

## FOR IMMEDIATE RELEASE

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# Meet the Cookie Ladies

Have you ever sat in the waiting room of a doctor's office surrounded by the hurried frenzy of swarming nurses and feeling as if you were merely a number on someone's "to do" list? Certainly, you are not alone. While life in the twenty-first century seems to be getting busier by the moment, Silverstein Eye Centers is turning back the clock to a simpler, more relaxing way of life. The "cookie ladies," as they are quickly becoming known, warmly greet patients in the Silverstein Eye Centers waiting room and kindly offer them a cookie and coffee or hot chocolate. The cookie ladies' zeal for life spills over onto everyone they come in contact with. They bring a touch of friendliness and relaxation to the physicians' waiting room that simply isn't found anymore.

Although serving cookies, coffee, and hot chocolate is certainly a nice amenity, that is not all that the cookie ladies do. They also help to relax patients by helping them fill out the necessary medical forms and answering any questions they may have. It is also always nice to have someone who is able to direct and assist patients to the restrooms and exam rooms if necessary. In addition, many patients bring a friend or family member with them to their appointment. The cookie ladies are quite delightful to visit with and they take pleasure in keeping a patient's guest up to date on the patient's status during the examination. In the meantime, however, be assured that the patient's guest will be well entertained and cared for by the healthcare hostesses of the twenty-first century – the cookie ladies.

Dr. Steven Silverstein's goal in introducing the cookie ladies is to allow his patients to feel as if they are in the comfort of their own home while setting a new standard in healthcare. It is amazing how the atmosphere of a waiting room changes when a friendly staff member is there to serve the patients. So relax, have a cookie, and sip some coffee or hot chocolate. Just remember to keep your shoes on; there are still other patients in the room.

### Notes to reporters and editors:

#### Interviews

For interviews with Dr. Steven Silverstein, call the agency at 816-415-3777

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