

HEALTH News

Beaumont and DOC form eye care network

The Eye Institute of William Beaumont Hospital and D.O.C. Optics announce the creation of Michigan's largest, most comprehensive eye care network.

The new Southfield-based "Eye Care For Michigan" unites Michigan leaders in ophthalmology and optometry, bringing a new dimension in vision care to southeastern Michigan.

The Beaumont Eye Institute boasts the state's largest group of ophthalmologists, providing specialized care for any advanced eye care need. D.O.C. is the largest full-service optometric company in Michigan, providing eye examinations, eyeglasses and contact lenses.

"Eye Care for Michigan" will provide D.O.C. patients simplified access to:

- advanced eye care by Beaumont ophthalmologists, many nationally renowned for their expertise

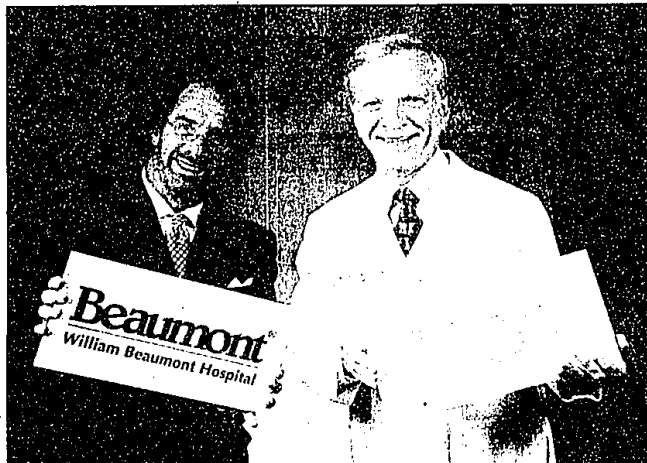
- the newest surgical advancements including PRK, the latest laser technique for vision correction

- new eye treatments tested through national research studies V-EYE-P treatment from Beaumont specialists when advanced care is indicated, including priority appointments and managed follow-up care.

Beaumont patients will gain access to high-quality eyewear and comprehensive management of eye care needs through a link between Beaumont ophthalmologists and D.O.C. optometrists.

D.O.C. optometrists will receive advanced training and education from Beaumont Eye Institute M.D. ophthalmologists, enhancing their ability to detect conditions or diseases requiring advanced medical attention. Early detection is crucial in the treatment of chronic eye disease. D.O.C. optometrists will now assist patients with:

- Evaluation and consultation about PRK and other refractive surgeries
- Cataract Screening
- Glaucoma Screening
- Follow-up care after medical treatment



Partners: Richard Golden, president of DOC Optics and Dr. Raymond Margherio, chairman of the Beaumont Eye Institute, have teamed up.

This union combines Beaumont's leading technology, research and state-of-the-art facilities with the convenience of 70 D.O.C. locations throughout Michigan.

Patients of Beaumont and D.O.C. will use one affiliated system with each having access to medical records, helping to better manage all patient needs. The partnership also positions Beaumont and D.O.C. to offer managed care programs for comprehensive eye care services through Michigan's largest hospital/optometric network with 72 affiliated ophthalmologists and more than 70 optometric locations.

The "Eye Care for Michigan" program creates another first in optical care in the state of Michigan. The partners in this program, The Eye Institute of William Beaumont Hospital and D.O.C. Optics, have been leaders

in optical care and technology for decades. Some of their other "firsts" include:

- Dr. Donald L. Golden, founder and chairman of D.O.C., was one of the first five optometrists in the country to prescribe and fit contact lenses. Dr. Golden also pioneered and developed, with the help of A. Mueller-Welt, the first plastic contactless lenses. This lens floated upon the eye's natural fluid and was a breakthrough in vision care in America.
- The Eye Institute at William Beaumont Hospital was one of the first U.S. centers to offer photo-refractive keratectomy (PRK), a laser surgery process for vision correction.
- D.O.C.'s SportVision store is the first to dedicate an entire optical center to meeting the specialized eyewear needs of active people, deftly merging safety and

style. William Beaumont Hospital Eye Institute is one of just a handful of hospitals worldwide specializing in a delicate microsurgery to prevent blindness in premature infants.

- D.O.C. took a pioneering step introducing the "Young Adult and Teen Credit" program. This first-of-its-kind program allowed a younger demographic the opportunity to purchase on credit, something unheard of in the 1950's.

- Beaumont Hospital is one of only a dozen facilities in America who participated in breakthrough research that proved the effectiveness of laser treatment for preventing vision loss in diabetic patients.

