Main Menu

About | Optometrists | Optical | Eyecare Services | Locations

Hero Section

EyeCare Optical
Your Neighborhood Eye Care Center

[Hero Video: https://res.cloudinary.com/fast-track-marketing/video/upload/v1774369597/ECO/ECO_Homepage_Hero_Video.mp4]

Call to Action
Request an Appointment

Why Choose EyeCare Optical

Header
Friendly, Convenient Eye Care in Your Neighborhood

Body Content
Eye Care You Can Trust – EyeCare Optical offers more than routine vision checks; we provide a complete eye care experience tailored to you and your family. Our board-certified optometrists provide routine eye exams and contact lens evaluations, which are typically vision-focused and may be covered under vision insurance plans. We also offer comprehensive eye exams, which include advanced diagnostic testing to evaluate overall eye health and screen for eye diseases and underlying medical conditions, and may be billed through medical insurance when appropriate.

Expert Care Under One Roof – With the latest in lens technology, an extensive selection of designer eyewear, and skilled opticians to guide your frame selection, you'll find everything you need in one place. Whether you're updating your glasses or exploring advanced eye care, we're equipped to meet your vision needs at any stage of life.

Local, Convenient, Patient-Focused – Serving multiple neighborhoods across East Tennessee, our offices are easy to access and dedicated to providing friendly, personalized service close to home. We accept most major insurance plans and work with you to make high-quality eye care convenient and affordable.

Call to Action
Request an Appointment

Optical

Header
Find Your Next Pair of Glasses at EyeCare Optical

Body Content
EyeCare Optical's optical shop features the latest state-of-the-art lens technology, along with an extensive selection of affordable and designer frames.

Bring in your valid prescription or see one of our experienced neighborhood optometrists for a comprehensive eye exam to update your prescription for your best possible vision. Our skilled opticians then assist you in choosing the perfect eyeglass frames to match your style and budget.

We also carry all major brands of contact lenses at prices comparable to big box and online retailers.

Call to Action
Find Your Nearest EyeCare Optical

Request an Appointment

Header
Request an Appointment with Knoxville Area's Leading Eye Doctors

Body Content
Trust your vision to the Knoxville area's leading eye doctors. Our board-certified optometrists and licensed opticians provide personalized eye care – all backed by a more than 70 year tradition of serving our community. We are now accepting new patients and look forward to caring for your eyes.

Call to Action
Contact Us

Locations

Header
Eye Care in Your Eastern Tennessee Neighborhood

Body Content
Exceptional eye care is always close to home. EyeCare Optical proudly serves patients across East Tennessee with 10 convenient locations throughout the Knoxville area, making it easy to schedule an eye exam or shop for eyewear near you.

- EyeCare Optical – Knoxville

- EyeCare Optical – Farragut
- EyeCare Optical – Fountain City
- EyeCare Optical – Hardin Valley
- EyeCare Optical – Maryville (Keller Lane)
- CCTH EyeCare Optical – Maryville (Smithview)
- EyeCare Optical – Powell
- EyeCare Optical – Sevierville (Dolly Parton Pkwy)
- EyeCare Optical – Sevierville (Hwy 66)
- Andes Eyecare Optical – Knoxville

Call to Action
Request an Appointment Today

Footer
Boilerplate
Main Appointment Line: (865) 584-0905

Helpful Links
Request An Appointment
Locations
Eye Care Services
Optical (Frames & Lenses)

Photo links (may need color corrections):

1. https://workplaybranding.client-gallery.com/gallery/campbell-cunningham-photos-2025/q3-2025-photos-fast-track-marketing/fb08f37f-f761-4f57-8265-dcd5d3e3822c
2. https://workplaybranding.client-gallery.com/gallery/campbell-cunningham-revised-photos-2025/q3-2025-revised-photos-fast-track-marketing/6d250653-531d-4cc0-8307-efbb1e8802ae
3. https://workplaybranding.client-gallery.com/gallery/campbell-cunningham-revised-photos-2025/q3-2025-revised-photos-fast-track-marketing/651b2586-bce2-45a6-a6f6-3b3140beb20c
4. https://workplaybranding.client-gallery.com/gallery/campbell-cunningham-photos-2025/q3-2025-photos-fast-track-marketing/c55a0fd8-60b2-4dd5-bbfe-42bcf3c2f087
5. https://workplaybranding.client-gallery.com/gallery/campbell-cunningham-photos-2025/q3-2025-photos-fast-track-marketing/7ff04b36-7cb8-4afb-af8f-78881c59e31e

EyeCare Optical “About” [duplicate]

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EyeCare Optical “About”

Section 1

Header
The EyeCare Optical Mission

Body Content
EyeCare Optical is a new generation of vision centers, brought to you under the expert ophthalmic management of Drs. Campbell, Cunningham, Taylor & Haun and designed for the convenience of East Tennesseans. The goal is to meet the growing demand for neighborhood-based eye care by bringing Board-Certified Optometrists and licensed Opticians to your area.

EyeCare Optical provides everything from corrective-lens prescriptions and contact lens fittings to medical eye care screenings for cataracts and other age-related eye conditions. EyeCare Optical also boasts an extensive selection of designer frames and lens options including popular sunglass brands.

Section 2

Header
Your Local Neighborhood EyeCare Experts

Body Content
Our Optometrists make it convenient to get the prescriptions you need for glasses or contact lenses quickly, and being umbrellaed under Drs. Campbell Cunningham Taylor & Haun you have convenient access to almost every type of eye care imaginable.

Our eye care offices are conveniently located in Knoxville, Fountain City, Farragut, Maryville, Hardin Valley, Powell, and Sevierville (2 locations: Dolly Parton Parkway and Highway 66).

Section 3

Header
The Total EyeCare Experience

Body Content
During a vision exam, EyeCare Optical tests for nearsightedness, farsightedness and astigmatism. We’re proud to feature technology like the Optomap®, which provides a clear image of the retina *without* the need for dilation, as well as the iCare® Tonometer to check the pressure of your eyes *without* that dreaded puff of air.

The total eyecare experience means not only providing regular vision eye exams – making sure you have the best possible glasses or contacts prescription – it also means being able to

provide medical exams to catch and identify conditions or diseases to prevent damage and/or vision loss. Several diseases show no early symptoms and can only be identified through special tests. In addition to eye diseases, medical eye exams can also provide a means of discovering other health-related complications that might be developing, like high blood pressure, high cholesterol, diabetes and even brain tumors.

Available medical screenings include but are not limited to:

- Dry Eye
- Allergies
- Diabetic Eye Disease
- Glaucoma
- Macular Degeneration
- Cataracts
- Retina Disorders
- Blepharitis
- Conjunctivitis

At EyeCare Optical, our friendly and experienced team will explain your results, effectively manage the condition to prevent or slow its progression and if needed, smoothly refer you to a trusted ophthalmologist at Drs. Campbell, Cunningham, Taylor & Haun for advanced medical care.

Built on the foundation of patient convenience and satisfaction, EyeCare Optical serves your entire family's eye care needs all under one roof.

Call to Action
Give us a call at (865) 584-0905 today or fill out the form below to request your next eye exam.

[request an appointment form]

Please note, available tests may not be covered under your vision insurance. Medical exams are different from vision exams and typically fall under medical insurance instead of vision insurance. It is important to review your policies to understand what is covered.

Photo links (likely will need color correction):

1. https://workplaybranding.client-gallery.com/gallery/campbell-cunningham-photos-2025/q3-2025-photos-fast-track-marketing/7f045ce8-8903-4608-8ff6-97adae73207a
2. https://workplaybranding.client-gallery.com/gallery/campbell-cunningham-photos-2025/q3-2025-photos-fast-track-marketing/30e14629-8898-4819-a9a1-79d62ca4b325
3. https://workplaybranding.client-gallery.com/gallery/campbell-cunningham-photos-2025/q3-2025-photos-fast-track-marketing/4d88fe97-3f4c-4212-bc88-bec05bb7a2d8

4. https://workplaybranding.client-gallery.com/gallery/campbell-cunningham-photos-2025/q3-2025-photos-fast-track-marketing/f20977e9-2483-4cc0-8540-8b2bba804723
5. https://workplaybranding.client-gallery.com/gallery/campbell-cunningham-photos-2025/q3-2025-photos-fast-track-marketing/9e86f9e6-94a1-41d4-ac74-b152440d6dae

Your Neighborhood Eye Care Team - Basic

Section 1

Header
Your Local Neighborhood EyeCare Experts

Body Content
Our Optometrists make it convenient to get the prescriptions you need for glasses or contact lenses quickly, and being umbrellaed under Drs. Campbell Cunningham Taylor & Haun you have convenient access to almost every type of eye care imaginable.

EyeCare Opticals are conveniently located in Knoxville, Fountain City, Farragut, Maryville, Hardin Valley, Powell and Sevierville so vision and medical eye exams are always next door. EyeCare Optical is also part of an eastern Tennessee total eyecare experience – meaning you have convenient access to almost every type of eye care imaginable.

Drs. Campbell, Cunningham, Taylor & Haun: Your trusted local ophthalmologists for advanced eye care.

Campbell Cunningham Laser Center: Your trusted local Clear Vision Solution surgeons.

Eye Surgery Center of East Tennessee: Your trusted local cataract and oculoplastic surgeons.

[each location linked to their respective website]

Photo links (will likely need color correction):

1. https://workplaybranding.client-gallery.com/gallery/campbell-cunningham-photos-2025/q3-2025-photos-fast-track-marketing/d8690c6c-6e11-4eb0-ac1f-96f91578b69e
2. https://workplaybranding.client-gallery.com/gallery/campbell-cunningham-photos-2025/q3-2025-photos-fast-track-marketing/38929e42-e45a-4581-ab59-b0dffb95c5f4
3. https://workplaybranding.client-gallery.com/gallery/campbell-cunningham-photos-2025/q3-2025-photos-fast-track-marketing/c32b045a-1006-4af4-a85f-4a220f9a19e2
4. https://workplaybranding.client-gallery.com/gallery/campbell-cunningham-photos-2025/q3-2025-photos-fast-track-marketing/d768a93a-bbcc-484e-9163-0de31db27359

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EyeCare Optical “About”

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No content needed. Menu option linked to: https://cclceyes.com/

No content needed. Menu option linked to: https://eyesurgerycenteretn.com/

Insurances Accepted - Basic

Section 1

Header
Accepted Insurance Providers at EyeCare Optical

Body Content
We honor most insurance plans, such as VSP, Eyemed, Blue Cross Blue Shield, Superior, March Vision, VCP and more.

Below is a list of insurance plans honored by EyeCare Optical. This list is subject to change. Please click here to request your appointment and be sure to confirm coverage with your EyeCare Optical staff member.

[current logos displayed]



Accepted Insurances:

- AARP Medicare Complete Plans Through UHC
- Aetna
- Blue Cross Networks P, S, Bluecare, Tenncare, CoverKids, PPO, Medicare Advantage Plan PPO
- CEC Vision
- Cigna Medical
- Cigna Vision
- Davis Vision
- Eyemed
- Healthspring
- Humana HMO, Choice Care POS, Medicare Advantage HMO, PPO, and PFFS
- March Vision
- Medicare
- Medicaid
- Multiplan
- Spectera
- Superior Vision (Versant Health)
- Tricare
- Triwest
- UHC Medicare Complete Plans, UHC Commercial like Choice Plus, and UHC Tenncare (Medical and Routine vision thru March Vision and Spectera)
- VCP (Humana Vision Comp Benefits)

- Versant Health (Davis & Superior Health)
- Vision Care Plus
- VSP
- WellCare Vision (Premiere Eye Care)
- WellCare Medicare HMO

Section 2

Header
Contact EyeCare Optical

Body Content
Call (865) 584-0905 or complete the form below to request an appointment at any EyeCare Optical location: Fountain City (Knoxville), Sevierville, Maryville, Farragut, or Hardin Valley.

Please note: Depending on the nature of your appointment, it may be categorized under vision or medical insurance. Routine eye exams and contact lens evaluations, which are typically vision-focused and may be covered under vision insurance plans. Medical insurance may be billed for comprehensive eye exams, which include advanced diagnostic testing to evaluate overall eye health and screen for eye diseases and underlying medical conditions, and may be billed through medical insurance when appropriate. Your doctor will determine how your visit is billed based on the clinical findings during your exam.

[request an appointment form]

Photo links (maybe need color correction):
- https://workplaybranding.client-gallery.com/gallery/campbell-cunningham-photos-2025/q3-2025-photos-fast-track-marketing/f1053101-b861-4f3c-977c-1a645b590734
- https://workplaybranding.client-gallery.com/gallery/campbell-cunningham-photos-2025/q3-2025-photos-fast-track-marketing/f55a6334-ab94-49e1-add8-a97142a0b3d8

Request An Appointment - Basic

Section 1

Header
Request An Appointment

Body Content
Call (865) 584-0905 or complete the form below to request an appointment at any EyeCare Optical location: Fountain City (Knoxville), Sevierville, Maryville, Farragut, or Hardin Valley.

EyeCare Optical is a division of one of East Tennessee's most respected ophthalmology practices, Drs. Campbell, Cunningham, Taylor & Haun. Depending on the location or nature of your appointment, your appointment may fall under the care of Drs. Campbell, Cunningham, Taylor & Haun.

Please note: An appointment is not required if you have a valid prescription and would like to visit our optical shop to purchase glasses or order contact lenses.

[request an appointment form]

Photo links (will likely need color correction):

1. https://workplaybranding.client-gallery.com/gallery/campbell-cunningham-photos-2025/q3-2025-photos-fast-track-marketing/681b5103-15ab-4846-b39c-add7f9354c3b
2. https://workplaybranding.client-gallery.com/gallery/campbell-cunningham-photos-2025/q3-2025-photos-fast-track-marketing/6757bbd4-f296-4238-b22e-58a1d5fefeee

Optometrists - Basic

Header

Meet Your EyeCare Optical Optometrists

Body Content

[C. Allyn Hildebrand, O.D., Knoxville, Hardin Valley, TN]

[Daniel Horton, O.D., Knoxville, Maryville, Sevierville, TN]

[Joy Stone, O.D., Fountain City, Hardin Valley TN]

[Sharon Billingsley, O.D., Maryville, TN]

[Gregory Everett, O.D., Farragut, Knoxville, TN]

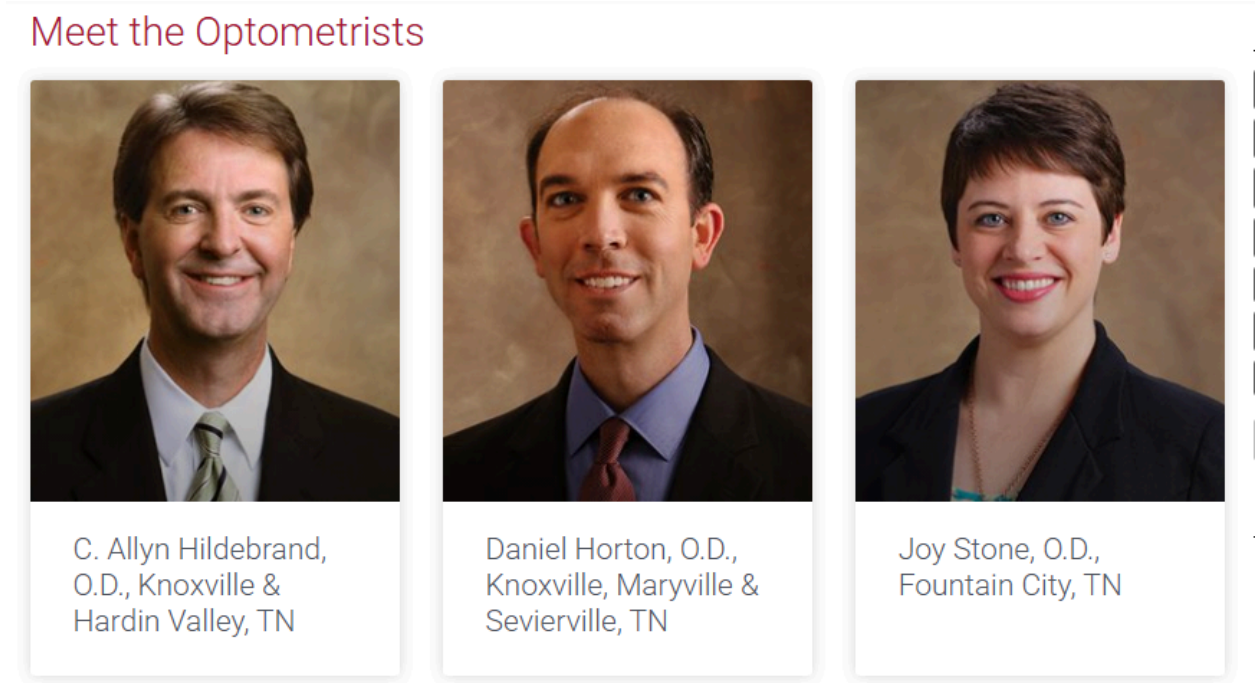
[Elick Combs, O.D., Powell, TN]

[Alyssa Invergo Taylor, O.D., F.A.A.O., Sevierville, TN]

[Rachel R. Williams, O.D., MPH, Maryville, TN]

[Christa Cole, OD, Knoxville, Hardin Valley, TN]

[example of layout on current website]



C. Allyn Hildebrand, O.D. - Basic

Section 1

Header
C. Allyn Hildebrand, O.D., Knoxville & Hardin Valley, TN

Section 2

Header
Ophthalmic Specialties

Body Content
- Contact Lens Fitting
- Refractive Surgery Consultation
- Ocular Disease: Management and Treatment
- Surgical Post-op Care
- Comprehensive Eye Care & Consultation

Section 3

Header
Education

Body Content
Undergraduate:
B.S.
Memphis State University
Memphis, TN

Medical School:
Doctor of Optometry
Southern College of Optometry
Memphis, TN

Section 4

Header
Board Certifications

Body Content
Board Certifications & Professional Affiliations

- 1989 National Board of Optometry

- 1989 Board Certified in Treatment and
- Management of Ocular Disease

Professional Affiliations

- American Optometric Association
- AOA Contact Lens Section
- Tennessee Optometric Association
- Southern Council of Optometrists
- East Tennessee Optometric Society
  – Vice President, 1995-96
  – President, 1996-97

Section 5

Header

About C. Allyn Hildebrand, O.D.

