



Press Release

For Immediate Release:

Jackson, MI – March 20, 2017

Excellence has a new name!

“Doctors and staff are excited to announce this week that TLC Eyecare & Laser Centers has officially changed the company name to Specialty Eye Institute. You can count on the same quality care provided by the same medical team here at Specialty Eye Institute,” says Trent Roark, C.E.O of Specialty Eye Institute. “The company will continue to operate in its current structure, same physicians and locations.”

“ The new name represents where we are today. **SPECIALTY** represents the many specialties we have in our practice. The **EYE** is our care for patients and their eye care needs. The **INSTITUTE** represents our interest in research. ”

- Paul Ernest, M.D., Founder of Company

A new logo and marketing message has been created—“Improving Sight-Improving Lives”—which is now part of Specialty Eye Institute’s corporate identity. This name change reflects our dedication to eye care for patients and significant expansion of the business activities since we first began operating under the name TLC Eyecare & Laser Centers in the year of 1998. “Great changes are coming to our practice and the physicians are looking forward to continuing to provide cutting-edge eye care to our patients.” Says Surendar Purohit, M.D. Vitreoretinal Specialist for Specialty Eye Institute.

“We look forward to sharing our excitement about the progress and changes we are making under the new business name. It puts us in a better position to grow,” stated Roark. “As always, we pride ourselves in patient care, staying true to our mission statement; Placing patients first by making excellence in eye care a tradition.”

About Specialty Eye Institute

Specialty Eye Institute offers clinical and surgical treatment for eye diseases and conditions in 10 locations throughout Michigan and Ohio. Treatments include diseases of the eye, cataracts, corneal disease, glaucoma, dry eye, macular degeneration, diabetic eye care, Blepharoplasty, and laser vision correction. For more information about Specialty Eye Institute, or to schedule an appointment, please call 1-877-852-8463 or visit www.specialtyeyeinstitute.com

For inquires please contact Cindy Hancock, Director of Communications and Marketing at CHancock@specialtyeyeinstitute.com