

Meet Dr. Michael Lange of Lange Eye Institute

May 2025

Hi Dr. Michael, please kick things off for us with an introduction to yourself and your story.

Dr. Michael Lange, Board Certified Optometric Physician and Certified Nutrition Specialist. Founder of Lange Eye Institute and Fortifeye Vitamins. Dr. Michael Lange has worked extremely hard at developing one of the top eye care centers in the country. Lange Eye Care and Associates was started on March 15, 1993 by Dr. Lange in Ocala, Florida, which was the beginning of his dream to build a state-of-the-art eye care center utilizing the latest advancements in technology. These eye care centers had to have the very latest in optical, surgical, medical and nutritional intervention to help his patients. Lange Eye Care and Associates has had locations in Panama City, Gainesville, Williston, Inverness, University of Florida, West Ocala, Central Ocala, Downtown Ocala, Summerfield, The Villages, Tampa, Citrus Hills, and Clearwater. Dr. Lange worked seven days a week, 18 hours a day for the first ten years to build such an impressive organization of eye care specialists. Dr. Lange states, "If you work hard enough, long enough and truly have a passion for what you do, you will succeed." He adds, "To be extremely successful it takes a lot of discipline and sacrifice." In the spring of 2016, a large corporation made Dr. Lange an offer he could not refuse. He made the decision to sell all of his current locations, except for The Villages Lange Eye Institute. He opened the New Lange Nutrition Center in Ocala upstairs in his old Lange Eye Care building. He then opened the Fortifeye Nutrition Center in Clearwater Florida in 2020. Dr. Lange has formulated or hand-picked every supplement in the nutrition centers.

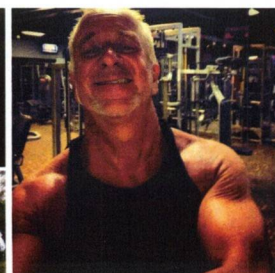
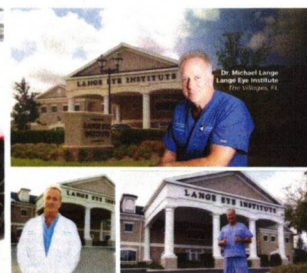
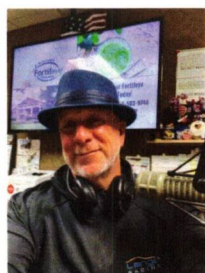
Host of popular talk show "Ask The Doctor": Dr. Michael Lange has been hosting his live syndicated talk radio show called "Ask the Doctor" since April of 1993. This is a live call-in show that can be heard on the "ask the dr" radio network coast to coast and live video streaming all over the world via most social media. This talk show is dedicated to you, the listener, and is all about educating the public about the latest in eye care and nutrition. Ask the Dr, radio talk show is one of the longest running medical talk shows in the country.

Dr. Michael Lange, Optometric Physician and Certified Nutrition Specialist also has degrees in Psychology and Physiological Optics. This combination of degrees and years of experience enables Dr. Lange to tactfully handle just about any question that comes over the air. His unique gift of discussing even the toughest questions with patients from all over the country in easy-to-understand terminology has made him one of the most popular talk show hosts in this country and around the world. He always states, "This is for educational purposes only and never replaces a comprehensive eye exam or medical evaluation." He has lectured extensively, hosted many webinars and podcasts on the importance of proper nutrition, dietary modifications, and lifestyle changes for good eye and overall health. Nutritional wellness is a topic that Dr. Lange emphasizes in his shows and talks.

Fortifeye vitamins represent the latest in nutrition research: When Dr. Lange is not seeing patients, he is involved in the research and development of supplements for eye and total body health. He is very interested in the area of absorption and bioavailability of specific nutrients that are good for the eye and body. He was not satisfied with the typical

Dr. Lange

vitamins and supplements that were available over the counter, so he started the Fortify Vitamin company in 2005. He has developed a line of vitamins for eye and total body health called Fortifeye Vitamins that are being recommended by health care providers worldwide. He has also developed a sports nutrition line called Fortifeye Performance Nutrition that is used by anyone wanting the very latest in evidence-based sports nutrition. Dr. Michael Lange launched Fortifeye Performance Nutrition line to compete in the sports nutrition market. He has done extensive research in the development of these all-natural sports nutrition supplements. He wanted to develop supplements that would not only benefit the young but would also be safe and effective for older patients. Dr. Lange has a passion for helping all of his patients age as gracefully as possible. All the Fortifeye Supplements are free from artificial flavors and sweeteners, dyes, added sugars and synthetic binders and fillers. The Fortifeye Vitamin company is fully transparent and is based on their motto: Right Ingredients, Right Science, Right For You.



