia area. Founded by Dr. Leonard H. Ginsburg, trained at Harvard, Chief of Ophthalmology at Springfield Hospital, the Moore Eye Institute has served the counties of Delaware, Chester, and Montgomery for more than 15 years. The Moore Eye Institute offers a variety of services including retina, glaucoma, cataract, refractive (Lasik), oculoplastic, laser, and general ophthalmology treatments and surgeries. The main office is located at 100 West Sproul Road, Suite 100, Healthplex Pavilion II, in Springfield, Pennsylvania, and can be reached at 610-690-4900. For more information, visit www.mooreeye.com.

###

Eye on Diabetes Schedule – Free to the Public

Monday, November 10

- **7:45 - 8:10 p.m.: “New Models for Diabetes Care”**
Amy Crawford-Faucher, M.D., Associate Program Director, Crozer-Keystone Family Health Residency Program, Kathy Hill, C.R.N.P.
- **8:10 - 8:35 p.m.: “Diabetes in the Elderly: Special Concerns”**
Daniel Wolk, M.D., Director of Geriatrics, Bryn Mawr Family Practice Residence Program
- **8:35 - 9:15 p.m.: “Partners in Care – The Primary Care Physician and Patients with Diabetes”**
Brian Friedrich, Moderator, D.O., Crozer-Keystone Health System
- **9:15 - 9:45 p.m.: “The Team Approach to Preventing Diabetic Eye Disease”**
Leonard H. Ginsburg, M.D., C.D.E., Chairman, Moore Eye Institute

Thursday, November 13

- **8:30 - 9:15 a.m.: “Diabetes Overview”**
Mary Weldon, C.D.E., Center for Diabetes, Kathleen Plecenik, RN, BSN, C.D.E., Center for Diabetes, CKHS
- **9:15 - 10 a.m.: “Nutrition and Diabetes”**
Lynn Diven, C.D.E., Center for Diabetes, CKHS

Friday, November 14 – World Diabetes Day: Diabetes from Head to Toe

- **1 - 4:30 p.m.: *Free Foot Screenings, Keystone Foot and Ankle Center and Free Eye Screenings, Moore Eye Institute***
- **12:30 - 1 p.m.: “Diabetes Care and Consumerism”**
Phillip Benditt, M.D., Medical Director, United Healthcare
- **1 - 2 p.m.: “Is there a Role for Faith in the Care of Diabetes?”**
Father Steven J. Marinucci and Rabbi Shmidman
- **2 - 2:30 p.m.: “Preventing Diabetic Eye Disease: Vision for the Future – The Team Approach”**
Leonard H. Ginsburg, M.D., C.D.E., Chairman, Moore Eye Institute
- **2:30 - 3 p.m.: “Diabetic Eye Disease – A Patient’s Perspective”**
Susan Drubin
- **2:30 - 3:15 p.m.: “Living with Diabetes”**
Father Steven Marinucci, Joe Tamburro, WDAS-FM, Program Director, Robert Jordan, Former NFL Player, and Myron Resnick, M.D., Cardiologist, DCMH
- **3:15 - 3:45 p.m.: “Diabetes and Heart Disease”**
Myron Resnick, M.D., Cardiologist, DCMH
- **3:45 - 4:15 p.m.: “You May Have Diabetes and Don’t Know It”**
Mary Jane McDevitt, RN, BSN, C.D.E., Center for Diabetes, CKHS
- **4:15 - 4:45 p.m.: “Diabetes, Glaucoma and Cataracts”**
Heather Dealy, M.D., Moore Eye Institute

Saturday, November 15

- **2 - 4 p.m.: *Free Diabetes Eye Screenings, Moore Eye Institute***
- **3:30 - 4 p.m.: “Diabetes and the Eye”**
Nancy Crawford, M.D., Director of Anterior Segment Service, Moore Eye Institute

Monday, November 17

- **7:45 - 8 p.m.: “Fighting to Discover Diabetes in Patients Who Do Not Know They Have It”**
Russell Moore, Executive Director, American Diabetes Association
- **8 - 9 p.m.: “A Patient Perspective Whose Diabetes Was Discovered 10 Years too Late”**
Kathleen Carmen, Esq.
- **8 - 9 p.m.: “Preventing Diabetic Eye Disease”**
Leonard H. Ginsburg, M.D., C.D.E., Chairman, Moore Eye Institute

Thursday, November 20

- **8:15 - 8:40 p.m.: “Emergency Care in Patients with Diabetes”**
George M. Parsons, D.O., Director, Springfield Hospital Emergency Department
- **8:40 - 9:15 p.m.: “Diagnosis and Treatment of Diabetic Eye Disease”** Leonard H. Ginsburg, M.D., C.D.E., Chairman, Moore Eye Institute
- **9:15 - 10 p.m.: “Impotence in Patients with Diabetes”**
Irvin Hirsch, M.D., Jefferson Urologic Associates

Eye on Diabetes – Professional Continuing Education Schedule

Monday, November 17

- **5:30 - 5:45 p.m.: Registration/Buffer Dinner**
- **5:45 - 6:15 p.m.: “Discovering I have Diabetes only after I have Massive Bleeds in my Eyes”**
Kathleen Carmen, Esq.
- **6:15 - 7:05 p.m.: “The Latest Developments in Management and Treatment of Diabetic Retinopathy”**
Leonard H. Ginsburg, M.D., C.D.E., Chairman, Moore Eye Institute
- **7:05 - 7:35 p.m.: “The Basics of Diabetic Foot Disease”**
William Urbas, DPM, FACFAS, Keystone Foot and Ankle Associates
- **7:45 - 8:35 p.m.: “The Latest Developments in Diabetes”**
Marilyn Ryan, M.D., Suburban Endocrinology Assoc., PC
- **8:40 - 9:10 p.m.: “The Latest Developments in Renal Disease in Patients with Diabetes”**
Roy Marcus, M.D., Clinical Renal Associates
- **9:10 - 10 p.m.: “Diabetes Effect on Glaucoma and Cataract Surgery”**
Heather Dealy, M.D., Cataract and Glaucoma Surgeon, Kenneth Heist, D.O., Director, PCOM, Ophthalmology Residency Program Surgeons, Moore Eye Institute

###