

GENERAL COMMENTS

- Font Type: Please use Verdana, and if necessary, complimentary fonts
- Font Color: If possible, while meeting ADA rules, please use a dark gray instead of black
- Color Palette: teal (PMS color: 3500 U)/dark gray (PMS color: 446 XGC)/off white
- Entire site must be ADA compliant. Here is a reference article with some helpful tools:

<https://hackernoon.com/ada-compliance-lawsuits-and-your-web-presence-797ef03cdef2>

Here is a link to our current website standards. We would like to include this language in the same manner that it is presented currently:

<https://www.eyelandwellnesswa.com/website-accessibility-policy/>

- Site must be mobile compatible
- Site must maximize SEO

COMMENTS TO CURRENT DESIGN FROM TOP TO BOTTOM

- Replace "Eye and Wellness," subhead "Family Vision Care" with "eye+wellness," subhead "complete vision care"
- Remove email address from header. If you need something to fill this space, please add a "request appointment" button
- Remove "phone numbers" label
- Label phone numbers "Pullman 509.334.2985 Clarkston 509.758.9470"
- Update menu bar color to PMS color: 3500 U (or as close as possible to)

- Update menu bar options to "home," "hours+locations," "about," "provider," "services," "insurance," "blog"

- Replace homepage image. We are weighing these three images, can you please send mock-ups with each, so we can please choose? Alternate homepage images:

1. <https://www.istockphoto.com/photo/palouse-wa-gm513960987-47432694>

2. <https://www.istockphoto.com/photo/wheat-growing-in-the-field-gm496026974-78321827>

3. <https://www.istockphoto.com/photo/palouse-landscape-gm170232929-16846670>

- Update homepage headline from "Eye on the Future," to "WORLD CLASS VISION CARE"

- Update the homepage subhead from "Our new clinic is at Palouse," to "serving the palouse and western idaho"

- Replace "Welcome to Eye and Wellness" with "the eye+wellness mission"

- Replace current welcome paragraph with paragraph below. Also consider left-justifying in center of page:

"to provide each and every patient with attentive, exceptional care"

"eye+wellness prides itself on offering advanced vision care most often found in major metropolitan areas to our neighbors in the palouse vicinity and western idaho.

eye exams are so much more than updating a prescription for glasses or contact lenses. a proper exam by a well trained optometrist can detect a myriad of systemic concerns from diabetes, to tumors, sleep apnea, to name a few.

whether you are new to our clinics or an existing patient, our eye doctor truly cares about your overall wellness and looks forward to working as a team to champion your health. you can expect respectful, professional care, that empowers you to play an active role in your health through education and options for care."

PROVIDERS SECTION

doctors of optometry specialize in the nuanced inner-workings of the human eye, including systemic conditions and diseases that manifest in the eye and may affect your vision and overall health.

eye doctors are specifically trained to know how age and risk factors may affect vision over time for patients of all ages. additionally, they are well-versed on the features and benefits of corrective lenses, like contact lenses and spectacles.

our optometrist is happy to explain each step of your eye exam, share options, and listen to concerns regarding your eye health. maintaining eye health requires an ongoing partnership between you and the provider. given this, please feel free to ask questions and share as complete health information as possible. all of this information is vital to provide the best care, and helps with monitoring, diagnosing, and treating potential vision and health issues.

*note to designer: can you please consider doing a shout out/trivia box somewhere on this page with the following italicized copy?

what does it mean to be a residency trained optometrist?

optometrists are not required to complete residency training. it is up to the individual provider whether or not to apply for a highly competitive residency placement. if a provider is fortunate to land a spot, they will undergo a year-long, intensive, specialty training that only a residency can offer. examples of different residency specialties are ocular disease, contact lenses, and pediatrics. the vast majority of optometrists are not residency trained. we are proud to say that dr. sultzer is residency trained with a focus on ocular disease.

meet our doctor:

dr. dane sultzer, *clinical director*

Dane Sultzer completed the Doctor of Optometry program at MCPHS University (Massachusetts College of Pharmacy and Health Sciences) in May 2016.

He opted to complete an Ocular Disease residency at Mann-Grandstaff Veterans Affairs Medical Center in Spokane, Washington. Dane also completed numerous internships at renowned for their focus on ocular disease management.

His undergraduate studies include a Bachelor's degree in Biology from Florida State University, where he was selected for the Directed Individual Study program to conduct Muscular research.

Dane grew up enjoying the ocean in Kailua, Hawaii. He enjoys giving patients exceptional care, the outdoors, and spending time with his family.

ABOUT SECTION

state of the art technology and exceptional care

we provide eye exams for all ages, premium contact lens services, treatment of eye disease, and co-management of eye surgery such as LASIK and cataract surgery.

our provider completes a minimum of 30 quality certified continuing education hours per year to keep with the latest trends in best practice and superior products, so you can rest easy knowing that you will receive world class care.

we look forward to meeting you and supporting health and wellness for you, your family, and friends, care for years to come.

SERVICES

so much more than just a prescription

eye+wellness clinics offer a myriad of vision services, from comprehensive vision exams to disease management, eye emergencies, and more. whether you need an updated prescription, new contact lenses, have itchy, red eyes, or are looking into surgery, we have the expertise to help you along your vision care journey.

services

comprehensive eye examinations
ocular imaging and testing
eyewear and contact lenses

commonly managed conditions

cataract
dry eye
glaucoma
eye infections
diabetic retinopathy

hypertensive retinopathy
macular degeneration
foreign body removal

INSURANCE

eye+wellness offers both routine vision and medical eye care. given this, we strive to accept a wide variety of insurances to help manage the cost for our patients.

in the case that you do not have vision or medical insurance coverage, we offer self-pay options with 0% interest payment plans available.

most insurances are accepted. however, if you do not see your insurance listed below, please give us a call or email to confirm.

some of the plans that we accept:

pullman location

AmeriBen
Asuris
Blue Cross Blue Shield
Group Health
Medicaid of WA
 -Molina/Apple Health
 -UHC/Apple Health
Medicare of ID
Medicare of WA
Principal
Premera
Regence of ID
Rhen & Associates
Spectera
UHC (except HMO)
VSP

clarkston location

AmeriBen
Asuris
Blue Cross Blue Shield
Group Health
Medicaid of WA
 -Molina/Apple Health

-UHC/Apple Health
Medicare of ID
Medicare of WA
Principal
Premera
Regence of ID
Rhen & Associates
Spectera
UHC (except HMO)
VSP

APPOINTMENT REQUEST PAGE

*note to designer: please include all fields shown here:

<https://www.eyeandwellnesswa.com/contact-us/appointment-request-form/>

BLOG

coming soon