Body Content

"I like eyes. I think they're the most interesting part of the body."

Without a doubt, Dr. C. Allyn Hildebrand has made the right career choice. A Doctor of Optometry at the Campbell Cunningham Laser Center since 1989, Dr. Hildebrand estimates that he has seen over 15,000 refractive surgery patients. That's a lot of eyes!

"I love the patients," he says. "I know it sounds cliché, but I love patient interaction and I like helping people see better. You can do a lot of tangible good, day in and day out, in eye care."

Dr. Hildebrand did his undergrad work at the University of Memphis (then known as Memphis State University). "I thought about medical school and was fascinated with surgery," he says. "I was lucky enough to become First Assistant in St. Francis Hospital, working in surgical procedures such as open heart, orthopedic, abdominal and plastics."

"I quickly developed a love for the medical field and wanted to find my place in helping people," Hildebrand goes on to say. It was around that time that Dr. Hildebrand discovered his special interest in the field of eye care. "It's that tangible gratification I was after," he says. "Once I entered the field, I really liked what I could do and Optometry was something I grew to love."

"I do nearly all of the post-op and pre-operative care for patients here at Campbell Cunningham Laser Center," Hildebrand says. "I also do primary eye care, including general eye exams, glasses and contacts, eye health and I also manage and treat dry eyes, glaucoma, diabetic and other eye diseases."

Every patient is special to Dr. Hildebrand. But, those with particularly challenging experiences with corrective lenses can be even more rewarding. "For me, it's patients who have had an incredibly bad experience in wearing contacts due to dry eyes. They are at the end of the line

when it comes to alternatives for glasses. In many cases, LASIK is the answer they are looking for."

Dr. Hildebrand points to Intralase or Blade-Free LASIK, as a groundbreaking procedure made possible by advancements in software development. "It does a great job and increases the safety factor," he says. "The flap is consistent and amazingly precise, allowing us to better predict outcomes."

What brought Dr. Hildebrand to Knoxville and the Campbell Cunningham Laser Center? "It was the opportunity to work with the best surgeons in the region," he says. "I have particularly enjoyed my relationships with Drs. Campbell and Cunningham as well as what I believe to be the most qualified and experienced staff in the area. We have great employees here who are knowledgeable, experienced and are a pleasure to be around."

When Dr. Hildebrand isn't caring for eyes, he enjoys outdoor activities including hiking in the Smokies. Along with Dr. Cunningham, he hiked Mt. Rainier and Mt. Everest Base Camp. Dr. Hildebrand also enjoys running, biking and music and working with Lion's Club and InterFaith Health Clinic. He and his wife Lisa have two children, Sara and Austen.

Dr. Hildebrand sees patients at the Knoxville and Hardin Valley offices. Call (865) 584-0905 to schedule your appointment.

Daniel Horton, O.D. - Basic

Section 1

Header
Daniel Horton, O.D., Knoxville, Maryville & Sevierville, TN

Section 2

Header
Ophthalmic Specialties

Body Content
- Comprehensive Eye Care & Consultation
- Contact Lens Fitting
- Refractive Surgery Consultation
- Ocular Disease: Management and Treatment
- Surgical Post-op Care

Section 3

Header
Education

Body Content
Undergraduate:
B.S. Biology
University of Tennessee
Knoxville, TN

Medical School:
Doctor of Optometry
Southern College of Optometry
Memphis, TN

Section 4

Header
Board Certifications

Body Content

- Tennessee State Board of Optometry
- National Board of Optometry

Section 5

Header
About Daniel Horton, O.D.

Body Content
“It’s not like people are built in a Ford assembly line.”

As an Optometrist, Dr. Daniel Horton never stops reminding himself that not all humans are built the same. “People are different,” he says, “and different people respond differently to certain types of treatments. I want to make sure we treat each patient as an individual, closely monitoring his or her condition and carefully observing reactions to our treatments. Each patient is a unique case.”

Dr. Horton’s story is also unique in one aspect: “I knew from the time I was in the 7th grade that I wanted to be an Optometrist,” he says, “and I never looked back.”

Born and raised in Maryville, young Daniel began wearing corrective lenses at age 9. “I began seeing Dr. Peterson in Maryville,” he recalls. “He was wonderful and I could see that he really liked his job. I just knew that I could do some good in this profession.”

After graduating from Maryville’s William Blount High School, Daniel went on to earn a degree in biology from the University of Tennessee. He then crossed the state to attend Southern College of Optometry where he received his Doctor of Optometry in 2001.

“I was fortunate to do my Externship with Drs. Campbell, Cunningham, Taylor & Haun in 2000,” he says. “I worked under Dr. Cunningham, usually shadowing him and Dr. Hildebrand. It was a great experience.”

Dr. Horton firmly believes in first-hand observation. “Textbooks are one thing,” he says, “but actually seeing is totally revealing. I learned a lot of pathology by shadowing Dr. Cunningham. He encouraged me to sit with him and his patients while he was diagnosing and treating each one. I think what he saw in me was someone who wanted to learn and understand the eye from the inside out. And I think he appreciated my eagerness to help people.”

For his first year after school, Dr. Horton served as a fill-in around Knoxville and East Tennessee, practicing his new profession at a variety of offices. “The experience was rewarding,” he recalls. “I got to see patients from various parts of the area and I learned a lot about their backgrounds. I worked very hard at gaining their trust.”

Then, in 2002, Horton was invited to come on full time with Drs. Campbell, Cunningham, Taylor & Haun, where he’s now responsible for Primary Care and General Optometry. “Essentially, I treat anything that is wrong with the eyes, including pain, loss of vision and injury,” he says. “I also do quite a bit of post-cataract and post-LASIK. I’m very interested in all of it.”

Doctor Horton has his own patient base, with his time split among the Knoxville and Sevierville locations. Among his specialties are contact lens fitting, dry eye and allergy treatment (very important in East Tennessee), as well as attending to all sorts of eye diseases. He also does cataract follow-up care for Drs. Campbell, Cunningham, Taylor & Haun.

The “personal touch” is very important to Dr. Horton. “I really concentrate on listening to the patient,” says Horton, “spending the time it takes to thoroughly go over their condition, recent surgeries and follow-up expectations. I also want to be reassuring with patients in explaining what they need to know and how their condition and treatment will affect their daily lives.”

“As a primary care doctor it’s my job to examine carefully, ask the right questions and try to uncover even the most unobvious of conditions,” says Horton. “For example, I had one patient who was experiencing double-vision. Essentially, all the tests came back negative, but I was determined to find a way to help the patient. I decided to refer him to a neurologist. It turns out he had a brain tumor. The neurologist was able to treat it successfully, but now every time I see the patient he calls me ‘the guy who saved his life.’ I suppose in some way, I helped, mostly by insisting that we find some sort of answer.”

Dr. Horton points out that particular symptoms in the eye can reveal some serious health issues. Many times, diabetes, strokes, aneurisms, high blood pressure and tumors can be suspected due to various indications through the eye.

Since his Optometry career began, Dr. Horton has seen some amazing advancements in the field. “One of those is Crystalens,” he says. “We now have a prosthetic lens that can accommodate the visual deficiencies brought on by age. Even more remarkable, we can essentially ‘fix’ the visual fields from near, far and up close and reading vision for cataract patients. That’s something we would never have dreamt of in school,” he says. “I take a lot of pride in being part of one of the select practices in the country that is doing state-of-the-art treatments like this.”

“We also have amazing new diagnostic capabilities,” he says. “Our OCT—the imaging technology that allows us to look through the layers of the retina as well as the mapping of the topographical irregularities of the cornea—is simply remarkable. It’s just one more tool that helps me make the right diagnosis for each individual patient.” As Dr. Horton always says, “patients are not assembly line products. Each one is unique.

Dr. Horton is happily married to wife, Jessica. When not diagnosing eye problems, he enjoys doing woodworking around the house, playing drums and occasionally running marathons. He may also be the only Optometrist in the country who’s also a “rib specialist” (a real wiz around the barbeque pit).

Dr. Horton sees patients at the Knoxville, Maryville and Sevierville locations. Call (865) 584-0905 to schedule your appointment.

Joy Stone, O.D. - Basic

Section 1

Header
Joy Stone, O.D., Fountain CIty & Hardin Valley, TN

Section 2

Header
Ophthalmic Specialties

Body Content
- Contact Lens Fitting
- Refractive Surgery Consultation
- Ocular Disease: Management and Treatment
- Surgical Post-Op Care
- Comprehensive Eye Care & Consultation

Section 3

Header
Education

Body Content
Undergraduate:
Bachelor of Music
University of Tennessee
Knoxville, TN

Medical School:
Doctor of Optometry
Southern College of Optometry
Memphis, TN

Section 4

Header
Board Certifications

Body Content
Board Certifications & Professional Affiliations

- Tennessee State Board of Optometry

- National Board of Examiners in Optometry
- Tennessee Board of Optometry
- Tennessee State Certification for Therapeutic Pharmaceutical Agents
- Tennessee State Certification for Treatment and Management of Ocular Disease
- Tennessee State Certification for Optometric Law
- Tennessee State Certification for Injectable Medications

Professional Affiliations

- Member, American Optometric Association
- Member, Tennessee Association of Optometric Physicians
- Member, Armed Forces Optometric Association
- Member, East Tennessee Society of Optometric Physicians

Section 5

Header

About Sharon Billingsley, O.D.

Body Content

“The eyes are the portal to the entire body”

Dr. Stone grew up in Oneida and didn’t always plan to be an optometrist. An accomplished French horn and mellophone player, she attended the University of Tennessee at Knoxville and graduated summa cum laude with a Bachelor of Music degree with a concentration in music education. While at UT she performed with the Pride of the Southland marching band, football and basketball pep bands, and the University’s Wind Ensemble and Symphony Orchestra. She taught music for a short time, but when a friend experienced a serious eye condition, her thoughts turned to a career in eye care.

A good friend developed a severe ulceration of her eye after sleeping in her contact lenses which eventually required a corneal transplant. Throughout her friend’s long treatment program, Dr. Stone became highly interested in the science of eye care and treatment of eye disease. So, she headed back to UT to take the science courses she would need for optometry school.

She graduated magna cum laude from Southern College of Optometry in 2010, and spent an externship working with Drs. Campbell, Cunningham, Taylor and Haun. She thoroughly enjoyed the experience and quickly came to appreciate the value of a comprehensive eye care practice.

She spent six years working with Drs. Foster and Steele in Newport, where she treated patients for a variety of eye diseases as well as performing general vision examinations. Her youngest patient was two days old, and the oldest was more than 100 years old. She also got a lot of experience treating various injuries to the eye.

“I had a great relationship with the physicians of Tennova Newport Medical Center,” said Dr. Stone. “I gained an incredible amount of experience in treating eye injuries and performing

intensive testing of the eye to help rule out, or in some cases, to confirm a diagnosis. Many times, we had patients in for one problem and discovered a completely different and oftentimes potentially fatal medical condition, all through eye examinations. It is truly remarkable."

She gained a wealth of experience in treating patients with eye injuries, diabetic eye disease, strokes and other conditions. "It's fascinating," she says, "to be able to identify the area of the brain affected by a stroke through observing the pattern of vision loss."

Dr. Stone sometimes can help a patient feel better about themselves as well as improve their physical health. "Helping patients feel more confident in their appearance through the recommendation of quality eye wear and contact lenses can greatly enhance their quality of life," she said.

"I had one 8-year-old boy as a patient and when he came in he held his head down. I quickly discovered that he didn't like his thick glasses, so much so that he held his head down throughout the examination," she recalled. "I recommended contact lenses to the parents and he quickly adjusted to the lenses. He began to hold his head higher even before leaving the office. I see him for his yearly exams and he certainly doesn't look like the shy, reserved boy he was a couple of years ago. He's just the opposite, confident and outgoing."

Dr. Stone is happy to be part of an eye care practice that has served East Tennessee since 1952. She says the remarkable amount of expertise within one organization is impressive and she is thrilled to be able to work with ophthalmologists, a retina specialist, as well as other optometrists.

"When I did my externship here, I saw just about every aspect of eye care being performed all within one organization," said Dr. Stone. "I know I can lean on each of our doctors and can discuss potential treatment options with some of the finest surgeons and specialists in the country. It's a huge advantage."

Dr. Stone has been a member of the Tennessee Air National Guard since 1999, first serving in the 572 Air Force Band as an instrumentalist and vocalist. She commissioned to the rank of Captain in 2012 and began serving as optometrist in the 134 Medical Group. Her current rank is Lieutenant Colonel. When she isn't working, Dr. Stone enjoys life with her two sons.

Dr. Stone sees patients at our Fountain City office. Call (865) 584-0905 to schedule your appointment.

Sharon M. Billingsley, O.D. - Basic

Section 1

Header
Sharon M. Billingsley, O.D., Maryville, TN

Section 2

Header
Ophthalmic Specialties

Body Content
- Comprehensive Eye Care & Consultation
- Contact Lens Fitting
- Refractive Surgery Consultation
- Ocular Disease: Management and Treatment

Section 3

Header
Education

Body Content
Undergraduate:
Bachelor of Science
Tennessee Technology University
Cookeville, TN

Medical School:
Doctor of Optometry
Southern College of Optometry
Memphis, TN

Section 4

Header
Board Certifications

Body Content
Board Certifications

- Tennessee State Board of Optometry
- National Board of Optometry

Section 5

Header
About Sharon Billingsley, O.D.

Body Content
“I am thrilled to be part of a comprehensive eye care practice.”

Sharon Billingsley, O.D., knew early on that a career in healthcare was her passion, but she also was a highly sought-after point guard for her high school basketball team. After her final game as Cleveland State Cougar, her admiration of her brother-in-law’s career as an Optometrist gave her the direction she needed to follow his footsteps.

Young Sharon Billingsley grew up in a small town in Middle Tennessee. Moving to East Tennessee for undergraduate studies, she quickly developed a strong connection to the area’s beauty and the people. Soon, though, it was off to Memphis to attend Southern College of Optometry.

“I was always drawn to medicine and my undergraduate focus was pre-med,” explains Billingsley. “But, when I saw what my brother-in-law did for a living and that he could help people see, I was hooked. I thought it was an incredible thing to be able to do and to be able to help so many people of all walks of life would be awesome.”

Dr. Billingsley did two internships in Knoxville and after graduating, made it her goal to return to East Tennessee.

But, first, a stop in Nashville as a fill-in optometrist, Dr. Billingsley was able to gain invaluable knowledge about how different practices provide quality care for their patients.

“It was a wonderful experience as I was able to better develop my style of patient care and how a practice should be set up,” recalls Dr. Billingsley. “I use what I learned throughout Nashville every day in my practice. And I think I provide better overall patient experience from what I learned there.”

Soon, Dr. Billingsley was on her way to reunite with her sister in East Tennessee. She joined a Maryville optometry practice but six months later, decided it was time to use her experience to start her very own optometry and optical practice, known as Billingsley Eye Care.

“It was the most exciting time in my life but also a very good opportunity to help out the people in Maryville and surrounding area,” she explains. “I put my heart and soul into my practice and the people of Maryville were very receptive. I loved every minute of it.”

After 23 years of owning and operating Billingsley Eye Care, she was presented with an opportunity to join Drs. Campbell, Cunningham, Taylor & Haun and devote more of her work time toward patient care.

“I get to be a doctor again,” Dr. Billingsley says with a smile. “I want to spend more time seeing patients and helping people of all ages here in Maryville. Drs. Campbell, Cunningham, Taylor & Haun provided me with the opportunity to do just that. Plus, we’ve built an incredible new location with all-new, all state-of-the-art equipment. It’s really a dream come to fruition not only for me, but in a sense, my patients. I think they’ll be thrilled.

“I treat patients for a number of eye conditions, but sometimes, I need to refer patients to a specialist. Drs. Campbell, Cunningham, Taylor & Haun have five Ophthalmologists, including a Retina Specialist along with 8 Optometrists. Now, I can refer patients within my practice and they don’t have to start over as a new patient elsewhere. They get to stay within my practice. That, to me, is a wonderful feeling knowing they are in exceptional hands.”

Dr. Billingsley sees patients for comprehensive eye examinations, contact lens fittings and general eye care. She also treats patients for dry eyes, macular degeneration, glaucoma, diabetic retinopathy and more. She also provides contact lens and glasses prescriptions that can be filled in the same Maryville office.

In her spare time, Dr. Billingsley plays in a small band that occasionally does gigs around the Maryville area.

“I play guitar and they try to keep me from singing,” she says with a laugh. “The name of our band is the Back Seat Delilahs. We have a lot of fun and playing music has always been a passion of mine. But, don’t worry. I won’t be quitting my daytime job anytime soon!”

Dr. Billingsley sees patients at our Maryville office. Call (865) 584-0905 to schedule your appointment.

Gregory Everett, O.D. - Basic

Section 1

Header
Gregory Everett, O.D., Farragut & Knoxville, TN

Section 2

Header
Ophthalmic Specialties

Body Content
- Comprehensive Eye Care & Consultation
- Contact Lens Fitting
- Refractive Surgery Consultation
- Ocular Disease: Management and Treatment
- Scleral Lenses and Multi-focal Contact Lenses

Section 3

Header
Education

Body Content
Undergraduate:
B.S. Biology
Middle Tennessee State University
Murfreesboro, TN

Medical School:
Doctor of Optometry
Southern College of Optometry
Memphis, TN

Section 4

Header
Board Certifications & Professional Affiliations

Body Content
Board Certifications

- Tennessee State Board of Optometry

- National Board of Optometry
- Treatment and Management of Ocular Disease
- Injection Certified
- Therapeutic Certified
- Pre and Post-Op Certified Cataract Care
- Pre and Post-Op Certified LASIK® Care

Professional Affiliations

- *American Optometric Association*
- AOA Contact Lens Section
- Tennessee Association of Optometric Physicians
- East Tennessee Association of Optometric Physicians

Section 5

Header

About Gregory Everett, O.D.