- D.O.C. was first in marketing with its "No Risk Buying Plan,"

See EYECARE, D6

Time for a new beginning; make commitment to health

As the election of 1996 becomes a memory and the politicians stop campaigning and finally get back to the job at hand, I, like many of you, look forward to a brighter tomorrow.

For the past several months, we have worked hard educating ourselves about the issues that concern us and last week we made a commitment to the future of our communities by casting our votes.

Isn't our physical well being worth the same time and consideration? Shouldn't we make the same commitment to improving our health? Shouldn't we work just as hard at educating ourselves about proper nutrition and exercise as we do for improving our roads and schools? The results would be equally impressive!

Why not make a promise to yourself. A promise of better health starting right now.

Did you know?

- A weight loss of as little as seven pounds can make a difference in blood pressure, hypertension or even reduce the need for certain heart medications.

After losing just 20 pounds, some diabetics have been able to stop taking insulin or oral medications.

- One expert predicts that the entire U.S. population may be considered overweight by the year 2230.

Hi, I'm Florine Mark, president and CEO of Weight Watchers. I lost 50 pounds and have kept it off for over 30 years. It wasn't easy! I must have lost that same 50 pounds at least 10 times.

That's over 500 pounds. I tried every fad diet and even nearly overdosed on diet pills. After years of struggling with my weight, I joined Weight Watchers in New York in 1966.

I lost 40 pounds in four months and decided to bring

Florine Mark



TALE TO THE MIRROR

FOR HIM, TODAY IS GOING TO BE A GREAT DAY!

I put up a poster advertising the meeting in a candy store and over 30 people showed up the first week. The next week there were 60, the third week 90, and the fourth week there were 150. That's how it all started.

It's been over 30 years and I still wake up every morning, look in the mirror and say, "Florine, today is going to be a great day!" I continue repeating these words until I'm convinced. This simple morning ritual reminds me that my positive attitude plays a very important role in how I see my life and that's what motivates me to this day.

"Talk to the Mirror" is the first of a new motivational weekly health column I will be contributing to the *Observer & Eccentric*. Through your suggestions and questions, I will attempt to cover a variety of topics on nutrition, exercise and of course weight loss.

Together we can determine fact from fiction, sensible from senseless and learn how to be the best you can be! I would love to hear from you!

Please submit your health and nutrition questions, or suggestions for upcoming articles to: "Talk to the Mirror," Weight Watchers Corporate Communications, P.O. Box 9072, Farmington Hills, MI 48334-2974.

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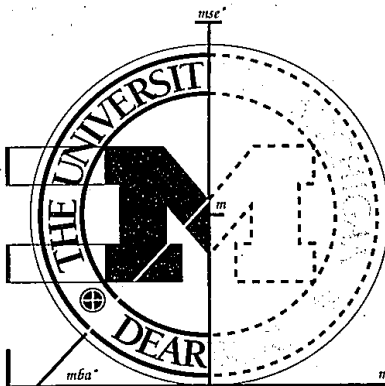
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Average Annual Total Returns: As Of September 30, 1996 (Investor A Shares)

1 Year	5 Years	Since Inception (10/31/88)
25.36%	24.85%	22.23%

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* For the one-year period ending 9/30/96, the fund was ranked 17 of 718 bank managed equity funds by *Morningstar* (ranking does not reflect the maximum 4.50% sales charge). ** The returns reflect the maximum 4.50% sales charge. Past performance is no guarantee of future results. The returns and rankings may reflect a waiver of a portion of the fund's advisory or administrative fees in such instances and without waiver of fees, the returns and rankings would have been lower. The prices of small-company stocks are generally more volatile than those of large-company stocks. Please be advised of the following facts about mutual funds: Your investment is at risk. Not an FDIC-insured deposit. Not a bank product. Not insured by FDIC. For more complete information on the Parkstone Mutual Funds, including fees, expenses and other important information, please call 1-800-451-8377 for a free prospectus, which should be read carefully before investing or withdrawing money. The funds are distributed by BNY Fund Services. The Parkstone Mutual Funds are offered through First of America Securities, Inc. and First of America Brokerage Service, Inc., members SIPC, independent broker-dealers not affiliated with the funds. First of America Investment Corporation, a wholly owned subsidiary of First of America Bank Corporation, serves as investment adviser to the Parkstone Mutual Funds and receives a fee for its services.



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*New degrees from the Program in Manufacturing, College of Engineering, Ann Arbor, available through U of M Dearborn.

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