Plaza Vision Center

Plaza Vision Center is located in Plaza of the Americas in downtown Dallas. Established in 1956, our practice has served the downtown community for half a century.

Dr. Newman has been with Plaza Vision Center since 1986, and has directed it since 1996.

Dr. Newman is one of fewer than two-hundred doctors world-wide to be a Diplomate in the Section on Cornea and Contact Lenses of the American Academy of Optometry recognizing him as an expert in specialty contact lenses and corneal disorders.

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Plaza Vision Center
Clarke D. Newman, OD, FAAO

Welcome to Plaza Vision Center, the office of Clarke D. Newman, OD, FAAO. Dr. Newman specializes in using unique contact lenses to rehabilitate the vision of patients who have lost best corrected vision due to corneal disease, corneal injury, or failed refractive surgery.

When a patient has lost vision to one of these problems, and they can only see clearly when a contact lens is applied to the eye, then that patient is said to need “medically necessary contact lenses.”

Medically necessary contact lenses are not the same as “cosmetic” contact lenses. Cosmetic contact lenses are elective, and are not covered by medical health insurance. Medically necessary contact lenses, however, are often covered by your insurance.

Straight Talk About Your Eyes

Prescribing medically necessary contact lenses can be a difficult, expensive, and frustrating experience. Every patient is different, and it often takes many attempts to find a lens design that works well. Each eye and each patient is a new experience.

The goal of visual rehabilitation is to achieve three things. First, optimally correct your vision. Second, provide good tolerance to maximize the number of hours that you can wear your lenses. Finally, we need to achieve the first two goals without compromising the health of your eyes.

Sometimes, you must wear contacts and glasses to achieve all three goals. Further, there are times when we cannot achieve all three goals. It is important for you to be an active participant in the process. Dr. Newman will do everything possible to ensure that you understand every part of the process.

Using Your Medical Insurance

Many of the professional services, and occasionally the lenses, may be covered by your medical insurance.

Sometimes, however, your medical health insurance will exclude contact lenses under any circumstances.

Some vision benefit plans, like Vision Service Plan, have programs to cover these lenses. The staff at Plaza Vision Center will work with you to check on your benefits before we begin. However, insurance companies often tell us one thing and then do another.

Ultimately, each patient is responsible for the charges incurred in prescribing these lenses. We will do everything we can to assist in filing your insurance—including writing letters of medical necessity.