Body Content

“I want to be as educated and skilled as possible to handle the most challenging of situations.”

Dr. Greg Everett has never shied away from a challenge. In 2002, right after his 17th birthday, he enlisted in the U.S. Marine Corps. So, one week after graduating from high school, he was in boot camp and by late 2003, he was deployed to Iraq in Iraqi Freedom II. Now that’s a challenge, but the quote above is actually referring to his job as an Optometrist with Drs. Campbell, Cunningham, Taylor & Haun.

“I like it when other doctors throughout the area refer challenging patients to me,” says Everett. “I take it as a compliment because they might be out of answers. When one of my patients leaves, I want them to have had the best patient experience possible and feel like they were in good hands.”

Dr. Everett’s life’s journey took him from Atlanta to Knoxville, with stops along the way in Iraq and Memphis. Young Greg grew up on the lake and spent his childhood on the water and playing various sports. His favorites were fishing, water sports and wrestling in high school. “I won a few wrestling tournaments,” he acknowledges modestly.

But Greg didn’t stick around long to savor his accolades. The ink on his high school diploma was barely dry when he headed off to Marine boot camp and eventually, Iraq. A member of the infantry, Greg carried an M-16 and, as a four-time “Expert Marksman,” was Designated Marksman for his squad. “I was part of Operation Vigilant Resolve in Fallujah during April of 2004″, he recalls. “I had to grow up fast.”

After one year of deployment, Sergeant Everett came back to the states and worked as a recruiting officer. “I was still a Marine when I attended Middle Tennessee State University,” he

says. “I was majoring in Physiology with the idea that I would eventually go to medical school, and along the way I did internships in Optometry and Pharmacy. I discovered that I really liked Optometry having always been fascinated by the vision system of the body,” he says. “And the specialized care provided by Optometrists really appealed to me.”

And so with his active duty at an end and his new degree in hand, Greg enrolled at Southern College of Optometry in Memphis. “As part of my studies, I did an externship with Drs. Campbell, Cunningham, Taylor & Haun,” he says. “I suppose you could say I was hooked on the Knoxville area. I just love everything about it, especially the people.”

“I really enjoy working with all walks of life,” says Dr. Everett, “and particularly the younger patients. It’s really neat to get to know some of those patients and follow them and their families throughout their lives. Some of their ailments are serious and even painful and it’s inspiring to see how bravely they cope with them. It helps me keep life in perspective and I’m grateful to be in a position to help patients in great need. It’s a special feeling.”

“Most of what I work on is routine eye exams, contact lens fittings and comprehensive eye exams,” says Dr. Everett. “I also see patients with macular degeneration, glaucoma and dry eyes. “In a typical day, I’ll see a lot of ocular diseases and occasionally I get a difficult contact lens fitting. That’s the kind of challenge I love.”

What appeals most to Dr. Everett about practicing at Drs. Campbell, Cunningham, Taylor & Haun is the unlimited opportunity for further learning. “Every day, I’m seeing patients for Glaucoma Treatments, Macular Degeneration and various eye infections. With six Ophthalmologists and four Optometrists on the team, each day is a learning opportunity for me.”

“The beauty of Drs. Campbell, Cunningham, Taylor and Haun is the ability to refer, in house, to an Ophthalmologist and in some cases, our Retina Specialist,” says Everett. It is all under one umbrella. I can refer my patients for cataract, blepharoplasty and retina disease. It’s really convenient for our patients. They don’t have to fill out new forms or become a patient at yet another practice.”

But the most satisfying part of Dr. Everett’s job is the patient interaction. “I get Christmas cards from patients,” he says. “I have a 92-year-old macular degeneration patient who recently told me she’s bringing me a gift on her next appointment. I love East Tennessee and my patients are something special.”

Dr. Everett particularly loves when patients refer to him as, “my eye doctor.” “That tells me I’m doing a good job and they have a great deal of comfort with me,” he says. “That kind of trust is something that I have to earn and something I have to work to keep.” It can be a real challenge, but then, Greg Everett has never shied away from a challenge.

To unwind, Dr. Everett works out regularly at the gym and plays golf. And he often makes a dash for the Florida panhandle where he and his brother board their boat in pursuit of red snapper, cobia, mahi-mahi and mackerel.

Dr. Everett sees patients at our Farragut and Knoxville offices. Call (865) 584-0905 to schedule your appointment.

Elick Combs, O.D. - Basic

Section 1

Header
Elick Combs, O.D., Powell & Knoxville, TN

Section 2

Header
Ophthalmic Specialties

Body Content
- Comprehensive Eye Care & Consultation
- Dry Eye Disease Management
- Contact Lens Fitting
- Scleral Lenses and Multi-focal Contact Lenses
- Refractive Surgery Consultation
- Surgical Post-op Care
- Ocular Disease: Management and Treatment

Section 3

Header
Education

Body Content
Undergraduate:
B.S. Biology
East Tennessee State University
Johnson City, TN
(Vice President of the Pre-Optometry Student Organization)

Medical School:
Doctor of Optometry
Southern College of Optometry
Memphis, TN

Section 4

Header
Board Certifications & Professional Affiliations

Body Content
Board Certifications

- National Board of Optometry
- Tennessee Board of Optometry

Professional Affiliations
- American Optometric Association
- Tennessee Association of Optometric Physicians

Section 5

Header
About Elick Combs, O.D.

Body Content
“We were kind of a community, if I had a patient that I needed help treating, I could easily go down the hall and consult with another O.D. or M.D. and we’d tackle it together. I liked that aspect of it very much.”

Elick Combs, O.D., believes it’s imperative for any eye care practice to stay at the forefront of the latest innovations in the field in order to provide top-quality eye care. That, among other reasons, is why Drs. Campbell, Cunningham, Taylor & Haun is the perfect fit for him.

Being part of a community of medical professionals who share a common goal of striving to meet whatever needs a patient has as far as their vision is concerned is what Dr. Combs truly takes pride in. As a board-certified Optometrist, Dr. Combs offers comprehensive eye exams, disease screening and management, glasses and contact lens prescriptions, and much more for his patients in East Tennessee.

Dr. Combs was born in Chicago, Illinois but moved with his family to Sevierville, Tennessee at a young age. He enjoyed playing basketball for a time in school, but he soon traded shooting hoops for strumming guitar strings thanks to a flourishing love of music. To this day, he enjoys having a guitar in his lap as often as he can find the time.

When Dr. Combs realized his musical aspirations weren’t an ideal way to pay the bills, he decided to give his career trajectory more thought. The medical field became the frontrunner, but he wasn’t quite sure which direction to take at first. While Dr. Combs was attending Walters State Community College in Sevierville, his parents prompted him to shadow a family friend who was an Optometrist. Dr. Combs admits he was very reluctant at first, but he succumbed to his parents’ wishes and followed through with the shadowing. To his surprise, Optometry entailed far more than he originally expected. His reluctance quickly shifted to eagerness.

“As I was watching him throughout the day, it was pulling me in,” Dr. Combs said. “It just felt right. I shadowed him a lot more after that, and that’s when it clicked – ok, Optometry is for me.

It's a career where one can support their family, but it's also a very moral job where I can hold my head up high."

Dr. Combs completed his undergrad at East Tennessee State University in Johnson City, followed by attending Southern College of Optometry in Memphis. He soon returned to East Tennessee upon completion of his studies and began working at a practice in Oak Ridge. There, he gained valuable knowledge working alongside Ophthalmologists.

"We were kind of a community," Dr. Combs said. "If I had a patient that I needed help treating, I could easily go down the hall and consult with another O.D. or M.D. and we'd tackle it together. I liked that aspect of it very much."

He found that same aspect and then some at Drs. Campbell, Cunningham, Taylor & Haun. All too often, it takes a 'village' of skilled medical professionals to provide the most benefit when it comes to something as precious as your vision.

"If I have a patient who needs something, I want to be able to provide it to them, whether it's through me or one of my colleagues I know personally," Dr. Combs said. "I like to keep things as in-house as much as I can but, of course, we can refer out as needed. I just like being able to provide whatever the patient needs to ensure they have the best possible care."

Yet another major draw that led Dr. Combs to join Drs. Campbell, Cunningham, Taylor & Haun is the practice's unending commitment to staying on top of advancements in technology and treatment methods in an ever-evolving field.

"They're highly knowledgeable," he said of the doctors and staff. "It's an obvious desire of theirs to stay on top of the now, whether that's new research or data that's coming out."

Dr. Combs proudly brings experience in myopia management, scleral lenses, and multi-focal contact lenses to the practice, but he also focuses on all facets of general Optometry for his growing patient base.

As a proud member of the Powell community, Dr. Combs truly understands the importance of neighborhood-based eye care. The overall pleasant location, proximity to a variety of amenities, and evident sense of community help make Powell and all of East Tennessee the ideal home for Dr. Combs and his family.

"Powell is such a nice in-between where I can be in a city environment or more of a country environment anytime I feel the urge," he said. "I really like that. There's also a great sense of community, which my family and I really enjoy."

When Dr. Combs and his wife aren't dining at their favorite local restaurants, they keep busy taking care of their two young boys. And he still loves to break out his trusty guitar and squeeze in a tune here and there, which he'll tell you is like riding a bike for him.

"At those times that I'm really busy and I put my guitar down, I thankfully don't lose too much," he laughed. "I may get a bit rusty, but I still have the knowledge."

Dr. Combs sees patients at the Powell location. Call (865) 584-0905 to schedule your appointment.

Alyssa Invergo Taylor, O.D., F.A.A.O. - Basic

Section 1

Header
Alyssa Invergo Taylor, O.D., F.A.A.O., Sevierville, TN

Section 2

Header
Ophthalmic Specialties

Body Content
- Specialty Contact Lens Fittings
- Myopia Management
- Post-operative Care
- Refractive Surgery Consultation
- Ocular Disease: Management and Treatment
- Comprehensive Eye Care & Consultation

Section 3

Header
Education

Body Content
Undergraduate:
Bachelor of Arts, Psychology
Minor in Chemistry
University of Mississippi
Oxford, MS
Magna Cum Laude

Medical School:
Doctor of Optometry
Southern College of Optometry
Memphis, TN
Cum Laude

Optometric Residency- Cornea & Contact Lens
Pacific University College of Optometry
Forest Grove, OR

Section 4

Header
Board Certifications & Professional Affiliations

Body Content
Board Certifications

- Tennessee Optometric License
- Paragon CRT Certification
- MiSight Certification

Professional Affiliations

- Member, American Academy of Optometry
- Member, American Optometric Association
- Member, International Keratoconus Association

Section 5

Header
About Alyssa Invergo Taylor, O.D., F.A.A.O.

Body Content
“Healthcare was always on my mind”

With both her parents working in healthcare throughout her youth, it seemed only natural that Optometrist Dr. Alyssa Invergo Taylor would eventually steer toward a similar professional direction… though neither of her parents were involved in eye care. But it was her father’s potentially serious eye disorder and her own experience with needing glasses at a young age the exposed her to a whole new realm within the medical field and awakened a passion that would set the stage for her forthcoming career.

“Healthcare was always on my mind,” Dr. Invergo Taylor said. “I knew I wanted to be an Optometrist when I was in high school. My dad and my aunt have keratoconus, so that played a huge role in my decision. I went with my dad to all his eye appointments.”

Keratoconus is an eye disorder that occurs when the normally round cornea becomes thin and irregularly cone shaped, preventing the light that enters the eye from being focused on the retina properly and resulting in distorted vision. Combating conditions like this and a host of other eye disorders while improving people’s vision are what ultimately fueled Dr. Invergo Taylor’s urge to pursue a career in eye care.

Dr. Invergo Taylor was born and raised in Peotone, Illinois, a small town about 40 miles south of Chicago. In junior high, she became heavily involved in softball, continuing to play competitively throughout high school. She eventually caught the eye of a recruiter for Ole Miss and played

second base for the Rebels while pursuing her bachelor's degree. This was the beginning of her educational experience that led to fulfilling her dream of optometry.

Her fundamental motivation, however, remained the result of all those experiences with her father and the treatment of his keratoconus. With that firsthand exposure, Dr. Invergo Taylor fell in love with the multifaceted field, especially when she witnessed her father's quality of life greatly improve with the right treatment.

"It changed his life when he finally got a pair of contact lenses that fit him properly and he could see well," she said. "When I was young, he couldn't really go to my softball games and other events because his lenses weren't fitting well, and it was a dusty, windy environment that was terribly uncomfortable for him. Once he found a doctor who was able to fit him successfully, the comfort and vision improvement was a real game changer for him."

After graduating from Ole Miss, Dr. Invergo Taylor continued her education at Southern College of Optometry (SCO) in Memphis, Tennessee, where it was solidified that she definitely chose the right profession.

"I had a really great experience with the school I went to," she said. "I loved every part of it. I just loved learning everything about the eyes."

While at SCO, Dr. Invergo Taylor naturally gravitated more toward conditions affecting the cornea, obviously stemming from her father's experience with keratoconus. But she also had a surprising diagnosis of her own at that time followed by a revolutionary treatment option.

"Because of my dad's condition, I was always more interested in the cornea, specifically contact lenses and medical contact lenses," she said. "Actually, when I was a third year at SCO, I was diagnosed with keratoconus. Luckily, eye doctors caught mine super early, and now there are treatments to stop the progression that weren't available when my dad was diagnosed. So I was able to get corneal cross-linking done on both my eyes while I was a student. Thanks to that, I still have great vision. But that was still quite an experience to go through. That's what drove my passion in wanting to do a cornea and contact lens residency after graduation."

In corneal cross-linking, eye doctors use eyedrop medication and ultraviolet light to make the cornea stronger. It's called "cross-linking" because it adds bonds between the collagen fibers in the eye, working like support beams to help the cornea stay stable. The goal of this revolutionary treatment is to keep the cornea from bulging more over time.

Though corneal issues are admittedly her specialty, Dr. Invergo Taylor enjoys all aspects of comprehensive eye care.

"With my residency being in cornea and contact lenses, I mainly only saw patients who need medical contact lenses – scleral lenses, RGP (rigid gas permeable) lenses, custom soft lenses, orthokeratology too – just a lot of people who need these lenses," Dr. Invergo Taylor said. "I've

had a lot of really great patients, but a highlight of my residency is that I finally got to fit my dad. We changed him from a corneal RGP lens to a scleral lens and it helped a lot. That was really exciting for me."

At EyeCare Optical, a division of Drs. Campbell, Cunningham, Taylor & Haun, Dr. Invergo Taylor is excited about all the latest innovations and industry expertise made available through the practice.

"I'm excited about the state-of-the-art technology for diagnostics and treatments available to my patients as well valuable collaborations with the skilled Ophthalmologists at Drs. Campbell, Cunningham, Taylor & Haun," she said. "I see a lot of patients who have medical corneal issues, and I also do a lot of comprehensive and preventative care."

Dr. Invergo Taylor is also excited to bring more exposure with orthokeratology to the practice, which is a type of myopia management where a patient wears a rigid lens on the eye at night (like a retainer) to help minimize the amount of nearsightedness and improve vision during the day. Though not as prominent in East Tennessee, Dr. Invergo Taylor confirms there is most certainly a growing need for this kind of treatment.

Whether its orthokeratology, contacts lens fittings, glasses prescriptions, or the gamut of other vision correcting treatments available at EyeCare Optical, Dr. Invergo Taylor is just happy to be providing such a valuable service to the people of East Tennessee in a region that she fell in love with during her undergrad experience.

"Going to Ole Miss, I got to see a lot of the south through traveling, and I fell in love with the area," she said. "I love the Smoky Mountains and all the hiking in East Tennessee. It's such a beautiful area."

In her free time, Dr. Invergo Taylor is a true lover of the great outdoors. She especially loves to hike, camp, and generally stay active. She's also a self-proclaimed foodie and is always up for trying out a new restaurant.

Dr. Invergo Taylor sees patients at both of the Sevierville locations on Dolly Parton Parkway and Highway 66. Call (865) 584-0905 to schedule your appointment.

Rachel R. Williams, O.D., MPH- Basic

Section 1

Header
Rachel R. Williams, O.D., MPH, Maryville, TN

Section 2

Header
Ophthalmic Specialties

Body Content

- Comprehensive Eye Care & Consultation
- Glasses and Contact Lens Prescriptions
- Contact Lens Fitting
- Refractive Surgery Consultation
- Surgical Post-op Care
- Ocular Disease Management and Treatment

Section 3

Header
Education

Body Content
Undergraduate:
B.S. Biomedical Sciences
University of Central Florida
Orlando, FL
(Pre-Optometry Association)

Postgraduate:
Master of Public Health
University of Memphis
Memphis, TN

Medical School:
Doctor of Optometry
Southern College of Optometry
Memphis, TN
(Student Society of the TN Association of Optometric Physicians; Low Vision Society; Ocular Disease Club; Student Public Health and Vision Association)

Section 4

Header
Board Certifications & Professional Affiliations

Body Content
Board Certifications

- American Board of Optometry
- American Academy of Optometry

Professional Affiliations

- American Optometric Association

Section 5

Header
About Rachel R. Williams, O.D., MPH

Body Content

“I love the idea that you can go see a doctor and it just be a pleasant experience. The whole experience of making people’s lives better and building that connection with the patient was just a big draw for me.”

Rachel Williams, O.D. MPH, chose the field of Optometry because she wanted to make a difference in people’s lives while also providing a pleasant experience for each patient. She’s able to do all that and then some at EyeCare Optical along with a team of other top minds in the field.