Doctor, Author, Speaker, Researcher, Family Man, and Extreme Sports Enthusiast: Dr. Michael Lange has developed an organization enhancing lives through great eye care and proper nutrition. His exponential growth and extreme success has been written about in many nationally publicized magazines, and he has been on the cover of quite a few as well. Dr. Lange is frequently asked to be a speaker on practice management, nutrition, eye care and marketing all over the globe and travels the world doing research on eye related issues and nutrition. Regardless of this busy schedule, he states, "I always find time to spend with my family. Family is extremely important." He loves doing things outdoors with his wife and children. Dr. Lange is involved in automobile racing (SCCA and Nasa full competition license) motocross, mountain biking, cycling, white water rafting, canoeing, kayaking, snow skiing, water skiing, tennis and many other outdoor sports. He also tries to find the time each day to get 30 minutes of cardio and 30-45 minutes of weightlifting each day. Dr. Lange states, "If I don't practice what I preach then how credible would I be?". Dr. Lange's most recent passion is Formula and GT automobile racing. He is currently racing at tracks like Sebring, Daytona, Virginia International Speedway, NOLA speedway, Homestead/ Miami speedway, Road Atlanta, Barber speedway, Bondurant Speedway and many others. Dr. Lange states: "You have to be in amazing condition both physically and mentally to handle a race car at top speeds for extended periods of time. I take the supplements I have developed and follow The Lange Survival Diet plan as well. I do practice what I preach on a daily basis to my patients."

Dr. Michael Lange states that he is "just getting started and is excited about what the future holds for eye care and for the health of his patients." He is constantly crusading to find better ways to provide a higher standard and quality of health care to the patients of Lange Eye Institute. In 2025 Dr Lange added a new wing to the Lange Eye Institute with 12 more examination rooms and treatment rooms. He has been investing in the very latest in non-invasive technology using specific light frequencies to help patients with dry eye, baggy eye lids and macular degeneration. This is a very new and exciting arena of eye care that the staff and doctors at the Lange Eye Institute are embracing. Dr Lange states "it is amazing what we can do now for our patients but what the future holds is even more exciting".

Dr. Michael Lange, founder and CEO of Lange Eye Care and The Lange Eye Institute, pledges this to his patients and the community: "If you want the highest standard of eye care available, come to The Lange Eye Institute. We stay abreast of the latest changes and are constantly updating our center when newer or better technology is available. All of our doctors go above and beyond in the examination process and will go over each and every diagnosis and any treatment options available." Our staff is also in tune with the latest in nutritional science to further help all of our patients.

Alright, so let's dig a little deeper into the story – has it been an easy path overall and if not, what were the challenges you've had to overcome?

Biggest obstacle today in eye care is insurance companies trying to dictate what testing and medications can be prescribed. The cost of pharmaceuticals has gone so high that many patients cannot afford these medications if the insurance does not cover them and often times a generic drug is not the appropriate treatment. Huge cut backs in Medicare / insurance reimbursement for procedures has also become an issue with medicine in general.

Challenges are to do whatever it takes to keep everyone happy all of the time. We are always concerned about providing the highest quality of care for our patients with 100% customer satisfaction while keeping our staff happy as well.

Appreciate you sharing that. What should we know about Lange Eye Institute ?

Tamie Lange my wife has worked extremely hard for 30 years raising our children and managing the growth of the businesses. My wife has always been there at my side through the ups and downs. She has supported me 100% through this amazing journey.

Mom and Dad (Dr Richard K Lange MD and Betty Lange) they allowed me to have a great education that put me in the position i am now. I had a wonderful loving and nurturing childhood that helped to prepare me for who i am today. My dad taught me the meaning of hard work and that your word is your bond. My mom and dad were of the highest moral character with strong ethics and taught me that nothing comes easy but hard work will be rewarded.

Is there anyone you'd like to thank or give credit to?

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