

# PROFESSIONAL PROFILE

## See Results From Susskind & Almallah Eye Associates

By Michael Vandenberg

For some services, it doesn't matter all that much where you receive them. An oil change is an oil change wherever you go, and a landscaper will usually do a good job cutting your grass. But when it comes to the very tools you need to see that beautiful yard, your eyes, you want a team of seasoned professionals you can trust: Susskind & Almallah Eye Associates. I recently got the chance to talk to Dr. Omar Almallah himself about the many services they provide with quality you truly can't receive anywhere else.

But this reputation for top-notch care across the region didn't happen overnight. Dr. Susskind first opened the practice almost 60 years ago. For a long time, it was just him in a small office on Main Street in Toms River. Eventually Dr. Almallah joined him, and the two worked together for 25 years.

Under Dr. Almallah, they expanded the business a great deal. They moved to Lakehurst Road, going from two exam rooms to six. After being there for ten years, they took on additional doctors and

moved to 20 Mule Road, their current headquarters. From there, they opened offices in Brick, Marlboro, and Barnegat. Although Dr. Susskind unfortunately passed away, Dr. Almallah has carried on the practice's legacy.

Today they have four locations, including their beautiful new office in Brick, which is just over a year old. Across the practice there are three ophthalmologists (surgeons) and four optometrists (medical). Besides doctors, Susskind & Almallah has approximately 45 other staff that work hard to keep quality care a reality.

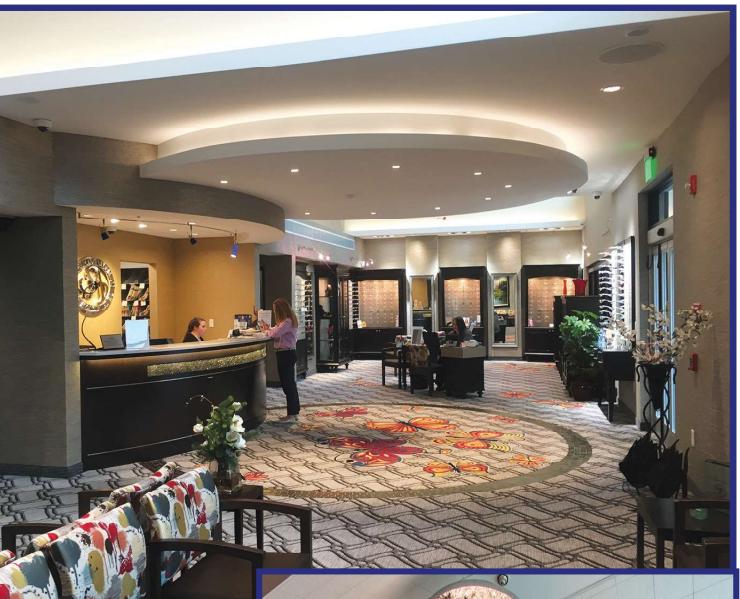
With such a large staff, the practice ensures they can help countless patients. But it's more than a numbers game to Dr. Almallah; fixing real people's lives is the most rewarding part of his job. "People come in here and they have stains all over their clothes and they're tripping because they can't see," he said. "And then you fix their eyes, they come back and you can immediately see the smile on their face."

The many stories he's heard from people are truly remarkable. There have been quite

a few instances when, for example, "Comcast will come three times to fix their TV. But there's nothing wrong with the TV, it was their cataracts. They couldn't see because everything looked blurry. It wasn't the TV, it was their eyes." Some patients are surprised after surgery how much house cleaning they've been missing: "I don't know how many people have told me that they've lied in bed and looked up and seen cobwebs in the corner of the room they've never noticed before."

But the results of corrective eye surgery aren't just humorous. Patients can see colors better than ever before. "They get to see their grandkids' faces too. It's just very rewarding and a great job," said Dr. Almallah.

This overarching goal at Susskind & Almallah is that patients are happy with their care means that any procedure or treatment has to be



what they truly want. Dr. Almallah strongly disagreed with my suggestion that patients may need to be convinced to go through with anything. "We never try to talk anybody into any procedure," he assured me. Instead, the doctors will listen to you, ask you what's wrong, and then they'll try something that's the best solution specifically for you. They're always looking for the least invasive method. Quite often Dr. Almallah will give someone glasses and they're happy.

Sometimes fishermen, for instance, don't like glasses because they "fog up so they can't see their instruments or bait the hook." So then he may try contact lenses, which is great for many, but still not satisfactory for others. At that point, they may try Lasik. Even still, not everyone is a candidate for Lasik. The remedy is always case-specific. "The bottom line is, that patient has to be happy when you're done," he said.



All in all, Susskind & Almallah does everything from eye exams, glasses, and contacts to Lasik and refractive surgeries. Also, Dr. Almallah is one of a handful of surgeons in the country that does glaucoma procedures. They're not limited to just eyes either; they also do cosmetic procedures such as eyelids (upper and lower), blepharoplasty, Restylane Silk for lips, Botox, Sculptra, Radiesse, Belotero, Juvéderm, Volufa, and more.

At Susskind & Almallah Eye Associates, "it's just good business practice to do whatever it takes to make the patients happy". So if you're in need, make sure to schedule an appointment soon at one of their four offices. If you live near Brick, you'll love the brand-new, beautifully decorated, state-of-the-art facility at 909 Cedarbridge Avenue. Call 732-338-0153 or visit their website [oceancountyeye.com](http://oceancountyeye.com) today.