Dr. Williams offers comprehensive eye exams, disease screening and management, glasses and contact lens prescriptions, and much more for her East Tennessee patients.

Born and raised in Cocoa, Florida, Dr. Williams of course spent her fair share of time at the beach growing up. That’s why she’ll tell you that the mountains of East Tennessee still offer a welcomed change of scenery to this day. Throughout high school, she was very active in volleyball and track, but she also enjoyed playing piano and violin in the school orchestra.

After high school, Williams attended University of Central Florida for her undergraduate studies and majored in biomedical sciences. It was there that she would be enlightened to what would ultimately become her career path.

“When I was in undergrad, I knew I wanted to do something in the healthcare realm,” she said. “I found out that my undergraduate program had a pre-optometry association. That’s where I started to get the idea that I wanted to do optometry.”

That interest was initially sparked thanks to fond memories of her own eye doctor appointments beginning way back in the 3rd grade.

“I was considering the healthcare-related clubs in college and came across the pre-optometry association,” she said. “After I saw that, I started thinking about it, and I realized that every time I went to the eye doctor growing up, I always had a good experience. I wanted to offer that for other people as well.”

Williams attended the Southern College of Optometry (SCO) in Memphis, which she enjoyed so much that she completed her residency there.

Before her residency, however, Dr. Williams had to do three rotations her final year at SCO, one of them being in house in Memphis and the others at Bennett and Bloom Eye Centers in Louisville, Kentucky followed by Piedmont EyeCare Associates in Charlotte, North Carolina.

Part of her SCO residency involved a particularly heavy focus on ocular diseases, through which Dr. Williams became quite well versed on many facets of diagnosis and treatment. That helped spark significant interest in the subject that remains with her to this day.

“I would say the majority of my patients during my residency that I really enjoyed caring for were the glaucoma patients,” she said. “Glaucoma and macular degeneration were the two I mostly worked with and also quite a bit of low vision cases. It’s amazing what available technology you can introduce to these patients that can vastly improve their quality of life.”

Williams was eventually introduced to the Knoxville area by way of a visit with a dear friend. She was quickly smitten with East Tennessee, which opened her up to leaving Memphis and heading east to continue her career. She was immediately impressed by the warm, friendly staff at EyeCare Optical.

“Everybody that I met was just extremely welcoming and super nice,” she said. “I was taken to a lot of different offices and I got to meet so many people. Everyone was so willing to answer any questions I had and was just so friendly. I loved that coming into a practice I already felt like I could talk to anyone. Also, it’s a larger practice so there are a lot of different people that you can bounce ideas off of. That was something that I looked for in my residency as well. It was an easy transition for me.”

With so much to offer under one roof, Dr. Williams quickly realized that the collaborative environment with other skilled professionals through EyeCare Optical’s association with Drs. Campbell, Cunningham, Taylor & Haun is a true asset.

“If there is a patient who is a little more complicated than normal, something that maybe I haven’t encountered a lot before, I can easily reach out to the retina specialist or the cornea specialists, for instance,” she said. “They’re very open to fellow doctors asking them questions and getting their thoughts on something as far as how to treat and monitor.”

In addition to the benefit of valuable teamwork, Dr. Williams is also eager to further her experience with a variety of eye care scenarios.

“I’m excited to do a little bit of everything,” she said. “That was another big draw for me joining the practice. It seemed like I could still do a lot of glasses and contact lenses, but I could also get plenty of exposure to disease treatment and management, like diabetes, glaucoma, macular degeneration, all those things that we typically see.”

While there are countless patient interactions that add to Dr. Williams’ gratefulness for her career, one story from her residency continues sticking out in her mind. The patient had Stargardt’s disease, which is an inherited retinal disease that affects central vision.

“She was having a lot of trouble being able to read and write,” Dr. Williams recalls. “I introduced her to this electronic magnifier, which is kind of like a tablet that you can place over what you’re trying to read. You can zoom in and change colors. I showed that to her and she did very well with it. She was so excited to go home and use it and tell everyone at her church about it. That was a very rewarding experience.”

For Dr. Williams, being able to foster positive experiences along with the long haul of improving the quality of life for her patients is a tremendous reason to come to work every morning.

“I love the idea that you can go see a doctor and it would just be a pleasant experience,” she said. “The whole experience of making people’s lives better was just a big draw for me as well as building that connection with the patient and seeing them over time.”

In her spare time, Dr. Williams and her husband can be found participating in various outdoor activities, such as hiking and kayaking. They also enjoy playing video games and spending time with their two beloved dogs.

Dr. Williams sees patients primarily at our Maryville office. Call (865) 584 0905 to schedule your appointment.

Christa Cole, OD TN - Basic

Section 1

Header
Christa Cole, OD, Knoxville & Hardin Valley, TN

Section 2

Header
Ophthalmic Specialties

Body Content
- Comprehensive Eye Care & Consultation
- Contact Lens Fitting
- Refractive Surgery Consultation
- Surgical Pre- and Post-op Care
- Ocular Disease Management and Treatment

Section 3

Header
Education

Body Content
Medical School:
Doctor of Optometry
Illinois College of Optometry
Chicago, IL

Section 4

Header
Board Certifications & Awards

Body Content
Board Certifications

- National Board of Optometry
- Tennessee State Board of Optometry
- Kentucky State Board of Optometry

Awards
- David J. Kerko Low Vision Award

- Veterans Affairs Medical Center for outreach to homeless veterans standout

Section 5

Header
About Christa Cole, O.D.

Body Content

“The eye is like an equation or a puzzle, and the parts must add up or go together to get the desired result.”

Christa Cole, O.D., became an Optometrist because she longed for a fulfilling career through which she could exercise her innate knack for solving complex matters while helping people live a better quality of life.

In her experience, few things are more complex than the human eye. She’s able to quench that thirst at Drs. Campbell, Cunningham, Taylor & Haun, where she treats her patients with the utmost care to ultimately help them see the world around them with better clarity.

A native of Pikeville, Kentucky, Dr. Cole spent much of her youth playing softball in school as well as spending time outdoors whenever possible. She went on to attend the University of Kentucky and admits that even up to her senior year, she was unsure about her destined career path. While she always enjoyed the sciences and had worked in a hospital throughout college, she still sought that definitive moment that would give her the “this is it” confirmation she hoped for.

That moment came when her younger brother, who had issues with poor vision at the time, told her one day that his optometrist was very nice and seemed happy at her job. That prompted Dr. Cole to look further into the profession, which morphed into volunteering at the same practice where her brother was being treated, shadowing the doctor and staff, and eventually even working there. All the while, her appetite for the specialized field continued to grow. The only natural next step for her was optometry school.

Dr. Cole chose Illinois College of Optometry for that adventure. In addition to being diligent with her studies, she amassed quite an array of extracurricular experiences and accolades. That includes going on a mission trip to Mexico with SVOSH (Student Volunteer Optometric Services to Humanity), being awarded the David J. Kerko Low Vision Award as a student intern, and being recognized as a standout at the VAMC (Veterans Affairs Medical Center) for outreach to homeless veterans during a fourth-year internship. The VAMC recognition, in particular, led Dr. Cole to a year of residency training at the Lexington VAMC following graduation.

Through that experience, Dr. Cole further realized the significance of how eyesight and overall health are intricately intertwined, making comprehensive examinations that much more imperative.

“It is essential that eye exams are medical and comprehensive,” she said. “Quality of vision is not as simple as being nearsighted or farsighted. The eye is like an equation or a puzzle, and the parts must add up or go together to get the desired result.”

Dr. Cole found the opportunity to fulfill her calling at Drs. Campbell, Cunningham, Taylor & Haun. It’s here that she’s able to showcase her puzzle-solving inclination alongside a stellar team with advanced technology at her fingertips.

“Working with a multi-specialty ophthalmology group like Drs. Campbell, Cunningham, Taylor & Haun provides the perfect opportunity to provide high-level care and stay up to date on the latest treatments for ocular diseases,” she said.

Dr. Cole’s philosophy on providing that high-level care for her East Tennessee patients is simple yet very profound.

“I believe you have to treat every patient as an individual and come to an understanding with them to have success in patient care,” she explains. “I also believe in the power of choice and providing multiple avenues to achieve their visual goals when it comes to glasses and contact lenses. Vision is subjective, so understanding how they want to view their world is critical to providing the very best care.”

Through compassionate, knowledgeable care, Dr. Cole strives to provide the best experiences possible for her patients. And she really enjoys when her guidance helps everything click for the person in her exam chair.

“My absolute favorite moment is when they have that “aha moment” after treatment or education where they really understand their ocular health,” she said. “It’s then that they can really do their part to foster better eye health.”

Much of Dr. Cole’s spare time is spent providing a full-time cab service for her daughters, which she is proud to do. Aside from her transportation duties, Dr. Cole enjoys music, playing tennis, hiking in beautiful East Tennessee, and traveling with her family.

Dr. Cole sees patients primarily at our Weisgarber and Hardin Valley offices. Call (865) 584 0905 to schedule your appointment.

EyeCare Services - Basic

Section 1

Header
The Total EyeCare Experience

Body Content
Good vision is widely considered the most precious of all our senses and allows everyone to truly enjoy the beauty of life all around us. Having regular eye exams with trusted professionals is essential for protecting and maintaining the health of your eyes. At EyeCare Optical, we are not only leaders in providing top-notch glasses and contacts prescriptions, but we also offer the total eyecare experience.

EyeCare Services at EyeCare Optical

- Optomap Retinal Exam
- Astigmatism
- Blepharitis & Meibomian Gland Dysfunction
- Cataract
- Conjunctivitis
- Diabetic Retinopathy
- Dry Eyes
- Farsightedness
- Glaucoma
- Macular Degeneration
- Myopia Management (Pediatric)
- Nearsightedness

[link to each individual page]

The total eyecare experience is in your neighborhood with convenient locations across eastern Tennessee, including Knoxville, Fountain City, Hardin Valley, Farragut, Maryville & Sevierville.

Call to Action
Give us a call at (865) 584-0905 today or fill out the form below to request your next eye exam.

[request an appointment form]

Please note, available tests may not be covered under your vision insurance. Medical exams are different from vision exams and typically fall under medical insurance instead of vision insurance. It is important to review your policies to understand what is covered.

Photo links (will likely need color correction):

1. https://workplaybranding.client-gallery.com/gallery/campbell-cunningham-photos-2025/q3-2025-photos-fast-track-marketing/a82e25c9-c621-4180-8a18-d410942f9065
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Optomap Retinal Exam - Basic

Section 1

Header
Optomap® Retinal Exam
Fast, painless and comfortable.

Section 2

Header
An Eye Exam Without Dilating Your Eyes

Body Content
For patients who want to avoid the discomfort associated with a dilated eye exam, there is an alternative: the Optomap Retinal Exam.

Section 3

Header
What is Optomap?

Body Content
Optomap® imaging is a panoramic digital image of the retina created using advanced scanning laser technology. This patient-friendly exam provides a detailed view of the retina without the need for dilation drops, the traditional method of retinal examination.

Fast, painless, and comfortable – nothing touches the eye. Optomap imaging is safe and suitable for patients of all ages.

Call to Action
Request an Optomap Retinal Exam

Section 4

Header
Optomap FAQs

Body Content

What happens during the Optomap exam?
During the exam, simply look into the device one eye at a time (like looking through a keyhole). The optometrist technician gently positions your head so you are looking at the ball in the middle of the circle and takes a photo – capturing the image in seconds. You will see a comfortable flash of light to let you know the image of your retina has been taken. The process is repeated with the other eye.

How does Optomap work?
Optomap images are created by non-invasive, low-intensity scanning lasers that encompass a widefield digital image of the retina without dilation drops. The image can then be filtered, allowing various layers of the retina to be evaluated. The digital image lets the eye care professional review it for a quick evaluation. The image is stored for future comparisons.

Why is it important to have the retina examined?
The retina (located in the back of your eye) is the only place in the body where blood vessels can be seen directly.

In addition to eye conditions, such as Glaucoma, retinal detachment, Macular Degeneration, eye tumors or eye cancer, signs of other diseases, such as stroke, heart disease, hypertension and diabetes, can also be seen in the retina. Early signs of these conditions can show on your retina long before you notice any changes to your vision or feel pain.

A traditional exam with dilation is especially important if you're at high risk of retinal issues. During a laser retina scan, such as Optomap, your eyes might or might not be dilated. Although these laser retina scans can detect some retinal abnormalities, the scans have limitations.

Who is a good candidate for Optomap?

- Almost everyone is a good candidate – just to name a few:
- Patients who can't or don't want to be dilated
- Children
- Patients with a history of eye problems (such as diabetic retinopathy or glaucoma)
- Patients who are light sensitive

What is the cost of this exam? Is it covered by insurance?
The cost for an Optomap exam is $39.

As a general rule, if the images are taken as baseline documentation of a healthy eye or as preventative medicine to screen for potential disease, then it is not covered by most health insurance plans, including Medicare.

Astigmatism - Basic

Section 1

Header
Astigmatism

Body Content
Astigmatism is an imperfection in the curvature of the cornea or lens of the eye. If the cornea or lens is irregularly shaped, the light that enters the eye isn't refracted properly, resulting in distorted vision. If the imperfection lies with the cornea, it is called corneal astigmatism. If it's the lens that is distorted, it's called lenticular astigmatism.

Call to Action
Request a Vision Exam

Section 2

Header
Astigmatism FAQs

Body Content

What are symptoms of astigmatism?
People with astigmatism often have blurry vision, both up close and far away. Objects may look stretched, wavy, or uneven – similar to looking into a funhouse mirror. Astigmatism can happen along with nearsightedness or farsightedness.

Other symptoms may include double vision, eye strain, tired eyes, headaches, and fatigue. Some studies suggest that astigmatism may also be linked to migraines in certain people.

What causes astigmatism?
The cause of astigmatism is unclear, but it is believed to be linked to genetics. Although doctors don't know why corneal shape differs from one person to another, they do agree that the likelihood of having astigmatism is inherited. It's a very common condition, affecting approximately one in three people worldwide.

Although usually present from birth, astigmatism can develop after an eye injury or eye surgery.

How is astigmatism diagnosed & treated?

An eye exam with the doctors at EyeCare Optical can determine if you have any astigmatism and the proper prescription for glasses or contacts.

Astigmatism is generally treated in one of three ways – glasses, contacts or surgery.

Eyeglasses for this condition contain a special cylindrical lens prescription that compensates for the astigmatism, providing additional power in specific parts of the lenses. Typically, single-vision lenses are prescribed for clear vision at all distances, but patients over 40 with presbyopia may require bifocals or progressive lenses.

Some patients may achieve better results with contacts, but not usually the standard soft contact lenses. Rigid gas-permeable contacts may be needed to compensate for the irregular shape of the cornea.

Though most people choose to correct their vision with glasses or contacts, astigmatism can also be corrected by reshaping the cornea through refractive surgery, such as LASIK or PRK. Through LASIK, a small flap is created in the cornea and some tissue is reduced, while PRK involves reduction of the outer layer of the cornea called the epithelium.

Photo links (will likely need color correction):

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Blepharitis and Meibomian Gland Dysfunction - Basic

Section 1

Header
Blepharitis and Meibomian Gland Dysfunction

Body Content
Blepharitis is a chronic inflammation of the eyelids, which can cause itching, burning, irritation, tearing, and crusting of the eyelashes and, occasionally, red eye. This condition can begin in childhood or develop later in life. Blepharitis may flare up only once but tends to recur repeatedly more often. Chronic blepharitis may lead to corneal scarring and decreased visual acuity if left untreated.

Call to Action
Request a Complete Eye Care Exam

Section 2

Header
Blepharitis FAQs

Body Content
What are the symptoms of blepharitis?
Anterior blepharitis is the most common type. It happens when the body reacts to too much normal bacteria on the eyelids. This can cause redness along the edges of the eyelids and crusty flakes around the eyelashes. In some cases, eyelashes may fall out or the eyelid edges may change shape.

A less common form called seborrheic blepharitis usually causes less redness but more flaking around the lashes. It is often linked to flaky skin around the nose or hairline.

Posterior blepharitis, also known as Meibomian Gland Disease, affects the oil glands in the upper and lower eyelids. These glands can become inflamed and clogged, which affects the quality of the oil they produce. Since this oil helps keep the eyes comfortable, problems with the glands can lead to dry eye symptoms such as burning, tearing, blurry vision, itching, and overall eye discomfort.

What causes blepharitis?
There are several factors that may contribute to blepharitis. The most common of which include:

- Clogged oil glands in the eyelids (called the Meibomian Glands).
- Overgrowth of normal bacteria.
- Seborrheic dermatitis.
- Rosacea (a skin condition characterized by chronic redness).
- Lice or mites known as Demodex.

How is blepharitis treated?
Eyelid Hygiene: Strict eyelid hygiene is extremely important when it comes to the treatment of blepharitis. Warm compresses and eyelid scrubs are generally effective methods:

- **Warm compresses** should be applied at least two times a day for 10-15 minutes to heat and loosen the oil in the eyelids, which aids in the expression of the oil from the glands. This can be accomplished in a few ways. We recommend a commercially available microwave re-heatable mask that can be purchased in our optical shop. A warm washcloth can also be used as an acceptable alternative.
- **Eyelid scrubs** are equally as important as warm compresses to remove eyelid debris and crusted oil. Eyelid scrubs should be performed twice per day. Our recommendation is a commercially prepared hypochlorous acid solution, such as Ocusoft Hypochlor (available in our optical shop). Baby shampoo on a wet washcloth may be used as an alternative.

Antibiotic And Anti-Inflammatory Medications: Depending on the severity of your blepharitis, limited use of antibiotic ointments, topical steroids, or cyclosporine may be necessary to control the condition. For some patients, oral antibiotics, such as doxycycline, may prove helpful.

If you're concerned about blepharitis, schedule an appointment with Drs. Campbell, Cunningham, Taylor & Haun. Our cornea specialists will develop a treatment plan to effectively manage the condition, based on your individual needs.

