



GOLD WINNER in Optometrist—Dr. Brent Fry

Life-Changing Event Gives Doctor Renewed Focus

Dr. Brent Fry has always held the belief that the best eye care is the care that starts early in life, care that can prevent more serious conditions later in life. Today, he is more committed than ever to that belief, in part because of what he describes as a “life-changing” event. “Last summer, I was diagnosed with leukemia,” he recounts. “First off, I was very fortunate. My prognosis is good. It could have been much worse if the disease hadn’t been diagnosed early. Lucky for me, it was.”

Dr. Fry was fortunate not only to have his illness diagnosed early, but to have the support of his associates and the local community of physicians. Receiving the treatment he needed

required six weeks in the hospital. “My new associate, Dr. Taylor Greene, had just joined us. With her help, and the help—and this is the really amazing part—of fellow doctors who stepped in and freely gave of their time and expertise, we stayed open while I was in the hospital. It’s a true testament to the kind of community we have here in Knoxville.”

Dr. Fry received his bachelor’s degree from David Lipscomb University in Nashville and his Doctor of Optometry degree from the Southern College of Optometry in Memphis. After practicing optometry in Franklin for four years, he moved back to Knoxville with his family and opened Premier Eyecare in 2002.

As a fully licensed and equipped optometric practice, Premier Eyecare offers a complete range of eye care services. Whether the care involves correcting refractive errors with lenses or diagnosing and treating eye conditions and diseases, the experienced team at Premier Eyecare identifies and implements the best eye care solution for each patient.

One look at Premier’s new facility on Kingston Pike and you can see the emphasis that’s been placed on creating a welcoming place to shop for glasses. “Our goal, back when we designed the space in 2018, was to create a warm, inviting optical area that would entice people, not just our patients, to stop in and see what

we have to offer in terms of glasses. It’s also important, too, that people know that we have four licensed opticians on staff, which is pretty unusual and makes a big difference when prescribing lenses. Many places sell glasses based on price. We know that the glasses we fit are the best fit for our patients because of our expertise, our high-quality products, and the technology we use.”

While Dr. Fry has always taken an interest in eye care for younger patients, the importance of early detection and intervention really hit home with him last summer. “In optometry, early detection means focusing on myopia,” he explains, “a progressive eye disease of which nearsightedness

is the symptom. I’m certainly no stranger to myopia. I’m myopic myself and have been wearing glasses and lenses since I was in high school.”

“It’s very important for parents to understand that kids don’t recognize a problem with their eyesight. Therefore, it’s incumbent upon them to make sure that their children have their eyes examined regularly, and not just with school screenings or vision tests. Cataracts, glaucoma, retinal pathologies, and myopic macular degeneration are all diseases that can plague our eyesight later in life. If we don’t intervene early, we run the risk of something worse happening later. And I’m committed to making sure that doesn’t happen.”

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