

The Customer

Illinois Eye Center (Pediatric Ophthalmology) Children's Hospital of Illinois

Steven Lichtenstein, M.D. is the Medical Director of Pediatric Ophthalmology at Children's Hospital of Illinois and in private practice at the Illinois Eye Center.

The Pediatric Ophthalmologists at Illinois Eye Center provide comprehensive eye care services to infants, children and adolescents.

The services provided include the diagnosis, treatment and management of "lazy eye" (amblyopia), eye misalignment (strabismus), tearing disorders, pediatric cataracts, pediatric glaucoma, pediatric eye trauma, as well as eye exams for children and more.

Illinois Eye Center physicians are fellowship trained and certified as sub-specialists in pediatric ophthalmology and adult strabismus. In addition, its staff includes an orthoptist, a non-physician specialist trained to evaluate and treat eye muscle problems and disorders of binocular vision.



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Why Beam?



Dr. Steve wanted to improve his young patients' experience, making the kids and parents really enjoy their visits to the clinic.

As the staff were busy all day treating their patients, Dr. Steve needed a product that was reliable, always working, and requiring minimal ongoing maintenance.

Most important, Dr. Steve wanted to improve his young patients' experience, making the kids really enjoy their visits to the clinic. He wanted the children to be excited to return for their next visit, remembering their eye treatment sessions as exciting playtime!



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The Result



Kids are actually crying when it's time to leave. They've been so happily entertained by BEAM, upset that they can't continue to play for a little longer!

- 1** The interactive projector system was installed quickly and efficiently in the clinic's waiting room by the BEAM technicians.
- 2** Dr. Steve and his staff are thrilled that the BEAM system basically runs by itself - BEAM is set to automatically switch on each morning and switch off in the evening.
- 3** And, with the games BEAMing down onto the floor, there's nothing to clean, break or put away. So, in contrast with other playground games, the BEAM system requires no additional staff to operate or maintain it.
- 4** BEAM has become so popular that some of the children will actually cry when it's time to leave the clinic after their treatment is finished! This is because they've been so happily entertained by BEAM, they're upset that they can't continue to play for a little longer!



The Result



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“What a fantastic system! BEAM has dramatically transformed our patient experience. The kids actually complain when it’s time to leave, upset that they can’t continue to play BEAM for a little longer! BEAM is definitely the best investment I’ve ever made for my practice.”

Steven Lichtenstein, M.D. Medical Director of Pediatric Ophthalmology at Children’s Hospital of Illinois.



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