What should I do if I think I have blepharitis?
If you're concerned about blepharitis, call (865) 584 0905 to request an appointment with EyeCare Optical's affiliate ophthalmology practice, Drs. Campbell, Cunningham, Taylor & Haun. Our cornea specialists will develop a treatment plan to effectively manage the condition, based on your individual needs.

Photo links (will likely need color correction):

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Cataracts - Basic

Section 1

Header
Cataracts

Body Content
A cataract is the clouding of the eye's natural lens. Located just behind the iris, the natural lens helps to focus light on the back of the retina, which then sends the images to the brain. When the lens is cloudy, light and images can be prevented from effectively reaching the retina, resulting in decreased visual acuity.

Call to Action
Request a Cataract Consultation

Section 2

Header
Cataract FAQs

Body Content
What are symptoms of cataracts?
Cataracts often develop slowly, and symptoms may not be noticeable at first. Over time, vision continues to worsen as the cataract grows. While the exact cause of cataracts is not fully understood, they are extremely common and should be checked by an eye care professional.

Common symptoms include:

- Vision that gets worse with age
- Blurry or double vision
- Trouble seeing at night
- Seeing halos around bright lights
- Vision that worsens in sunlight
- Poor depth perception
- Difficulty telling colors apart
- Frequent changes in glasses or contact lens prescriptions
- Difficulty reading

These symptoms can also be signs of other eye conditions. If you have been diagnosed with cataracts or notice cloudy vision in one or both eyes, you are not alone. Cataracts are very common and usually develop with age, often starting around age 55. By age 65, more than half of Americans either have cataracts or have already had cataract surgery.

The good news is that vision loss from cataracts can usually be treated. Cataract surgery is one of the most common and successful procedures performed today. During surgery, the cloudy

lens is removed and replaced with a clear artificial lens. About 90% of patients notice improved vision after surgery.

How are cataracts treated?
Cataract surgery is one of the most common medical procedures performed today. More than 18 million cataract surgeries are done worldwide each year, including thousands performed by our affiliate ophthalmology practice Drs. Campbell, Cunningham, Taylor & Haun in East Tennessee.

Cataract surgery is an outpatient procedure and is performed at the Eye Surgery Center of East Tennessee, meaning you can return home the same day.

Thanks to modern advances, cataract surgery is quick and involves little discomfort. During the procedure, a board-certified ophthalmologist removes the cloudy natural lens of the eye and replaces it with a clear artificial lens, called an intraocular lens (IOL). This allows light to pass clearly to the retina, improving vision. The surgery usually takes only a few minutes and does not require stitches.

Cataract surgery is done on one eye at a time, with the second eye typically treated one to two weeks later. Most patients are able to return to normal daily activities within a day or two.

Drs. Campbell, Cunningham, Taylor & Haun offer the latest advances in lens replacement technology. Today's lenses may reduce or eliminate the need for glasses or contact lenses for near, far, and in-between vision, including reading. To learn more about replacement lens options or to schedule an appointment, please contact our office.

I'm over 50, should I get tested for cataracts?
People over the age of 50 should see an EyeCare professional every year regardless of your symptoms. Schedule your appointment today by calling (865) 584-0905. Your Knoxville cataract surgeons at Drs. Campbell, Cunningham, Taylor and Haun are standing by ready to offer personal care and state-of-the-art technology.

Potential photos (will likely need color correction):

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3. https://workplaybranding.client-gallery.com/gallery/campbell-cunningham-photos-2025/q3-2025-photos-fast-track-marketing/2d0ec643-4e61-45a0-9afe-3871b43ec485

Clear Vision Solutions - Basic

Section 1

Header
Vision Correction for Your Stage of Life

Body Content
Eye Care Optical is within the same division of trusted eye care professionals as Campbell Cunningham Laser Center. At your next Eye Care Optical appointment, mention your interest in a clear vision procedure, like LASIK, to your optometrist. They will assess your eye health and help you determine what kind of vision correction referral is best for you.

Available Clear Vision Solutions

- LASIK: For patients 18+ years of age with healthy corneas and are looking for almost immediate results.
- PRK: For patients 18+ years of age who may have thin corneas and an active lifestyle.
- EVO ICL: For patients 18+ years of age who have thin corneas, higher prescriptions or dry eye concerns.
- RLE: For patients 45+ years of age who may not qualify for LASIK and have noticed a change in their reading vision.
- Cataract Surgery: For patients 55+ who have been diagnosed with cataracts.

For your neighborhood Clear Vision Surgeons at Campbell Cunningham Laser Center, these procedures are just about vision correction – they're about improving your life. Clear vision that keeps up with your lifestyle instead of getting in the way. Because you deserve to see clearly no matter your age.

Call to Action
Request an Appointment

Conjunctivitis - Basic

Section 1

Header
Conjunctivitis (Pink Eye)

Body Content
Conjunctivitis, or more commonly known as pink eye, is an inflammation or infection of the conjunctiva (a transparent membrane) that lines the white part of your eye and the inside of the eyelids. This causes the tiny blood vessels to make your eyes look reddish or pink. Since the condition can be contagious, it is important to get diagnosed and treated by an Optometrist or Ophthalmologist as early as possible to prevent spreading it to others.

Call to Action
Request an Appointment

Section 2

Header
Conjunctivitis (Pink Eye) FAQs

Body Content
What are symptoms of conjunctivitis?

The most common symptoms of conjunctivitis include the following in one or both eyes:

- Redness
- Itching or burning sensation
- A gritty feeling (foreign body sensation)
- Increased tear production
- Discharge of pus or mucus that forms a crust while you sleep that may make it difficult to open your eyes when you wake up

What causes conjunctivitis?

There are several factors that may cause conjunctivitis. These may include:

- Viruses
- Bacteria
- Allergies
- A chemical solution splashed in the eye
- Foreign objects in the eye
- A blocked tear duct (typically in newborns)

Are there different types of conjunctivitis?

Yes, the different types of conjunctivitis result from the different root causes.

- **Viral Conjunctivitis:** This type of conjunctivitis can occur with a cold, flu, or other respiratory infection and usually begins in one eye, spreading to the other eye within days. Any discharge associated with this form is typically more watery than thick.
- **Bacterial Conjunctivitis:** This type is more commonly associated with discharge of pus, which can lead to the eyelids sticking together. It sometimes occurs in conjunction with an ear infection.
- **Allergic Conjunctivitis:** This usually occurs in both eyes and can produce intense itching, burning, tearing, and swelling in the eyes. It may even occur along with symptoms of allergies, like sneezing, scratchy throat, itchy nose, or asthma.

Can there be complications involved with conjunctivitis?

In children and adults, conjunctivitis can cause inflammation in the cornea that can potentially negatively affect vision. Prompt evaluation and treatment by your doctor for eye pain, a foreign body sensation, blurred vision, or light sensitivity can greatly reduce the risk of complications.

How is conjunctivitis treated?

Treating conjunctivitis depends on the type you have.

For **viral conjunctivitis**, there are no specific treatments. Your body will fight off the virus on its own, but a cool, wet washcloth applied to the eyes can help with any discomfort.

With **bacterial conjunctivitis**, your eye doctor may prescribe antibiotic drops depending on how severe your symptoms are.

Conjunctivitis brought on by **allergies** may be eased with certain eye drops recommended or prescribed by your doctor.

If the conjunctivitis is caused by a **chemical or other substance** in your eye, the eye must be rinsed with clean water immediately and thoroughly. Consult with an eye care professional right away if rinsing doesn't alleviate the problem. Certain eye drops or ointments may be recommended.

Conjunctivitis usually goes away on its own within one to two weeks. If your symptoms last longer than that, you should see your doctor at EyeCare Optical as soon as possible.

How do I prevent the spread of conjunctivitis?

Practicing good hygiene is essential in controlling the spread of conjunctivitis. For instance:

- Refrain from touching your eyes with your hands.
- Wash your hands thoroughly and often.
- Use a clean towel and washcloth daily.
- Don't share towels or washcloths with others.
- Wash and change your pillowcases often.
- Throw away eye cosmetics used during a flare up, such as mascara.

- Never share eye cosmetics or other personal eye care items.

Conjunctivitis is no more contagious than the common cold, so it’s usually okay to return to work, school or childcare if you’re unable to take time off – just be sure to stay consistent in your good hygiene practices.

Diabetic Retinopathy - Basic

Section 1

Header
Diabetic Retinopathy

Body Content
Diabetes causes damage to small blood vessels throughout the body, including the delicate retina. The retina is the innermost tissue lining of the eye that receives light and transmits images to the brain. With diabetic retinopathy, damage from these deteriorating blood vessels can eventually cause visual problems.

Call to Action
Request a Complete Eye Care Exam

Section 2

Header
Diabetic Retinopathy FAQs

Body Content

Are there different types of diabetic retinopathy?

There are two types of diabetic retinopathy:

- **Background diabetic retinopathy (BDR)** is caused by retinal blood vessel leakage. Some of the small blood vessels narrow or close completely, while others can enlarge and form balloon-like sacs. These blood vessels leak and hemorrhage, causing swelling and the formation of oozing deposits called exudates. All of these changes in the eyes due to diabetes can cause decreased vision.
- **Proliferative diabetic retinopathy (PDR),** typically begins in a manner similar to BDR. Closed blood vessels along with the development of new abnormal blood vessels lead to PDR. These fragile blood vessels grow on the surface of the retina or into the vitreous body, the gel substance that fills the space between the front of the eye and the retina. In some cases, these new blood vessels rupture and bleed into the vitreous body, causing vision issues.

What are the symptoms of diabetic retinopathy?

Leaking or hemorrhaging in the retina may be detected by a doctor even before vision is affected. Blurry vision could indicate retinal swelling. When bleeding occurs, vision may become very cloudy or completely lost in severe cases.

How is diabetic retinopathy diagnosed?

At EyeCare Optical, a division of Drs. Campbell, Cunningham, Taylor & Haun, a thorough retinal examination will determine the overall health of your eyes and any changes in visual function. A complete diabetic eye evaluation often includes a test called fluorescein angiography, which consists of injecting a water-soluble dye into a small vein in the hand or arm and taking a series of specially filtered, high-speed photographs of the blood vessels in the retina. The results of this test help the doctor identify and evaluate areas of leakage or new blood vessel formation. Results from the fluorescein angiography can also help guide precision laser surgery, which may be used to treat retinopathy.

How is diabetic retinopathy treated?

People with diabetes are 25 times more likely to become blind than non-diabetics. However, risks can be significantly reduced with regular evaluation and proper care. There are many treatment options to help combat the effects of diabetic retinopathy. Laser surgery is an option that involves focusing a powerful beam of laser light energy onto the retina. Another treatment is intravitreal injections of medicines into the eye to protect against vision loss.

Laser treatment and injections are often effective in lowering the risk of progressive vision loss and maintaining your present vision. These treatments require no incisions and may be performed at your doctor’s office. If bleeding into the vitreous body has occurred, or if scar tissue is causing strain on the retina, a surgical procedure called a vitrectomy may be needed. This procedure is generally performed after other treatments have been attempted but proven unsuccessful.

Dry Eyes - Basic

Section 1

Header
Dry Eyes

Body Content
Your tears make the surface of your eyes smooth and optically clear. The three layers that make up the normal tear film each have important functions that are necessary for good vision.

1. The **outer oily layer** is the first “lens” or optical surface that allows light to pass through when entering the eye.
2. The **middle watery layer** helps keep the eye moist and works to flush away debris.
3. The **inner mucus layer** serves as a reservoir for the eye’s natural defenses against inflammation and infection.

Together, these three layers must remain balanced to keep vision clear and the eyes comfortable. When the tear film is disrupted, the eyes can become dry, irritated, and prone to blurred vision or infection.

Call to Action
Request a Dry Eye Exam

Section 2

Header
Dry Eyes FAQs

Body Content

What are the symptoms of dry eyes?

Patients who have dry eyes may experience a multitude of symptoms, including burning sensations and redness; a feeling of scratchiness or gravel in the eyes; vision that fluctuates when blinking; contact lens discomfort; excessive tearing. Symptoms usually get worse when the patient is in dry or windy environments; following prolonged periods of reading; while taking certain medications; or when spending time in heated or air-conditioned areas.

What causes dry eyes?

Dry eyes occur when there are not enough natural tears produced or when the tears that are produced do not function properly. Dry spots form on the outer surfaces of the eye in either situation. In most cases, there is no underlying disorder that causes the dry eye, but in some cases, the dryness is linked with allergies, thyroid disease, arthritis, or other connective tissue disorders.

What are the treatments for dry eyes?

Although there is no cure for chronic dry eyes, the tear film can be supplemented to furnish the comfort that naturally produced tears provide. Artificial tears (either drops or ointment) are quite effective in treating dry eyes. Patients can also benefit from using humidifiers in their home or office, as well as side shields on their glasses. Spectacle lenses should be treated to protect the surface of the eye from harmful ultraviolet and infrared radiation. In many cases, temporary or permanent closure of the tear drains helps preserve the natural moisture layer of the eye. In severe cases of dry eyes, a combination of all these treatment options may be necessary to provide relief.

Punctal plugs have recently been introduced as a novel treatment for severe dry eyes. The tiny plug fits in the tear duct, unseen and unfelt, and helps the tear layer of the lower lid rise to normal, more comfortable levels. Talk to your doctor to find out if you may be a candidate for punctal plugs.

Farsightedness - Basic

Section 1

Header
Farsightedness

Body Content
Farsightedness, also called hyperopia, is a vision problem where faraway objects are easier to see than close-up ones. About 5 to 10 out of every 100 Americans have farsightedness.

Call to Action
Request an Eye Exam

Section 2

Header
Farsightedness FAQs

Body Content

What are symptoms of farsightedness?

People with farsightedness are able to focus better on objects far away than ones close up.

In addition to blurry near vision, other symptoms include squinting or straining along with mild to moderate headaches.

If you experience any of these symptoms while wearing your glasses or contacts, it's likely time to schedule your next eye exam with an Optometrist at EyeCare Optical.

What causes farsightedness?

With normal vision, light passes through the cornea and is focused by the eye's natural lens onto the surface of the retina. When someone is farsighted, the eyeball is often too short from front to back or the cornea is too flat, resulting in the image of an object up close being focused behind the retina rather than on its surface (opposite of nearsightedness).

How is farsightedness treated?

Most farsighted people have good results with glasses or contact lenses that help to alter the way light enters their eyes. Depending on the degree of the farsightedness, correction may have to be worn all the time or only when better up-close vision is needed, like when reading or working at a computer. If your glasses or contacts prescription begins with a plus (+) symbol, that means you are farsighted.

Another treatment option for farsightedness is refractive surgery, which can reduce or eliminate the need for glasses or contacts. LASIK is an effective form of this procedure to treat farsightedness.

For extreme farsightedness, refractive surgery may not be the best option. In that case, your Ophthalmologist may suggest Refractive Lens Exchange (RLE) which permanently implants an intraocular lens (IOL) to correct the problem. In addition, corneal implants may be a future option to correct the vision in some cases.

Can farsightedness affect my eye health?

While farsightedness can become slightly worse as we age, it's very rarely progressive and serious. In most cases, farsightedness is considered simply an inconvenience that just requires glasses or contacts for clear vision.

What is the difference between farsightedness and presbyopia?

Presbyopia is a form of farsightedness that occurs solely due to age. As we get older, the natural lens of the eye becomes more rigid and much less flexible. This makes it more difficult to focus on objects close up. Presbyopia usually becomes noticeable around the early to mid-40s and progresses through the mid-60s. It affects almost all people by middle age.

Glaucoma - Basic

Section 1

Header
Glaucoma

Body Content
Glaucoma is a classification of eye diseases that gradually “steals” the sight of those afflicted without warning or symptoms due to damage caused to the optic nerve – and often referred to as the “the silent thief of sight”. The nerve acts like an electric cable with over a million nerve fibers that are responsible for carrying the images we see to the brain.

Elevated eye pressure was once attributed as the main cause of damage to the optic nerve. Although eye pressure is definitely a risk factor, we now know that other factors are also involved because even people with “normal” IOP (intraocular pressure) can experience vision loss due to glaucoma.

Call to Action
Request a Complete Eye Exam

Section 2

Header
Glaucoma FAQs

Body Content

Who is at risk for glaucoma?

Glaucoma can occur in anyone at any age. However, it’s one of the leading causes of blindness in people over the age of 60. The chance of developing glaucoma increases if you are African-American or Hispanic; have a family member with glaucoma; are extremely nearsighted; over 35 years of age; have diabetes, hypertension, and/or any vascular diseases.

What are the different types of glaucoma?

Common types of glaucoma include primary open-angle glaucoma, angle-closure glaucoma, secondary glaucoma, normal-tension glaucoma, pigmentary glaucoma, and cataracts and glaucoma.

The most common form of glaucoma is primary open-angle glaucoma, which affects about three million Americans. It occurs when the eye’s drainage canals become occluded over time. The IOP rises because the necessary amount of fluid is unable to drain from the eye. Most people have no symptoms or early warning signs. If open-angle glaucoma is not treated, it can cause gradual loss of vision. The condition develops slowly and sometimes without noticeable sight

loss for many years. Luckily, this type of glaucoma usually responds well to medication, especially if caught early and treated promptly.

How is glaucoma diagnosed and monitored?

Tonometry – used to measure eye pressure. A technician will use a special device that measures the IOP.

Ophthalmoscopy – used to examine the interior of the eye, especially the optic nerve. The doctor will examine the inside of the eye through the pupil by using a magnifying lens to look at the shape and color of the optic nerve to determine if there are any issues.

Perimetry – a test in which the patient is asked to keep looking straight ahead and then indicate when a moving light passes their peripheral (or side) vision. This helps to draw a “map” of your vision.

Gonioscopy – a painless eye test that specifically checks for open or closed-angle glaucoma.

Nerve Fiber Layer Analyzer – uses a computerized machine to take pictures of the nerve fiber layer. This test helps diagnose glaucoma and monitor treatment.

