

# in focus

FOCUS EYE CENTRE NEWSLETTER — SUMMER 2003 ■

## The potential of Wavefront

### The latest in laser vision technology now available at Focus

After years of research, a new technology has burst on the laser vision correction scene, backed by Health Canada and FDA approvals, as well as plenty of media coverage.

You may have heard about Wavefront guided procedures and the potential of better than 20/20 vision for patients. Because initial Wavefront results have been excellent — including vision that is better than with glasses or contact lenses — the outcomes have been dubbed by the press as “eagle vision” or “super vision”.

Focus Eye Centre has performed numerous Wavefront guided procedures and seen positive results, but approaches any new technology or technique with cautious optimism. Outcomes are never guaranteed because every eye is special, and recovery after any type of surgery is unique to the individual.

The surgeons and staff at Focus believe that Wavefront — like all forms of laser vision correction — should be conducted only when the procedure is right for the individual and the patient’s expectations are reasonable.

### Focus staffer leads the way on Wavefront

Tasha Vaive, Clinical Educator at Focus Eye Centre, was one of the first people in North America to have a Wavefront guided procedure when she had laser vision correction done on December 3, 2002.

Prior to surgery, Tasha’s eyesight was bad enough (minus 6) that she had trouble seeing *anything* without glasses or contact lenses.

“I was simply not functional without them,” says the mother and sportswoman.



Being able to rock climb, kayak and swim without the hassle of specs or lenses was one factor in her decision to undergo the latest in laser vision correction. The well-being of her son was another.

“I have a special-needs son,” says Tasha, explaining that her sense of sight is essential to her little boy’s care. “In an emergency situation, if I lost my glasses, I would not be able to care for my son. Now I don’t worry about that happening.”

Wavefront worked wonders.

“My vision is awesome,” says Tasha, chuckling with glee at the remarkable 20/10 vision she has achieved. “It’s better than I expected it to be.”

### The (new) Doctor is in



#### Dr. Claude Menard joins the Focus team

Focus Eye Centre is pleased to welcome Dr. Claude Menard to its surgical team.

A veteran surgeon and corneal specialist, Dr. Menard attended medical school in Quebec and has received numerous awards for his work as both a surgeon and academic.

In 1994, he attended the University of Southern California in Los Angeles (UCLA) on a fellowship.

Since 1999, he has been Head of the Department of Ophthalmology at the Centre Hospitalier des Vallées de l’Outaouais in Gatineau.

“I am very happy to be joining Focus because we share a philosophy of patient care,” says Dr. Menard. “At Focus we take the time to see people before and after the procedure. I like to be with my patients from beginning to end to ensure they have good results.”

Dr. Menard’s expertise in laser vision correction has already benefited many Focus patients.

### Did You Know?

- The first laser vision correction procedure was performed in 1987. More than 16 years later, that patient still has outstanding vision.
- After laser vision correction, many Focus patients achieve better vision than they had with glasses or contact lenses.
- Focus offers a full range of financing options, with monthly payments as low as \$45 per month.

*“I started to hear and read about the great results people were getting with wavefront guided procedures, and that tipped the scales for me.”*

— Kevin Rheault

## Looking Good

**Wavefront provides Kevin Rheault with a ticket to super sight.**

Kevin Rheault is not exactly risk adverse. But he's no dare-devil, either.

“I am a fairly conservative person in the way I approach my life,” say the 37-year-old sales professional. So when Kevin was considering laser vision correction, he took his time. In fact, he admits, “I never thought I'd get it done.”

What led him to Focus a few weeks ago was a relatively new procedure. “I started to hear and read about the great results people were getting with Wavefront guided procedures, and that tipped the scales for me.”

Wavefront allows for improved mapping of the eye and, as a result, improvements in surgical outcomes. In fact, solid results from wavefront clinical tests in the U.S., stellar reviews in the popular press, and excellent outcomes at Focus Eye Centre, combine to make the latest option in laser eye surgery an extremely attractive one.

For Kevin it all began with a comprehensive no-charge consultation at Focus, which he decided might be time well spent. It was during the examination that he met Dr. Edmison and became utterly convinced that Wavefront surgery was right for him.

Now, just a few weeks after his laser vision correction procedure, Kevin is thrilled with both the procedure and the results. “It was easier than going to the dentist,” he says with a laugh.

Soon after his procedure, Kevin played hockey and then took in a Bruce Springsteen concert. Even though his seats for “the Boss” were in 300 Level, Kevin says his view was as clear as the music. “It was great. I could see everything.”

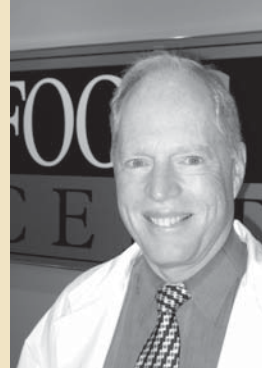
## Ask the Doctor

**Q. What is the 'Focus Standard of Care' and how does it ensure the best possible results?**

**A.** The team at Focus Eye Centre has been involved in laser vision correction longer than most doctors or centres in the world. Over the last 11 years, Focus has performed more than 15,000 procedures and has achieved outstanding results. During this period, Focus has established a number of systems and policies that are based on sound medical principles. We call this the “Focus Standard of Care”. The primary objective of the Focus Standard of Care is to ensure that all our patients achieve the best result possible from a caring, compassionate staff.

There are, in fact, five components to the Focus Standard of Care.

- 1. Outstanding, Individualized Medical Care** — Unlike many other centres, we insist that all of our patients have a comprehensive consultation with their surgeon prior to their day of surgery. A thorough examination is one of the most important factors in determining a good outcome. We will not treat a patient if we don't think they will have a good outcome. Excellence in medical care is measured by the outstanding treatment patients receive both *before* and *after* their procedure. Having treated a patient, we will do everything we can to ensure that patient is fully satisfied with his or her outcome.
- 2. Variety of Options** — The Focus Standard of Care recognizes that one size does not fit all. Today, there are many laser vision correction options. Focus offers the full range of vision correction options to ensure that patients select the option which is best and safest for them.
- 3. A Commitment to Quality Standards** — In December, 2001, Focus Eye Centre became one of the first laser vision correction centres in North America to be awarded the prestigious ISO 9001 certification. ISO certification means that Focus has implemented the very best in quality control standards and systems.
- 4. Utilizing the Best Medical Equipment Available** — Focus is committed to using the latest and most up-to-date medical equipment including Wavefront technology.
- 5. Affiliation with Universities and Eye Care Professionals** — In addition to its association with the University of Ottawa and Queen's University in Kingston, Focus Eye Centre works closely with many optometrists throughout Eastern Ontario. Indeed, many local eye doctors have turned to Focus for their own laser vision correction procedure.



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