

Spotlight Doctor: Dr. Martin Cohen

A lifetime of growth, education, and caring

What most of Dr. Cohen's patients probably don't know is that he spent thirty years serving the needs of handicapped children as a vision therapist. Along with other developmental optometrists, Dr. Cohen treated some 500 students with learning disabilities and behavior problems in a special needs school. "The kids had a daily school period for vision therapy," Dr. Cohen recalls, "and it was really rewarding work." Dr. Cohen has published a book based on this work titled *Bets Wishes, Doc*, which brought him interviews with Mike Douglas, Barbara Walters, and others on the talk show circuit. Dr. Cohen has since published five mystery novels and most recently a children's book which he also illustrated.

This multi-dimensional experience has served Dr. Cohen well in his current Wal-Mart practice, which he describes as "dynamic." "It's a general practice of optometry with really mixed patient demographics," Dr. Cohen explains. "We do anything and everything—contacts, therapeutics—everything short of surgery." Dr.

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Cohen's son works with him, which keeps him inspired: "At the age of sixty-two, I went out and got my therapeutics license."

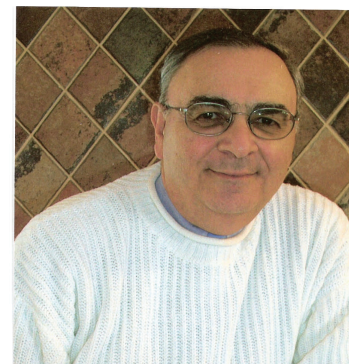
While the patient demographics may have changed over the years, Dr. Cohen's dedication to patient care has not. Due to his high-traffic location in a Wal-Mart store, many of Dr. Cohen's patients are walk-ins, and

sometime present a scheduling challenge. He holds to a ten-minute late policy, and if patients miss that, they need to reschedule. He makes sure they all receive adequate chair time to make them feel at home.

In his dynamic practice, Dr. Cohen understands the value of providing his patients with the latest in next-generation, eye care technology, such as ACUVUE® ADVANCE™ Brand Contact Lenses with HYDRACLEAR™ and ACUVUE® OASYS™ Brand Contact Lenses. "We started prescribing them right away when they came out," Dr. Cohen says.

Insurance referrals make up an ever-increasing percentage of Dr. Cohen's practice, and can be a benefit to the patient and the doctor. He is cautious however, and suggests to his fellow professionals "Read the contract. Know what the fee schedule is, and understand that this amount may be all you can recover."

Certainly Dr. Martin Cohen's professional journey has been—and continues to be—diverse, dynamic, and rewarding. His patients today are clearly the beneficiaries of his experience and enthusiasm!



Dr. Martin Cohen has practiced optometry for forty-five years, thirteen of which have been with National Vision Inc., where he started in Middle Island, Suffolk County, New York. He's been at his current practice adjacent to the Wal-Mart in Fishkill, New York for five years.