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# JAZZY EYES

## Dr. Laura Falco literally wrote the book on eye care

Jazzy Eyes has been the area's go-to eye care and eyewear spot for more than 30 years. Now under the ownership of former NSU professor, Dr. Laura Falco, Jazzy Eyes offers an expansive collection of more than 3000 designer frames, precision eye exams, contacts, sunglasses,

es, same-day service, and more.

### From New York to Florida

Dr. Falco is a New York native who attended both undergraduate and optometry school in the Empire State, followed by a residency at the University of Alabama. She was planning on entering private practice in Manhattan when an unexpected offer came her way: NSU asked her to teach and see patients at their Davie campus. "I thought it would be fun to live in Florida for a few years and then return to New York," said Dr. Falco. "But I fell in love with the job and the South Florida lifestyle." Well "A few years" turned into an 18-year career, one that found Dr. Laura lecturing across the country, winning teaching awards, publishing a book, numerous papers, articles, and informational posters, and training thousands of students. Today, Dr. Falco lives in Davie with her husband, a retired Fire Chief, and her 14-year-old daughter, a rising volleyball star. She is also very involved with the Debbie's Dream Foundation, which is dedicated to fighting stomach cancer. The founder, Debbie Zelman, had been a personal friend of Dr. Falco's.

A few years ago Dr. Falco decided it was finally time to realize her original dream. Keeping her ears peeled for interesting opportunities, she learned that Jazzy Eyes' then-owner, Dr. Michael Kimmelman, was retiring after 30 years. Dr. Falco instantly clicked with Jazzy Eyes' optician, Donna Evans, LDO, and Jessica Garcia, the office manager. Plus the University Drive location, just a bit south of I-595, was ideal. "Davie is exploding," said Dr. Falco. "And Jazzy Eyes was exactly the style of practice I love." So she left NSU, took over Jazzy Eyes, and at last entered private practice.

### Concierge & Expert Eye Care, Vast Collection of Frames

Dr. Falco provides private, concierge eye care with a level of attention and service that the chains simply can't offer. "Your exams are always with me, not

a technician," said Dr. Falco. "I can take as long as I want with patients without having to worry about quotas." At NSU, Dr. Falco taught clinical medicine, low vision, and optometry theory and methods, in addition to leading residents and student interns in clinics. "I have advanced training and bring a bit more of a medical approach to my work. I couple this with the patient-centered care I taught for 18 years to provide my patients with the perfect balance of medical expertise and personal attention."

On the medical side, Dr. Falco provides thorough exams that go far beyond determining your eyeglass prescription. "My clinical experience puts me in a unique space," she said. "I've been managing complex eye diseases at Nova for 20 years, so I have a wealth of knowledge. Teaching has also made me really good at explaining complex eye issues to my patients."

In addition to providing consultations and follow-up care for Lasik and cataract surgeries, Dr. Falco can examine the back of your eye for signs of high cholesterol, hypertension, diabetes, and other inflammatory systemic conditions, like rheumatoid arthritis. "Our state-of-the-art equipment can find subtle signs of early macular degeneration before any patient or doctor, as it measures swelling in the back of the eye by the micron," said Dr. Falco. "We can then connect patients with the right doctor or surgeon to correct the issue."

And if you are in need of glasses, the selection at Jazzy Eyes is unparalleled, with more than 3000 high-quality frames in their double-bay, retro-cool location. "We have the largest selection of frames in Broward County," said Dr. Falco, "and we are the only place in the area that carries Balenciaga." Jazzy Eyes focuses on exquisitely manufactured European, American, German, and Japanese brands with amazing warranties. Said Dr. Falco, "We stock frames we can stand behind – quality products, top-to-bottom. The lens quality matters, blue-block matters, progressive quality matters, coating quality matters." And Jazzy Eyes' on-site lab can make most kinds of glasses while you wait, and even tint sunglasses to the degree and color you prefer. "Donna is amazing at fitting glasses," said Dr. Falco, "and we stand by our frames and provide care well beyond the purchase date."

From exams to frames, sunglasses, contacts, eyedrops, and more, Dr. Laura Falco and the team at Jazzy Eyes have your eyes covered.

It's time for a check up, don't you think?

**Jazzy Eyes takes most forms of major medical insurance and is located at 2279 S. University Drive in Davie. Call 954.474.9823 to make an appointment, or learn more at [www.jazzyeyes.com](http://www.jazzyeyes.com). See the ad on the facing page for additional details.**

