

PEDIATRIC VISION PROVIDERS AND PRACTICES

Provider/Practice	Address	Phone	Insurance Accepted (subject to provider/practice changes)
Alexander Eye Associates	261 Alexander St, 14607	(585) 325-3070	• Excellus Option • MVP Option • Most private insurance
Family Vision Center	1425 Jefferson Rd, 14623	(585) 427-0780	• Aetna • Blue Cross Blue Shield • Cigna • Excellus • MVP • MetLife • UnitedHealthcare
Flaum Eye Institute Main Campus Flaum Eye Institute College Town Flaum Eye Institute Pittsford Flaum Eye Institute South Clinton Ave Flaum Eye Institute Webster	210 Crittenden Blvd, 14642 1317 Mt. Hope Ave, 14620 160 Office Pkwy, 14534 500 S. Clinton Ave, Suite 104 14620 875 Hard Rd, Webster, 14580	 (585) 273-3937	• Aetna • Blue Choice • Child Health Plus • EyeMed Vision Care • Excellus BCBS (not WNY) • MVP • VSP Vision Care
OcuSight Brighton OcuSight Greece OcuSight Penfield OcuSight Webster	919 Westfall Rd, Building A, Suite 205, 14618 2 Greece Center Dr, 14612 10 Hagen Dr, Suite 220, 14625 1015 Ridge Rd, Webster, 14580	(585) 244-2580 (585) 225-7060 (585) 586-2020 (585) 872-1300	• Most private insurance

Reed Eye Associates	500 Kreag Rd, Pittsford, 14534	(585) 249-8300	• Blue Cross Blue Shield • Excellus • Independent Health • Managed care plans • Medicaid • MVP • VSP
Rochester General Eye Clinic	Reidman Health Center 1455 E. Ridge Rd, 14621	(585) 922-4315	• Most major vision plans
Wynne Eye Associates	56 State St, Pittsford , 14534	(585) 381-4640	• Aetna • CareFirst Blue Cross Blue Shield • Excellus Blue Cross Blue Shield • MVP • UnitedHealthcare

Other Rochester area practices:

Eye Care Center Canandaigua	325 West St, Canandaigua, 14424	(585) 394-2020	• Most private insurance • Most employer-based plans • No Medicaid • No third-party plans
Eye Care Center Geneva	784 Pre-Emption Rd, Geneva, 14456	(585) 394-2020	• BCBS • Excellus • Independent Health • Medicaid • MVP • United Healthcare
Eye Care Center Macedon	1025 Brixton Dr, Macedon, 14502	(585) 394-2020	• Most private insurance • Most employer-based plans • No Fidelis Well Care • No Medicaid • No UnitedHealthcare •
Flaum Eye Institute Batavia Flaum Eye Institute Geneseo Flaum Eye Institute Geneva	45 Liberty St, Batavia, 14020 48 E. South St, Suite 200 Geneseo, 14454 738 Pre-Emption Rd, Geneva, 14456	(585) 344-0933 (585) 273-3937 (315) 789-4922	• Aetna • Blue Choice • Child Health Plus • EyeMed Vision Care • Excellus BCBS (not WNY) • MVP • VSP Vision Care

Place Eye Care	8663 E. Main Rd, Leroy, 14482	(585) 538-6435	• Aetna • BCBS • CareFirst BCBS • Cigna • Excellus BCBS • Most private insurance • MVP • Oscar Health • UnitedHealthcare
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