

in focus

FOCUS EYE CENTRE NEWSLETTER — WINTER 2003 ■

Focus to celebrate 12 years of operation

Focus Eye Centre has experienced significant growth since Dr. David Edmison threw open the doors on eastern Ontario's first private laser vision correction (LVC) center almost 12 years ago.



Focus Eye Centre in Ottawa

"Focus' growth would not be possible without the support of the local optometric community and the referrals of past patients," says Will Hinz, Executive Director. "Our success is the result of these lasting relationships. So as we prepare to celebrate 12 years in business, we want to thank our patients and medical partners for their tremendous support."

These days, Dr. Edmison, Medical Director at Focus, shares the laser suite with Drs. Cheung and Menard. Together, the surgical team and staff total 17, and offer superior results to patients in Ottawa, Gatineau, Kingston and surrounding areas. It is a testament to overall patient satisfaction with the "Focus Standard of Care" and the excellent outcomes that have been delivered that Focus is one of only two private LVC centers in the region. In the last two years, four so-called "discount" laser vision centers have closed or gone bankrupt.

Throughout a dozen years and more than 20,000 procedures, Focus has always made excellent patient care its priority. Recent advancements at Focus include the integration of Wavefront-guided technology into its Ottawa clinic. Since being approved by Health Canada and the United States' FDA, Wavefront has helped deliver impressive visual acuity for those who qualify for the procedure.

Did You Know?

- Focus Eye Centre, which celebrates its 12th anniversary in January 2004, was the first private laser vision correction (LVC) clinic in eastern Ontario.
- Focus works closely with more than 100 optometrists in eastern Ontario.
- Over the last four years, the number of private LVC centers in Ottawa has dropped from six to two.

Patient profile

A Winning Decision

Canadian Olympian Jayna Hefford scores 20/20 vision with LVC

It's a Thursday night. The 2002 Winter Olympics are underway and the Salt Lake City arena is packed for the women's hockey finals. Canada versus the U.S.A. and our hero, Jayna Hefford, is at the centre of the action.

The writing was on the wall: Team Canada is burdened by an eight-game losing streak against the Americans. Before the game, someone dared scribble the names of American players over the faces of the Team Canada players displayed on posters in Olympic Village. Tonight, Hefford and her Canadian teammates have those posters hanging in their locker room.

Fueled by the taunt, Team Canada takes an early 1-0 lead, as tension and penal-

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Jayna Hefford (centre) surrounded by future Olympic women hockey players at her summer hockey school in Kingston.

Ask the Doctor

Q. What are the results that Focus patients are achieving with the Wavefront-guided procedure?

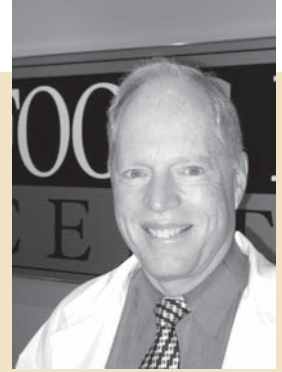
A. The early Wavefront results at Focus have been very impressive, and the feedback from the patients has been most enthusiastic.

The majority of Wavefront patients have recorded better vision than they were able

to achieve before surgery — in many cases 20/15 or even 20/10. In addition, patients also talk of an improved “quality” of vision.

In the past, if a patient had large pupils, I would caution them that they were at risk of experiencing some possible night vision difficulties such as glare and halos. With Wavefront, night vision problems have been dramatically reduced; very few, if any, of our Wavefront patients have experienced any night vision problems.

These outstanding results are consistent with the results achieved in the recent clinical studies of Wavefront conducted by Health Canada and the FDA in the United States. These impressive results are not surprising given Wavefront’s digital technology, which is used to capture and correct all of the unique imperfections in the patient’s visual system. Wavefront offers a level of precision in measuring and treating vision which is unprecedented. In fact, Wavefront technology is perhaps the most important development in laser vision correction since the invention of the laser itself more than 15 years ago.



Dr. David Edmison,
Medical Director,
Focus Eye Centre

A Winning Decision (cont.)

ties mount. The Canadians amass eight consecutive penalties — 16 penalty minutes, to the Americans’ four; the U.S. ties the game, the Canadians score again. With only seconds remaining in the second period and Canada struggling to hang on to a 2-1 lead, Jayna Hefford shifts into overdrive.

She picks up a long pass in her own end, taking advantage of the absence of the red-line limitations in international hockey, and heads for the U.S. goalie. Hefford beats her one-on-one, and Team Canada goes ahead by two goals and eventually wins Olympic gold with a 3-2 victory.

The hockey champ knows the value of a confident approach, on and off the ice. A year after that Olympic-sized goal — and several months after undergoing laser eye surgery — Hefford admits that her initial approach to the procedure was less than confident.

“I had thought about laser vision treatment for a number of years... and knew I wanted to have it done while I was still playing hockey at an elite level,” she says. But “having this procedure was a pretty big deal for me. I am not a ‘risky’ person, so I wanted to be sure I wasn’t making a mistake... I had a lot of doubts going in.”

What made the difference for Hefford was a proactive approach — one that replaced uncertainty with information, and fear with confidence.

She talked to friends and acquaintances who had undergone laser vision correction and “their results provided me with great confidence”. Then she spoke with the doctors and

staff at the Focus Eye Centre in Kingston and her comfort level soared.

“It took me a while (but) the more I researched the better I felt about having laser vision correction.”

“I have had no problems or complications. It was a great decision for me.”

On the day of the procedure she had some butterflies “[because] I really did not know what to expect,” she says, but “the procedure was over before I knew it. My Dad was in the room with me, which gave me comfort, [but] the only thing I really remember was looking at a small red light while the machine did its job and the doctor counted down.

“There was no pain or discomfort. The doctors were great: they explained everything that was

happening while they were doing it. I was out of the chair within ten minutes (and) when I sat up, I could already see better than when I went in.

“At my 48-hour check-up I was already seeing 20/40. By 96 hours, I was pretty much 20/20. The first night was the most uncomfortable but, after that, it was fine. (And) as my vision got clearer, I felt a greater sense of relief and happiness.”

Months after Hefford had the procedure she is still seeing 20/20. “I have had no problems or complications. It was a great decision for me. I’m very happy with the results and would recommend the procedure to others.”

For a world-class athlete with a bright future and a past that shines like Olympic gold, better vision means more comfort — and confidence borne of making pivotal decisions that really pay off. “I have a greater sense of freedom... especially when travelling and competing.”



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