How Is Glaucoma Treated?

Medicines – Glaucoma is generally treated with eye drops and/or pills in some cases. To be most effective, glaucoma medications must be taken exactly as prescribed. Your doctor will discuss side effects when the medications are given.

Laser Surgery – Laser surgery is being more widely used as a first-line and adjunctive form of treatment. After the eye is numbed with drops, the laser beam is applied to the trabecular meshwork tissue. The procedure only takes a few minutes and helps improve the rate of drainage. If the laser surgery is successful, the need for additional eye drops or, possibly, even the need for current eye drops will be reduced.

Filtration Surgery – This is generally performed when medications and laser treatments fail to control the eye pressure. During this procedure, a new drainage channel is formed to allow fluid to drain from the eye. Your ophthalmologist will thoroughly discuss all aspects of the surgery with you.

Is there a cure for glaucoma?

There is no cure currently for Glaucoma. It is a chronic disease that must be treated for life. However, there is much happening in research that raises hope that a cure may be realized in our lifetime.

I’m over 50, should I get tested for glaucoma?

People over the age of 50 should see an EyeCare professional every year regardless of your symptoms. Schedule your appointment today by calling (865) 584-0905.

Macular Degeneration - Basic

Section 1

Header
Macular Degeneration

Body Content
The macula is the small nerve layer near the center of the retina where images form. Although only the size of a pinhead, the macula is responsible for producing the clearest, most acute vision along with controlling most of our central field of vision. If the macula is damaged, central vision is lost but peripheral vision remains intact.

Call to Action
Request a Complete Eye Exam

Section 2

Header
Macular Degeneration FAQs

Body Content

What is macular degeneration and what causes it?

Macular degeneration is a slowly progressive disease that causes reduction in central vision. In its early stages, the disease may have a minimal or unnoticeable effect on the vision. As it progresses, however, fine details become more difficult to see, especially when reading. Vision may begin to appear distorted, or parts of objects may appear to be missing. Macular degeneration is classified by two stages – dry and wet.

In the dry stage, a scar develops slowly over the macula resulting in decreased vision. In the wet stage, blood vessels grow under the retina and begin to leak, eventually causing a large scar and severe loss of vision. The leakage is not connected to watery eyes at all.

No pain is associated with macular degeneration, and the exact cause of the disease is unknown. A person's heredity, age, environment, and general health may all be factors. Recent studies indicate that ultraviolet radiation exposure, as well as certain deficiencies in vitamins and trace minerals, may affect macular degeneration. Smoking has been linked to wet macular degeneration, which is the more severe form of the disease.

Can macular degeneration be treated or cured?

Currently, there is no cure for macular degeneration. However, there are treatment options and many good ways to live with and even reduce the risk of vision loss. Recent advancements in treatment of macular degeneration involve intravitreal injections of specialized medications into

the eye to slow or halt the progression of the disease. This new retina treatment technology can save many patients' vision, whereas previously they did not have these options.

Many macular degeneration patients improve their vision by increasing the light and contrast in their surroundings, which can be accomplished with high energy light bulbs and amber or yellow tinted sunglasses. Sunglasses can also help decrease ultraviolet radiation. Certain vitamins and minerals, such as vitamins A, E, C, and zinc, have been used to slow the progression of macular degeneration. Surgery has become a more frequently used option. Research is also being conducted in the transplant of retinal tissue. Early detection of macular degeneration by self-monitoring with an Amsler grid and stopping smoking are the two most proven ways to decrease your risk of vision loss. An Amsler grid is a small chart with numerous straight lines that form a grid to help detect early changes in vision by the presence of distortion.

Does macular degeneration cause blindness?

Even in the most advanced cases, macular degeneration does not lead to blindness, but the central area of vision may be significantly decreased. Peripheral (or side) vision remains intact. In these cases, a specialist in the field of low vision can often help make maximum use of the remaining vision. The progression of macular degeneration as well as individual responses to treatment options are highly variable. Multiple laser treatments might be necessary.

Myopia Management (Pediatric) - Basic

Section 1

Header
Myopia Management in Pediatrics

Body Content
Myopia, more commonly referred to as nearsightedness, is a common refractive condition affecting millions of people worldwide. In fact, 1 out of 3 people in the U.S. alone are nearsighted. People with this condition have trouble seeing objects at a distance clearly because the distance from the cornea (front of the eye) to the retina (back of the eye) is too long, which causes images to be focused in front of the retina rather than on it directly.

Traditional glasses and contact lenses have been the standard for successfully correcting myopia in adults and children for years, but more recent developments have proven especially effective at managing childhood myopia. Orthokeratology can slow the progression of myopia in children and even help lower the risk of more serious eye complications later in life.

Call to Action
Request a Pediatric Eye Exam

Section 2

Header
Myopia Management with Orthokeratology FAQs

Body Content

What is orthokeratology and how does it work?

Orthokeratology (ortho-k) involves the use of specially designed contact lenses to temporarily reshape the cornea and improve vision. Ortho-k lenses are generally worn overnight to gently and gradually reshape the cornea while you sleep, often resulting in clearer vision during waking hours. This can possibly eliminate the need for glasses or contact lenses for distance vision during the day. The special lenses need to be worn every night for optimal vision benefits. Ortho-k lenses can help slow the progression of myopia in childhood and ultimately lead to a lesser degree of it later in life.

How does ortho-k slow the progression of myopia for children?

The custom designed contact lenses reshape the cornea temporarily and provide the eye with a “stop” signal for eye growth in childhood. It’s that signal that essentially slows the progression of myopia and helps prevent myopia-related eye conditions later in life. Children can continue their myopia management treatment throughout their childhood and teenage years or until myopic progression has effectively slowed or stopped (if determined appropriate by your doctor). At that

time, there will be the option of continuing ortho-k, be fitted for single vision glasses or contact lenses, or possibly elect LASIK vision correction if the patient is 18 or older.

Why is myopia management with ortho-k important for children?

The younger a myopic child is often translates to them having a higher degree of myopia in adulthood. When there's a higher degree of myopia, there's typically a more increased risk for developing potentially serious complications, such as retinal holes, retinal detachments, glaucoma, macular degeneration, and earlier onset cataracts, among other conditions. That's due to the increased length of the eye stretching the ocular tissues in the back, like the retina. That's why myopia is best managed with early intervention. When performed and monitored by qualified eye care professionals, such as the ones at EyeCare Optical, ortho-k can foster a lower degree of myopia in adulthood and decrease the risks of sight-threatening complications.

Can adults benefit from ortho-k as well?

Yes, ortho-k can be very effective at treating nearsightedness in adults. Many people choose this treatment type over traditional correction methods as it allows them to be free of glasses or contacts throughout the day. Ortho-k is particularly an attractive option for active adults, especially those who regularly participate in water sports. It's important to note that ortho-k for adults only offers the vision correction aspect of myopia, however, not slowing its progression. That's because an adult's eyes have already reached full growth. Whether used for children or adults, myopia cannot be reversed with ortho-k.

What are the benefits of myopia management with ortho-k?

In addition to improving vision and lowering the risk of complications developing later on, ortho-k can provide the following sought-after perks:

- Less worry about glasses or contacts being lost or damaged
- More freedom for adults and children who are active
- Easy daily maintenance
- Less seasonal allergy discomfort and irritation

How fast will my vision improve with ortho-k?

Most patients who choose treatment with orthokeratology experience improved vision in only a few days. Some with lower levels of myopia have reported their vision corrected after the first night. That may take longer depending on the individual prescription, however. In general, your vision should begin gradually improving each day as the cornea is gently molded by the lenses at night. Most people notice their vision staying clearer for longer periods of time after the first 7 to 10 days.

How can I make an ortho-k appointment for my child?

Appointments specifically for ortho-k will be made at one of our two Sevierville offices (Dolly Parton Parkway or Highway 66) with Dr. Alyssa Invergo. We invite you to schedule an appointment today at EyeCare Optical, a division of Drs. Campbell, Cunningham, Taylor and Haun, by calling (865) 584-0905.

Nearsightedness - Basic

Section 1

Header
Nearsightedness

Body Content
Nearsightedness, also called myopia, is a common vision condition that often begins in childhood or young adulthood. It makes distant objects look blurry while close-up vision stays clear. Today, myopia affects millions of people, and experts predict that nearly half of the world's population could be nearsighted by the year 2050.

Call to Action
Request a Vision Eye Exam

Section 2

Header
Nearsightedness FAQs

Body Content

What are symptoms of nearsightedness?

A person who is nearsighted has difficulty seeing things at a distance clearly but is generally able to see well for close-up tasks or reading. In addition to blurry distance vision, other symptoms include squinting, eye strain, and mild to moderate headaches.

If you experience any of these symptoms while wearing your glasses or contacts, it may be time to schedule an eye exam with an Optometrist at EyeCare Optical at one of our six East Tennessee locations.

What causes nearsightedness?

Nearsightedness occurs if the eyeball is too long or the cornea is too curved. As a result, the light entering the eye is focused at a point in front of the retina rather than on its surface, causing distant objects to look blurred. The condition typically begins in childhood and stabilizes in early adulthood. However, sometimes it can progress with age.

How is nearsightedness treated?

Most people who are nearsighted can see well with glasses or contact lenses. Depending on how strong your prescription is, you may only need correction for certain activities such as driving, watching a movie, or seeing road signs, or you may choose to wear it all the time for clearer vision and comfort.

If you're nearsighted, your eyeglass or contact lens prescription will include a minus sign (–) in front of the number. The higher that number is, the stronger the prescription needed to help you see clearly at a distance.

Another popular treatment for nearsightedness is laser refractive surgery, which can reduce or even eliminate the need for glasses or contact lenses. At our affiliate, Campbell Cunningham Laser Center, the available laser vision correction procedures include LASIK and PRK.

For people with a high degree of nearsightedness or thinner-than-normal corneas, laser vision correction like LASIK may not be the best option. In these cases, lens-based procedures such as EVO ICL or Refractive Lens Exchange (RLE) may be recommended. EVO ICL places a specialized lens in the eye while keeping your natural lens intact, whereas RLE replaces the eye's natural lens with an artificial one. Both options work similarly to contact lenses – but without the daily maintenance – and can provide long-term vision correction when laser surgery isn't ideal. Both EVO ICL and RLE are also available procedures at Campbell Cunningham Laser Center.

Can nearsightedness affect the health of my eyes?

While nearsightedness can become slightly worse as we age, it's very rarely progressive and serious. In most cases, nearsightedness is simply considered a minor inconvenience that just requires glasses or contacts for clear vision.

In relatively rare cases, nearsightedness can be more severe and associated with long-term changes at the back of the eye, sometimes called degenerative or pathological myopia. This form can increase the risk of vision problems and is estimated to affect only a small percentage of people compared with typical myopia. It often begins in childhood and may run in families, although many factors – both genetic and environmental – play a role.

People with this condition experience rapid elongation of the eyeball, which leads to quick and drastic loss of vision. Sufferers also have significantly higher risk of retinal detachment or bleeding in the back of the eye due to abnormal growth of blood vessels. Degenerative myopia may also increase the risk of developing cataracts.

If you suspect you or a loved one may have degenerative myopia, it's important to schedule an appointment with an eye doctor as soon as possible.

Nearsightedness - Basic

Section 1

Header
Optical
Trendy - Functional - Stylish Eyewear

Body Content
All EyeCare Optical locations feature a convenient, on-site optical shop. You can update your prescription with one of our EyeCare Optical optometrists and then meet with an experienced optician before you leave to find your next pair of high-quality eyewear. Already have a valid prescription from another optometrist? No problem, simply bring it with you, and one of our opticians will be happy to help you choose the perfect new pair of glasses.

Call to Action
Request a Vision Eye Exam

Section 2

Header
Accepted Eyewear Insurances

Body Content
We honor most insurance plans, such as VSP, Eyemed, Blue Cross Blue Shield, Superior, March Vision, VCP, and more.

Stop into any EyeCare Optical location and ask an Optician to recommend the frame and lens package options that will work best for you.

Frames - Basic

Section 1

Header
Professionally Fitted Eyewear You Can Trust

Body Content
Eyeglass frames are not one size fits all. Because every face is unique, buying glasses online can be hit or miss when it comes to comfort and clarity. At all six EyeCare Optical locations, our experienced opticians personally fit your frames to ensure they're comfortable, secure, and provide the clearest vision possible.

Section 2

Header
Precision Matters

Body Content
Proper lens alignment is essential for clear, comfortable vision. Our opticians take precise measurements so your eyes look through the optical center of each lens, helping reduce blur, eye strain, headaches, and discomfort. These measurements require professional training and specialized tools.

Section 3

Header
A Wide Selection of Designer Frames

Body Content
Our optical shops offer a broad range of high-quality frames to fit every style, lifestyle, and budget, including:

Nike • Marchon • Calvin Klein • Nomad • Koali • Lightec • Kate Spade • Lilly Pulitzer • Penguin • Kensie • Jimmy Choo • Maui Jim • Costa Del Mar • Silhouette • Nine West • Saks Fifth Avenue Tiffany • Prada • Oakley • Wiley X • *and many more*

Whether you're looking for something professional, stylish, sporty, or durable, our opticians will help you find the perfect pair. We also assist with insurance and make sure your glasses look great and feel even better.

Section 4

Header
Your One-Stop Optical Shop

Body Content

EyeCare Optical provides everything you need – from an accurate prescription to eyewear that complements your personal style. Visit one of our locations or schedule your eye exam today.

Call to Action

An EyeCare Optical Is Near You

Lens Technology - Basic

Section 1

Header
Advanced Lens Technology for Clearer, More Comfortable Vision

Body Content
At EyeCare Optical, we offer the latest optical lens technology to help patients across **Knoxville and East Tennessee** enjoy lighter, stronger glasses and sharper vision. Today's advanced lenses are designed to improve comfort, reduce glare, adapt to changing light, and protect your eyes throughout the day.

Section 2

Header
Lens Options We Offer

Body Content

- **Varilux® Progressive Lenses** – Advanced digital lenses for smooth, clear vision at all distances
- **Crizal® Anti-Reflective Coatings** – Reduce glare and reflections for clearer, more comfortable vision
- **Blue-Light Filtering Lenses** – Help protect your eyes from blue light emitted by screens
- **Transitions® Light-Adaptive Lenses** – Automatically adjust to changing light conditions for all-day comfort

We also offer computer glasses and other specialty lenses tailored to your lifestyle and visual needs.

Section 3

Header
Contact Lenses & Insurance Support

Body Content
Our doctors are experienced in complex contact lens fittings and can help you find lenses that provide excellent comfort and vision. We also assist with insurance filing for both glasses and contact lenses to make the process easy.

Visit an EyeCare Optical location in **Knoxville, Farragut, Hardin Valley, Maryville, Sevierville or Fountain City** to learn more about today's lens technology.

Call to Action
Find the Nearest EyeCare Optical Location

[current logos on website]



https://secure.yourlens.com/CCTeyes/

Locations - Basic

Section 1

Excellent eye care is in your neighborhood with 10 physical EyeCare Optical locations across eastern Tennessee and virtual appointment opportunities. Your local EyeCare Optical eye doctors will always be present for your exam at any of our physical locations – you'll never be speaking to a tablet if you are sitting in an EyeCare Optical chair.

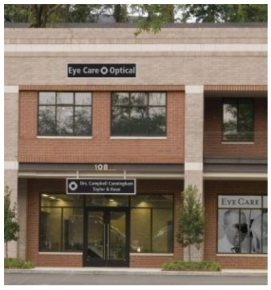
Section 2

- EyeCare Optical – Knoxville
- EyeCare Optical – Farragut
- EyeCare Optical – Fountain City
- EyeCare Optical – Hardin Valley
- EyeCare Optical – Maryville (Keller Lane)
- CCTH EyeCare Optical – Maryville (Smithview)
- EyeCare Optical – Powell
- EyeCare Optical – Sevierville (Dolly Parton Pkwy)
- EyeCare Optical – Sevierville (Hwy 66)
- Andes Eyecare Optical – Knoxville

[current layout of locations]



Eyecare Optical – Knoxville



EyeCare Optical – Farragut



EyeCare Optical – Fountain City







Knoxville Location - Basic

Section 1

Header
EyeCare Optical – Knoxville (Main Office)

Body Content
Address:
1124 E. Weisgarber Road
Knoxville, TN 37909
Conveniently located less than one mile from I-40 and Papermill Road

Phone: (865) 584-0905

Section 2

Header
Trusted Eye Care in Knoxville, TN

Body Content
EyeCare Optical – Knoxville proudly continues **more than 70 years of trusted neighborhood eye care in East Tennessee.** As part of **Drs. Campbell, Cunningham, Taylor & Haun**, our main office offers comprehensive eye care – from routine eye exams and prescriptions to advanced screenings for eye disease and age-related conditions.

Our Knoxville (Main Office) Optometrists

- C. Allyn Hildebrand, O.D.
- Daniel Horton, O.D.
- Gregory Everett, O.D.
- Christa Cole, O.D.
- Elick Combs, O.D.

Section 3

Header
Optical Shop & Designer Frames

Body Content
Our on-site optical shop features the latest lens technology and a wide selection of designer frames, including:

Nike • Marchon • Calvin Klein • Nomad • Koali • Lightec • Kate Spade • Lilly Pulitzer • Penguin • Kensie • Jimmy Choo • Maui Jim • Costa Del Mar • Silhouette • Nine West • Saks Fifth Avenue • Tiffany Prada • Oakley • Wiley X • *and many more*

Section 4

Header
Advanced Eye Care Under One Roof

Body Content
If needed, our Knoxville location also provides access to skilled ophthalmologists for advanced diagnosis and treatment of eye diseases – giving you comprehensive care in one convenient location.

Section 5

Header
Insurance & Payment Options

Body Content
We accept all major credit cards and most insurance plans, including Medicare, Medicaid, Blue Cross, Aetna, Cigna, EyeMed, VSP, Humana, UnitedHealthcare, Tricare, and many others.

