

Cincinnati Optometrist & Optical Celebrates 60 Years of Eye Care

Madeira Optical Has Served Cincinnati Since 1956



Cincinnati, OH - When Larry Spitz opened his practice in downtown Madeira, OH in 1956, Elvis Presley had just released his first hit, Heartbreak Hotel, and Norma Jean Mortenson legally changes her name to Marilyn Monroe.

Today, Madeira Optical is celebrating 60 uninterrupted years of serving Cincinnati families with primary eye care. Incredibly, the practice has had only two Optometrist owners and two locations in 60 years.

Dr. Malinda Pence acquired the primary eye care practice in 2003 and has grown it to a thriving group Optometric practice with three staff Optometrists and a team of nine opticians, techs and patient coordinators. After five decades in the same building, in 2012 Dr. Pence moved Madeira Optical around the corner to a larger location that could accommodate new state-of-the-art optometric equipment, an expanded optical shop and a dedicated contact lens center.

In 2012 Madeira Optical added it's first staff Optometrist, Dr. Jennifer Kritzer. The practice recently added Cheryl Adams, a doctor that specializes in pediatric eye care, and in 2015 a third of all new patients were children. Madeira Optical Optometrists now see over 1,500 eye exams and medical appointments per year.

Through all of the changes in the world, Cincinnati, Optometry, insurance and regulation; Madeira Optical has stayed true to Dr. Spitz's original mission of providing multi-generational local eye care to families from Madeira, Blue Ash, Indian Hill, Kenwood, Mariemont, Milford, Montgomery and beyond.