

Join Harold S. Ross M.D. in his new office

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After 30 years of practicing in Geneva, New York, Dr. Harold Ross has moved his practice cross-town to a newly renovated building. This structure was originally built and owned by Winchester Optical for the manufacture of lenses and glasses. Now, completely refurbished, the new building features an open waiting area adjacent to our optical shop which displays 1000 frames. Contact lens fitting is done in-house and the optical shop has its own keratometer and slit lamp to support its practice.

Currently, the office has 4 lanes and 2 tech rooms, but there are plans in place to expand to up to 4 more lanes. Dr. Ross employs 1 part-time Optometrist, 3 LPN's who serve as ophthalmic techs, 2 reception/billing clerks, and 2 full-time and 1 part-time Opticians. The practice is growing and current surgical volume is 400 cases a year.

Dr. Ross has a comprehensive ophthalmic practice which includes Cataract, Glaucoma, Cornea and External Disease, Oculoplastics, non-surgical Retina, and a smidgen of Pediatrics. After hours, when the Emergency Room doctors need an ophthalmologist, there is a regional call schedule shared by 3 other ophthalmology practices. These emergency cases are almost always resolved over the telephone and seen in follow-up in the office.

The new building is about 1 mile from the Finger Lakes Surgical Center, where Dr. Ross performs most of his surgeries. Additional surgery is optionally performed at Soldiers' and Sailors' hospital in Penn Yan, just 15 minutes away.

The practice draws from a population base of over 150,000 people. Centrally located in the Finger Lakes, this is a 4-season climate with recreational activities to satisfy all. These include swimming, sailing, and fishing on Seneca Lake; downhill and cross country skiing; plus extensive hiking and camping opportunities nearby. The Finger Lakes has become a hotbed of activity in the growing wine industry, with over 90 vineyards available to visit. Sports spectators can enjoy professional football (Buffalo Bills), hockey (Buffalo Sabres), soccer (Rochester Rhinos), and baseball (Rochester Red Wings - triple A and Toronto Blue Jays).

Cultural opportunities abound in Rochester and Syracuse, with Broadway shows, symphonies, and art galleries to name a few. The area is rich in higher education, with many colleges and universities within an easy drive. The University of Rochester affords the doctor continuing education throughout the year with national figures lecturing monthly. Housing is very affordable and unlike some areas of the country there is plenty of water.

Harold S. Ross, M.D., P.C.
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