Section 6

Header
Schedule Your Appointment

Body Content
Whether you need an eye exam, new glasses or contacts, or specialized eye care, EyeCare Optical in **Knoxville, TN** is here for you.

Call (865) 584-0905 or fill out the form below to request your appointment today.

[request an appointment form]

Farragut Location - Basic

Section 1

Header
EyeCare Optical – Farragut

Body Content
Address:
Renaissance Farragut
12744 Kingston Pike
Farragut, TN 37934

Phone: (865) 584-0905

Section 2

Header
Trusted Eye Care in Farragut, TN

Body Content
EyeCare Optical – Farragut proudly continues **more than 70 years of trusted neighborhood eye care in East Tennessee.** Our Farragut office offers comprehensive eye care – from routine eye exams and prescriptions to advanced screenings for eye disease and age-related conditions. And, as a division of **Drs. Campbell, Cunningham, Taylor & Haun**, convenient access to almost every type of eye care imaginable.

Our Farragut Optometrists

- Gregory Everett, O.D.

Section 3

Header
Optical Shop & Designer Frames

Body Content
Our on-site optical shop features the latest lens technology and a wide selection of designer frames, including:

Nike • Marchon • Calvin Klein • Nomad • Koali • Lightec • Kate Spade • Lilly Pulitzer • Penguin • Kensie • Jimmy Choo • Maui Jim • Costa Del Mar • Silhouette • Nine West • Saks Fifth Avenue • Tiffany Prada • Oakley • Wiley X • *and many more*

Section 4

Header
Advanced Eye Care

Body Content
If needed, our Farragut location also provides access to skilled ophthalmologists for advanced diagnosis and treatment of retina and cornea diseases – giving you comprehensive care in one convenient location.

[photos of Retina Specialist Matthew Cole, M.D. & Cornea Specialist Eric Sollenberger, M.D.]

Section 5

Header
Insurance & Payment Options

Body Content
We accept all major credit cards and most insurance plans, including Medicare, Medicaid, Blue Cross, Aetna, Cigna, EyeMed, VSP, Humana, UnitedHealthcare, Tricare, and many others.

Section 6

Header
Schedule Your Appointment

Body Content
Whether you need an eye exam, new glasses or contacts, or specialized eye care, EyeCare Optical in **Farragut, TN** is here for you.

Call (865) 584-0905 or fill out the form below to request your appointment today.

[request an appointment form]

Fountain City Location - Basic

Section 1

Header
EyeCare Optical – Fountain City

Body Content
Address:
Between Dunkin' Donuts & Chipotle
4829 N. Broadway #1708
Knoxville, TN 37918

Phone: (865) 584-0905

Section 2

Header
Trusted Eye Care in Fountain City, TN

Body Content
EyeCare Optical – Fountain City proudly continues **more than 70 years of trusted neighborhood eye care in East Tennessee.** Our Fountain City office offers comprehensive eye care – from routine eye exams and prescriptions to advanced screenings for eye disease and age-related conditions. And, as a division of **Drs. Campbell, Cunningham, Taylor & Haun**, convenient access to almost every type of eye care imaginable.

Our Fountain City Optometrists

- Joy Stone, O.D.

Section 3

Header
Optical Shop & Designer Frames

Body Content
Our on-site optical shop features the latest lens technology and a wide selection of designer frames, including:

Nike • Marchon • Calvin Klein • Nomad • Koali • Lightec • Kate Spade • Lilly Pulitzer • Penguin • Kensie • Jimmy Choo • Maui Jim • Costa Del Mar • Silhouette • Nine West • Saks Fifth Avenue • Tiffany Prada • Oakley • Wiley X • *and many more*

Section 4

Header
Advanced Eye Care

Body Content
If needed, our Fountain City location also provides access to the skilled ophthalmologists of Drs. Campbell, Cunningham, Taylor & Haun for advanced diagnosis and treatment of eye diseases – giving you easy access to comprehensive care.

Section 5

Header
Insurance & Payment Options

Body Content
We accept all major credit cards and most insurance plans, including Medicare, Medicaid, Blue Cross, Aetna, Cigna, EyeMed, VSP, Humana, UnitedHealthcare, Tricare, and many others.

Section 6

Header
Schedule Your Appointment

Body Content
Whether you need an eye exam, new glasses or contacts, or specialized eye care, EyeCare Optical in **Fountain City, TN** is here for you.

Call (865) 584-0905 or fill out the form below to request your appointment today.

[request an appointment form]

Hardin Valley Location - Basic

Section 1

Header
EyeCare Optical – Hardin Valley

Body Content
Address:
Adjacent to Maple Street Biscuit Company
10841 Hardin Valley Rd.
Knoxville, TN 37932

Phone: (865) 584-0905

Section 2

Header
Trusted Eye Care in Hardin Valley, TN

Body Content
EyeCare Optical – Hardin Valley proudly continues **more than 70 years of trusted neighborhood eye care in East Tennessee.** Our Hardin Valley office offers comprehensive eye care – from routine eye exams and prescriptions to advanced screenings for eye disease and age-related conditions. And, as a division of **Drs. Campbell, Cunningham, Taylor & Haun**, convenient access to almost every type of eye care imaginable.

Our Hardin Valley Optometrists

- C. Allyn Hildebrand, O.D.
- Christa Cole, O.D.
- Joy Stone, O.D.

Section 3

Header
Optical Shop & Designer Frames

Body Content
Our on-site optical shop features the latest lens technology and a wide selection of designer frames, including:

Nike • Marchon • Calvin Klein • Nomad • Koali • Lightec • Kate Spade • Lilly Pulitzer • Penguin • Kensie • Jimmy Choo • Maui Jim • Costa Del Mar • Silhouette • Nine West • Saks Fifth Avenue • Tiffany Prada • Oakley • Wiley X • *and many more*

Section 4

Header
Advanced Eye Care

Body Content
If needed, our Hardin Valley location also provides access to skilled ophthalmologists for advanced diagnosis cornea diseases – giving you comprehensive care in one convenient location.

[Cornea Specialist Eric Sollenberger, M.D.]

Section 5

Header
Insurance & Payment Options

Body Content
We accept all major credit cards and most insurance plans, including Medicare, Medicaid, Blue Cross, Aetna, Cigna, EyeMed, VSP, Humana, UnitedHealthcare, Tricare, and many others.

Section 6

Header
Schedule Your Appointment

Body Content
Whether you need an eye exam, new glasses or contacts, or specialized eye care, EyeCare Optical in **Hardin Valley, TN** is here for you.

Call (865) 584-0905 or fill out the form below to request your appointment today.

[request an appointment form]

Maryville (Keller Lane) Location - Basic

Section 1

Header
EyeCare Optical – Maryville (Keller Lane)

Body Content
Address:
Across From National Fitness Center
104 Keller Lane
Maryville, TN 37801

Phone: (865) 584-0905

Section 2

Header
Trusted Eye Care in Maryville, TN

Body Content
EyeCare Optical – Maryville proudly continues **more than 70 years of trusted neighborhood eye care in East Tennessee.** Our Keller Lane office offers comprehensive eye care – from routine eye exams and prescriptions to advanced screenings for eye disease and age-related conditions. And, as a division of **Drs. Campbell, Cunningham, Taylor & Haun**, convenient access to almost every type of eye care imaginable.

Our Maryville (Keller Lane) Optometrists

- Sharon Billingsley, O.D.
- Rachel Williams, O.D.

Section 3

Header
Optical Shop & Designer Frames

Body Content
Our on-site optical shop features the latest lens technology and a wide selection of designer frames, including:

Nike • Marchon • Calvin Klein • Nomad • Koali • Lightec • Kate Spade • Lilly Pulitzer • Penguin • Kensie • Jimmy Choo • Maui Jim • Costa Del Mar • Silhouette • Nine West • Saks Fifth Avenue • Tiffany Prada • Oakley • Wiley X • *and many more*

Section 4

Header
Advanced Eye Care

Body Content
If needed, our Keller Lane location also provides access to the skilled ophthalmologists of Drs. Campbell, Cunningham, Taylor & Haun for advanced diagnosis and treatment of eye diseases – giving you easy access to comprehensive care.

Section 5

Header
Insurance & Payment Options

Body Content
We accept all major credit cards and most insurance plans, including Medicare, Medicaid, Blue Cross, Aetna, Cigna, EyeMed, VSP, Humana, UnitedHealthcare, Tricare, and many others.

Section 6

Header
Schedule Your Appointment

Body Content
Whether you need an eye exam, new glasses or contacts, or specialized eye care, EyeCare Optical in **Maryville, TN** is here for you.

Call (865) 584-0905 or fill out the form below to request your appointment today.

[request an appointment form]

Maryville (Smithview Dr.) Location - Basic

Section 1

Header
CCTH EyeCare Optical – Maryville (Smithview Dr.)

Body Content
Address:
Next to East Tennessee Medical Group
28 Smithview Dr
Maryville, TN 37803

Phone: (865) 584-0905

Section 2

Header
Trusted Eye Care in Maryville, TN

Body Content
CCTH EyeCare Optical – Maryville, TN, on Smithview Dr. continues **more than 70 years of trusted neighborhood eye care in East Tennessee.** Our Smithview Dr office offers comprehensive eye care – from routine eye exams and prescriptions to advanced screenings for eye disease and age-related conditions. And, as a division of **Drs. Campbell, Cunningham, Taylor & Haun (CCTH)**, convenient access to almost every type of eye care imaginable.

Please note, this location will display Drs. Campbell, Cunningham, Taylor & Haun on external and internal signage.

Our Maryville (Smithview) Optometrists

- Daniel Horton, O.D.
- Rachel Williams, O.D.
- Sharon Billingsley, O.D.

Section 3

Header
Optical Shop & Designer Frames

Body Content
Our on-site optical shop features the latest lens technology and a wide selection of designer frames, including:

Nike • Marchon • Calvin Klein • Nomad • Koali • Lightec • Kate Spade • Lilly Pulitzer • Penguin • Kensie • Jimmy Choo • Maui Jim • Costa Del Mar • Silhouette • Nine West • Saks Fifth Avenue • Tiffany Prada • Oakley • Wiley X • *and many more*

Section 4

Header
Advanced Eye Care

Body Content
If needed, our Maryville Office on Smithview Dr also provides access to skilled ophthalmologists for advanced diagnosis for retina and corneal diseases – giving you comprehensive care in one convenient location.

[photos of Retina Specialist Kirk Haun, M.D., F.A.C.S., Retina Specialist Matthew Cole, M.D. , Cornea Specialist Jake McMillin, M.D., Cornea Specialist Eric Sollenberger, M.D.]

Section 5

Header
Insurance & Payment Options

Body Content
We accept all major credit cards and most insurance plans, including Medicare, Medicaid, Blue Cross, Aetna, Cigna, EyeMed, VSP, Humana, UnitedHealthcare, Tricare, and many others.

Section 6

Header
Schedule Your Appointment

Body Content
Whether you need an eye exam, new glasses or contacts, or specialized eye care, EyeCare Optical in **Maryville, TN** is here for you.

Call (865) 584-0905 or fill out the form below to request your appointment today.

[request an appointment form]

Powell Location - Basic

Section 1

Header
EyeCare Optical – Powell

Body Content
Address:
Between Dunkin' Donuts & Chipotle
4829 N. Broadway #1708
Knoxville, TN 37918

Phone: (865) 584-0905

Section 2

Header
Trusted Eye Care in Powell, TN

Body Content
EyeCare Optical – Powell proudly continues **more than 70 years of trusted neighborhood eye care in East Tennessee.** Our Powell office offers comprehensive eye care – from routine eye exams and prescriptions to advanced screenings for eye disease and age-related conditions. And, as a division of **Drs. Campbell, Cunningham, Taylor & Haun**, convenient access to almost every type of eye care imaginable.

Our Powell Optometrists

- Elick Combs, O.D.

Section 3

Header
Optical Shop & Designer Frames

Body Content
Our on-site optical shop features the latest lens technology and a wide selection of designer frames, including:

Nike • Marchon • Calvin Klein • Nomad • Koali • Lightec • Kate Spade • Lilly Pulitzer • Penguin • Kensie • Jimmy Choo • Maui Jim • Costa Del Mar • Silhouette • Nine West • Saks Fifth Avenue • Tiffany Prada • Oakley • Wiley X • *and many more*

Section 4

Header
Advanced Eye Care

Body Content
If needed, our Powell location also provides access to the skilled ophthalmologists of Drs. Campbell, Cunningham, Taylor & Haun for advanced diagnosis and treatment of eye diseases – giving you easy access to comprehensive care.

Section 5

Header
Insurance & Payment Options

Body Content
We accept all major credit cards and most insurance plans, including Medicare, Medicaid, Blue Cross, Aetna, Cigna, EyeMed, VSP, Humana, UnitedHealthcare, Tricare, and many others.

Section 6

Header
Schedule Your Appointment

Body Content
Whether you need an eye exam, new glasses or contacts, or specialized eye care, EyeCare Optical in **Powell, TN** is here for you.

Call (865) 584-0905 or fill out the form below to request your appointment today.

[request an appointment form]

Sevierville (Dolly Parton Pkwy) Location - Basic

Section 1

Header
EyeCare Optical – Sevierville (Dolly Parton Pkwy)

Body Content
Address:
Adjacent to Gondolier
962 Dolly Parton Pkwy
Sevierville, TN 37862

Phone: (865) 584-0905

Section 2

Header
Trusted Eye Care in Sevierville, TN

Body Content
EyeCare Optical – Sevierville, on Dolly Parton Pkwy, proudly continues **more than 70 years of trusted neighborhood eye care in East Tennessee.** Our Dolly Parton Pkwy office offers comprehensive eye care – from routine eye exams and prescriptions to advanced screenings for eye disease and age-related conditions. And, as a division of **Drs. Campbell, Cunningham, Taylor & Haun**, convenient access to almost every type of eye care imaginable.

Our Sevierville (Dolly Parton Pkwy) Optometrists

- Daniel Horton, O.D.

Section 3

Header
Optical Shop & Designer Frames

Body Content
Our on-site optical shop features the latest lens technology and a wide selection of designer frames, including:

Nike • Marchon • Calvin Klein • Nomad • Koali • Lightec • Kate Spade • Lilly Pulitzer • Penguin • Kensie • Jimmy Choo • Maui Jim • Costa Del Mar • Silhouette • Nine West • Saks Fifth Avenue • Tiffany Prada • Oakley • Wiley X • *and many more*

Section 4

Header
Advanced Eye Care

Body Content
If needed, our Sevierville office on Dolly Parton Pkwy also provides access to skilled ophthalmologists for advanced diagnosis and treatment of retina and cornea diseases – giving you comprehensive care in one convenient location.

[photos of Lead Ophthalmologist C. Tobin Taylor, M.D. & Retina Specialist Matthew Cole, M.D.]

Section 5

Header
Insurance & Payment Options

Body Content
We accept all major credit cards and most insurance plans, including Medicare, Medicaid, Blue Cross, Aetna, Cigna, EyeMed, VSP, Humana, UnitedHealthcare, Tricare, and many others.

Section 6

Header
Schedule Your Appointment

Body Content
Whether you need an eye exam, new glasses or contacts, or specialized eye care, EyeCare Optical in **Sevierville Eye, TN** is here for you.

Call (865) 584-0905 or fill out the form below to request your appointment today.

[request an appointment form]

Sevierville (Hwy 66) Location - Basic

Section 1

Header
EyeCare Optical – Sevierville (Dolly Parton Pkwy)

Body Content
Address:
Next to Five Below & Publix
750 Winfield Dunn Parkway, Suite 120
Sevierville, TN 37862

Phone: (865) 584-0905

Section 2

Header
Trusted Eye Care in Sevierville, TN

Body Content
EyeCare Optical – Sevierville, on Hwy 66, proudly continues **more than 70 years of trusted neighborhood eye care in East Tennessee.** Our Hwy 66 office offers comprehensive eye care – from routine eye exams and prescriptions to advanced screenings for eye disease and age-related conditions. And, as a division of **Drs. Campbell, Cunningham, Taylor & Haun**, convenient access to almost every type of eye care imaginable.

Our Sevierville (Hwy 66) Optometrists

- Alyssa Invergo Taylor, O.D.

Section 3

Header
Optical Shop & Designer Frames

Body Content
Our on-site optical shop features the latest lens technology and a wide selection of designer frames, including:

Nike • Marchon • Calvin Klein • Nomad • Koali • Lightec • Kate Spade • Lilly Pulitzer • Penguin • Kensie • Jimmy Choo • Maui Jim • Costa Del Mar • Silhouette • Nine West • Saks Fifth Avenue • Tiffany Prada • Oakley • Wiley X • *and many more*

Section 4

Header
Advanced Eye Care

Body Content
If needed, our Sevierville location on Hwy 66 also provides access to the skilled ophthalmologists of Drs. Campbell, Cunningham, Taylor & Haun for advanced diagnosis and treatment of eye diseases – giving you easy access to comprehensive care.

Section 5

Header
Insurance & Payment Options

Body Content
We accept all major credit cards and most insurance plans, including Medicare, Medicaid, Blue Cross, Aetna, Cigna, EyeMed, VSP, Humana, UnitedHealthcare, Tricare, and many others.

Section 6

Header
Schedule Your Appointment

Body Content
Whether you need an eye exam, new glasses or contacts, or specialized eye care, EyeCare Optical in **Sevierville, TN** is here for you.

Call (865) 584-0905 or fill out the form below to request your appointment today.

[request an appointment form]

Andes EyeCare Optical Location - Basic

Section 1

Header
Andes EyeCare Optical

Body Content
Address:
Next to Tobacco Junction
4613 Papermill Dr., NW
Knoxville, TN 37909

Phone: (865) 584-0905

Section 2

Header
Trusted Eye Care in Knoxville, TN

Body Content
Andes EyeCare Optical is locally owned and operated and has served the people of West Knoxville and Bearden for over 35 years. With a connection to **Drs. Campbell, Cunningham, Taylor & Haun**, you'll have convenient access to almost every type of eye care imaginable.

Section 3

Header
Optical Shop & Designer Frames

Body Content
Our on-site optical shop features the latest lens technology and a wide selection of designer frames, including:

Nike • Marchon • Calvin Klein • Nomad • Koali • Lightec • Kate Spade • Lilly Pulitzer • Penguin • Kensie • Jimmy Choo • Maui Jim • Costa Del Mar • Silhouette • Nine West • Saks Fifth Avenue • Tiffany Prada • Oakley • Wiley X • *and many more*

Section 4

Header
Advanced Eye Care

Body Content
If needed, Andes EyeCare Optical also provides access to the skilled ophthalmologists of Drs. Campbell, Cunningham, Taylor & Haun for advanced diagnosis and treatment of eye diseases – giving you easy access to comprehensive care.

Section 5

Header
Insurance & Payment Options

Body Content
We accept all major credit cards and most insurance plans, including Medicare, Medicaid, Blue Cross, Aetna, Cigna, EyeMed, VSP, Humana, UnitedHealthcare, Tricare, and many others.

Section 6

Header
Schedule Your Appointment

Body Content
Whether you need an eye exam, new glasses or contacts, or specialized eye care, Andes EyeCare Optical in **Knoxville, TN** is here for you.

Call (865) 584-0905 or fill out the form below to request your appointment today.

[request an appointment form]

***Not a page, just a top level menu drop down.

Request An Appointment - Basic [duplicate]

Please use the same link as this page:
https://docs.google.com/document/d/1uibQY74CdePR-b4VOo4zJb_NQ2p3_PJpoUZehqj8zrE/edit?tab=t.33qec0j7fk8d]

Employment Opportunities - Basic

Section 1

Header
Employment Opportunities at Eye Care Optical

Body Content
Eye Care Optical, a division of Drs. Campbell, Cunningham, Taylor & Haun, is always looking for certified technicians and talented people in all areas of our business. If you are interested in being a part of our team, and if you share our commitment to meeting patient needs, fill out the application below and send it in!

You'll be part of an eye care team that has served Eastern Tennessee for over 60 years. Our main offices are in Knoxville on Weisgarber Road and we have offices in Farragut, Fountain City, Maryville, Hardin Valley, Oak Ridge, and Sevierville.

The information below will be held confidential between you and the human resources department with Drs. Campbell, Cunningham, Taylor & Haun. We look forward to hearing from you!

Fields marked with an * are required.

Call To Action
Employment Application
<script type="text/javascript" src="https://form.jotform.com/jsform/233524896642061"></script>

HIPAA Notice of Privacy Practices - Basic

Section 1

Header

EYE CARE OPTICAL
A DIVISION OF DRS. CAMPBELL, CUNNINGHAM, TAYLOR & HAUN
NOTICE OF PRIVACY PRACTICES

Body Content

This Notice describes how medical information about you may be used and disclosed and how you can get access to this information. Please review it carefully. You have the right to obtain a paper copy of this Notice upon request.

Patient Health Information

Under federal law, your patient health information is protected and confidential. Patient health information includes information about your symptoms, test results, diagnosis treatment, and related information. Your health information also includes payment, billing, and insurance information.

How We Use Your Patient Health Information

We use health information about you for treatment, to obtain payment, and for health care operations, including administrative purposes and evaluation of the quality of care that you receive. Under some circumstances, we may be required to use or disclose the information even without your permission.

Examples of Treatment, Patient, and Health

Care Operations

Treatment: We will use and disclose your health information to provide you with medical treatment or services. For example, nurses, physicians, and other members of your treatment team will record information in your record and use it to determine the most appropriate course of care. We may also disclose the information to other health care providers who are participating in your treatment, to pharmacists who are filling your prescriptions, and to family members who are helping with your care.

Payment: We will use and disclose your health information for payment purposes. For example. We may need to obtain authorization from your insurance company before providing certain types of treatment. We will submit bills and maintain records of payments from your health plan.

Health Care Operations: We will use and disclose your health information to conduct our standard internal operations, including proper administration of records, evaluation of the quality of treatment, and to assess the care and outcomes of your case and others like it.

Special Uses

We may use your information to contact you with appointment reminders. We may also contact you to provide information about treatment alternatives or other health-related benefits and services that may be of interest to you.

Other Uses and Disclosures

We may use or disclose identifiable health information about you for other reasons, even without your consent. Subject to certain requirements, we are permitted to give out health information without your permission for the following purposes:

Required by Law: We may be required by law to report gunshot wounds, suspected abuse or neglect, or similar injuries and events.

Research: We may use or disclose information for approved medical research.

Public Health Activities: As required by law, we may disclose vital statistics, diseases, information related to recalls of dangerous products, and similar information to public health authorities.

Health Oversight: We may be required to disclose information to assist in investigations and audits, eligibility for government programs, and similar activities.

Judicial and Administrative Proceedings: We may disclose information in response to an appropriate subpoena or court order.

Law Enforcement Purposes: Subject to Certain restrictions, we may disclose information required by law enforcement officials.

Deaths: We may report information regarding deaths to coroners, medical examiners, funeral directors. and organ donation agencies.

Serious Threat to Health or Safety: We may use and disclose information when necessary to prevent a serious threat to your health and safety or the health and safety of the public or another person.

Military and Special Government Functions: If you are a member of the armed forces, we may release information as required by military command authorities. We may also disclose information to correctional institutions or for national security purposes.

Workers Compensation: We may release information about you for workers compensation or similar programs providing benefits for work-related injuries or illness.

In any other situation, we will ask for your written authorization before using or disclosing any identifiable health information about you. If you choose to sign an authorization to disclose information, you can later revoke that authorization to stop any future uses and disclosures.

Individual Rights

You have the following rights with regard to your health information. Please contact the person listed below to obtain the appropriate form for exercising these rights.

Request Restrictions: You may request restrictions on certain uses and disclosures of your health information. We are not required to agree to such restrictions, but if we do agree, we must abide by those restrictions.

Confidential Communications: You may ask us to communicate with you confidentially by, for example, sending notices to a special address or not using postcards to remind you of appointments.

Inspect and Obtain Copies: In most cases, you have the right to look at or get a copy of your health information. There may be a small charge for the copies.

Amend Information: If you believe that information in your record is incorrect, or if important information is missing, you have the right to request that we correct the existing information or add the missing information.

Accounting of Disclosures: You may request a list of instances where we have disclosed health information about you for reasons other than treatment, payment, or health care operations.

Our Legal Duty

We are required by law to protect and maintain the privacy of your health information, to provide this Notice about our legal duties and privacy practices regarding protected health information, and to abide by the terms of the Notice currently in effect.

Changes in Privacy Practices

We may change our policies at any time. Before we make a significant change in our policies, we will change our Notice and post the new Notice in the waiting area and each examination room. You can also request a copy of our Notice at any time. For more information about our privacy practices, contact the person listed below.

Complaints

If you are concerned that we have violated your privacy rights, or if you disagree with a decision we made about your records, you may contact the person listed below. You also may send a written complaint to the U.S. Department of Health and Human Services. The person listed below will provide you with the appropriate address upon request. You will not be penalized in any way for filing a complaint.

Section 2

Header

Contact Information

Body Content

If you have any questions, requests, or complaints, please contact:

Drs. Campbell, Cunningham, Taylor & Haun
1124 E Weisgarber Road, Suite 104, Knoxville, TN 37909
865-584-0905

Effective Date: April 14, 2003

Order Contact Lenses - Basic

Section 1

Header
Order Contacts

Body Content
Eye Care Optical, a division of Drs. Campbell, Cunningham, Taylor & Haun, has two convenient ways to order contacts with a valid prescription – without having to stop into an office to place an order. The fastest, easiest way is to order your replacement contacts online. Click HERE or the button below to order your replacement contact lenses online.

You can also call our contact replacement line at (865) 584-1358. Please have your prescription ready before placing the call.

Call to Action
Order Contacts Online
Link for button: https://secure.yourlens.com/CCTeyes/

**Please note that contact lens prescriptions are valid for one year. If you need to update your prescription before ordering replacements, please request an appointment with your local Eye Care Optical optometrist.*

https://www.mypatientvisit.com/#/expresspay?practiceID=CCTH-1

Payment Options - Basic

Section 1

Header
Payment Options

Body Content
Payment for all procedures and visits are due on the day of your appointment. Eye Care Optical, a division of Drs. Campbell, Cunningham, Taylor & Haun, offers a variety of payment options for surgical and non-surgical procedures. Payment options accepted include:

[credit card icons]

- All major credit cards including: Visa, Mastercard, Discover & American Express
- Cashier or Certified Check payable to Drs. Campbell, Cunningham, Taylor & Haun
- Personal checks and debit cards accepted
- Patients also have the option to pay online. Click HERE to set up your account and pay online.

Call (865) 584-2127 to ask about out-of-pocket payment requirements, insurance-related questions – including Medicare – and all other bill payment questions

Patient Forms - Basic

Section 1

Header
New Patient Forms

Body Content
For your convenience, new patients can download and fill out required forms in advance of your first visit. Completing your forms in advance of your first visit will help minimize your wait time. If you have any questions regarding the use of these forms, feel free to contact Drs. Campbell, Cunningham, Taylor & Haun at (865) 584-0905.

Call to Action
Click the buttons below to download each form:

Medical History
https://res.cloudinary.com/fast-track-marketing/image/upload/v1715887231/Full_medical_History_czyojv.pdf

Patient Information
https://res.cloudinary.com/fast-track-marketing/image/upload/v1715878831/Patient_Information_Sheet_kkuwne.pdf

HIPAA Disclosure
https://res.cloudinary.com/fast-track-marketing/image/upload/v1715878831/HIPAA_FORM_1_qcp3pk.pdf

Financial Policy
https://res.cloudinary.com/fast-track-marketing/image/upload/v1715878831/Insurance_and_Financial_Consent_hnkzft.pdf

First Visit Expectations
https://res.cloudinary.com/fast-track-marketing/image/upload/v1714143179/CCLC/CCTH_First_Visit_Expectations.pdf

Privacy Policy - Basic

Section 1

Header
Privacy Policy

Body Content
Click to download a printable PDF version of this information.

Effective May 1, 2015

This notice describes how medical information about you may be used and disclosed and how you can get access to this information. Please review it carefully.

Your Rights

Get an electronic or paper copy of your medical record

- You can ask to see or get an electronic or paper copy of your medical record and other health information we have about you. Ask us how to do this.
- We will provide a copy or a summary of your health information, usually within 30 days of your request. We may charge a reasonable, cost-based fee.

Ask us to correct your medical record

- You can ask us to correct health information about you that you think is incorrect or incomplete. Ask us how to do this.
- We may say “no” to your request, but we will tell you why in writing within 60 days.

Request confidential communications

- You can ask us to contact you in a specific way, for example, home or office phone, or to send mail to a different address.
- We will say “yes” to all reasonable requests.

Ask us to limit what we use or share

- You can ask us not to use or share certain health information for treatment, payment or our operations.
- We are not required to agree to your request, and we may so “no” if it would affect your care.
- If you pay for a service or health care item out-of-pocket in full, you can ask us not to share that information for the purpose of payment or our operations with your health insurer.
- We will say “yes” unless a law requires us to share that information.

- Where required by applicable law, we obtain individuals' consent for storing and receiving information collected via technologies such as cookies and pixels to keep track of your activities on our website.

Get a list of those with whom we have shared information

- You can ask for a list or accounting of the times we have shared your health information for six years prior to the date you ask, who we shared it with, and why.
- We will include all the disclosures except for those about treatment, payment and health care operations and certain other disclosures, such as any you asked us to make.

Get a copy of this privacy notice

- You can ask for a paper copy of this notice at any time, even if you have agreed to receive the notice electronically. We will provide you with a paper copy promptly.

Choose someone to act for you

- If you have given someone medical power of attorney or if someone is your legal guardian, that person can exercise your rights and make choices about your health information.
- We will make sure the person has this authority and can act for you before we take any action.

File a complaint if you feel your rights are violated

- You can complain if you feel we have violated your rights by contacting us using the information at the top of this page.
- You can file a complaint with the U.S. Department of Health and Human Services Office for Civil Rights by sending a letter to 200 Independence Avenue, S.W., Washington, D.C. 20201, calling 1-877-696-6775 or visiting hhs.gov/ocr/privacy/hipaa/complaints/.
- We will not retaliate against you for filing a complaint.

Your Choices

For certain health information, you can tell us your choices about what we share. If you have a clear preference for how we share your information in the situations described below, talk to us. Tell us what you want us to do, and we will follow your instructions.

In these cases, you have both the right and choice to tell us to:

- Share information with your family, close friends or others involved in your care
- Share information in a disaster relief situation
- Contact you for fundraising efforts
- If you are not able to tell us your preference, for example if you are unconscious, we may go ahead and share your information if we believe it is in your best interest. We may also

share your information when need to lessen a serious and imminent threat to health or safety.

In these cases we never share your information unless you give us written permission:

- Marketing purposes
- Share information in a disaster relief situation
- Sale of your information
- Most sharing of psychotherapy notes

In the case of fundraising:

- We may contact you for fundraising efforts, but you can tell us not to contact you again.

Our Uses and Disclosures

How do we typically use or share your health information? We typically use or share your health information in the following ways:

Treat you

- We may contact you for fundraising efforts, but you can tell us not to contact you again.
- Example: A doctor treating you for an injury asks another doctor about your overall health condition

Run our organization

- We can use and share your health information to run our practice, improve your care, and contact you when necessary
- Example: We use health information about you to manage your treatment and services

Bill for your services

- We can use and share your health information to bill and get payment from health plans or other entities.
- Example: We give information about you to your health insurance plan so it will pay for your services.

How else can we use or share your health information? We are allowed or required to share your information in other ways – usually in ways that contribute to the public good, such as public health and research. We have to meet many conditions in the law before we can share your information for these purposes. For more information see: https://www.hhs.gov/ocr/privacy/hipaa/understanding/consumers/.

Help with public health and safety issues

- We can share health information about you for certain situations such as:

– Preventing disease

– Helping with product recalls

– Reporting adverse reactions to medications

– Reporting suspected abuse, neglect or domestic violence

– Preventing or reducing a serious threat to anyone's health or safety

Do research

- We can use or share your information for health research.

Comply with the law

- We will share information about you if state or federal laws require it, including with the Department of Health and Human Services if it wants to see that we are complying with federal privacy law.

Respond to organ and tissue donation requests

- We can share health information about you with organ procurement organizations

Work with a medical examiner or funeral director

- We can share health information with a coroner, medical examiner or funeral director when an individual dies.

Address workers' compensation, law enforcement and other government requests

- We can use or share health information about you:

– For workers' compensation claims

– For law enforcement purposes or with a law enforcement official

– With health oversight agencies for activities authorized by law

– For special government functions such as military, national security and presidential protective services

Respond to lawsuits and legal actions

- We can share health information about you in response to a court or administrative order or in response to a subpoena

Our Responsibilities

We are required by law to maintain the privacy and security of your protected health information.

We will let you know promptly if a breach occurs that may have compromised the privacy or security of your information.

We must follow the duties and privacy practices described in this notice and give you a copy of it.

We will not use or share your information other than as described here unless you tell us we can in writing. If you tell us we can, you may change your mind at any time. Let us know in writing if you change your mind.

Changes to the Terms of this Notice

We can change the terms of this notice, and the changes will apply to all information we have about you. The new notice will be available upon request in our office and on our web site.

For more information see:

www.hhs.gov/ocr/privacy/hipaa/understanding/consumers/noticepp.html

Referrals - Basic

Section 1

Header
Patient Referrals

Body Content
We are happy to welcome all referrals to our practice! Our specialists are here to provide experienced eye treatments across East Tennessee. To refer patients to our facility please see your options below:

Download Patient Referral form

Fax #: (865)588-7673, attention Rebekah

Physician referral line: (865) 588-3937, option 1 OR (865) 584-0905, option 7

Webinars - Basic

Section 1

Header
Webinar Library

Body Content
Drs. Campbell, Cunningham, Taylor & Haun have hosted a series of informative webinars covering a range of topics, including various eye conditions, surgical treatments, and vision correction procedures. Below is a library of these educational webinars.

Cataract Surgery Webinar with Jake McMillin, M.D.

https://youtu.be/NetmFiFKaK4?si=kqhyy35MK61GK189

Eyelid Webinar With C. Tobin Taylor, M.D. I Knoxville Ophthalmologist

Glaucoma: Am I at Risk & How is it Treated?

LASIK vs PRK: What's the Difference?

The Top 10 LASIK Questions

Management of Corneal Edema Webinar with Jake McMillin, M.D.

Myopia Management in Children Webinar with Alyssa Invergo, O.D, F.A.A.O.

Eye Care Optical is a division of Drs. Campbell, Cunningham, Taylor & Haun.

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    - EyeCare Optical – Hardin Valley
    - EyeCare Optical – Maryville (Keller Lane)
    - CCTH EyeCare Optical – Maryville (Smithview)
    - EyeCare Optical – Powell
    - EyeCare Optical – Sevierville (Dolly Parton Pkwy)
    - EyeCare Optical – Sevierville (Hwy 66)
    - Andes EyeCare Optical – Knoxville
- **Resources**
    - Appointments
    - Employment Opportunities
    - HIPPA Notice of Privacy
    - Order Contact Lenses
    - Online Bill Pay
    - Payment Options
    - Patient Forms
    - Privacy Policy
    - Referrals
    - Webinars

Section Indicates New Section

Header <H2>
Body Content <P>
Call to Action <Button>

[design note] notes indicating a future design feature i.e. image aligned on left, background image, slider, graphic, embedded form, video, etc.

- [ ] Are doc degrees accurate?
- [ ] Need optomap picture / do we want page? During photoshoot pic of optomap wasn't taken “we don't use it very much”