

infocus

FOCUS EYE CENTRE NEWSLETTER — SPRING 2004 ■

A 'threshold moment', such as a lost lens or upcoming wedding, often leads to LVC. The catalysts are many and varied, but one reason reigns supreme...

The Freedom Factor.

Laura is a busy 36-year-old lawyer who decided it was time to get fit. Stephen, 29, is an economist who wanted to cuddle his newborn daughter. Antoinette, 58, is a payroll specialist who watched her son give up glasses 15 years ago and decided she was finally ready.



Everyone has their own reason for undergoing laser vision correction (LVC). In fact, the specifics surrounding the decision are as unique as an individual's DNA, but there tend to be some common factors, too. A major life-shift — what Focus physicians refer to as a "threshold moment" — such as a decision to exercise or play with an infant, tend to be the catalysts.

There is also something to be said for years of surgical success.

The surgeons at Focus, under the Medical Direction of Dr. David Edmison, have performed more than 20,000 procedures since 1992. In fact, hundreds of thousands of Canadians have undergone LVC, and in the United States more than a million people had the procedure in 2003 alone, making it that country's most common form of elective surgery.

TIME magazine recently espoused the virtues of Wavefront-guided laser vision correction. "...Wavefront is a custom-fit

procedure. Studies show that the new method reduces the occurrence of common post-surgical side effects, such as halos, glare and bad night vision," reported *TIME* in its January 19, 2004 edition.

"It's a cliché, but the sense of freedom I feel is incredible."

Good "press" increases the confidence of patients headed to Focus Eye Centre, but nothing matches word-of-mouth referrals. The vast majority of people who have had LVC know of a co-worker, friend or family member who had the procedure and raves about their results.

For its part, Focus routinely profiles patients who can now see the alarm clock clearly or watch the nightly news without first turning the house upside down looking for their glasses.

"I know it's a cliché, but the sense of freedom I feel is incredible," says Ishan Aldeen, a 50-year-old pharmacist who works in both the United States and Canada. "My main concern was,

'Is it safe?' I was concerned that... I wouldn't be able to read fine-print prescriptions, but the results have been excellent," adds Ishan, who had monovision correction at Focus, a procedure which effectively negated the need for reading glasses as well as lenses for distance vision.

When asked if he has any advice for those who remain hesitant about the virtues of LVC, he smiles and says: "Don't sit on the fence; there's no need."

Patient profile

Keeping His Eyes on the Ball

Software expert and sportsman Barry Ferguson opts for Wavefront, and never looks back.



Barry Ferguson

Barry Ferguson, a software system testing coordinator for the federal government in Ottawa, spends a lot of time in front of a computer screen. He has worn glasses or contacts since he was 17. Late last year, the 36-year-old decided it was time for a change of view.

"I'd thought about laser vision correction surgery for a long time. I asked my eye doctor if he thought I'd be a good candidate. He said yes, and recommended Focus Eye Centre as the best place (because) it has a solid reputation and he'd dealt with them before."

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Eyes on the Ball (cont.)

Barry's first meeting with Focus Eye Centre staff included a free consultation, followed by a full eye examination.

"It went very well. They were professional, friendly, explained everything extremely thoroughly. Also, I met with Dr. Edmison. It was nice to meet with the person who was actually going to do the procedure, and he was very helpful and informative.

"I am really hoping it improves my putting."

"I left with a very good understanding of what the procedure involved [which] helped me make an informed decision."

He decided to have an LVC procedure called Wavefront and, the day before surgery, underwent 'eye mapping'. "You can have more improved vision with Wavefront, than with other procedures, because they do a scan of your eye: more imperfections are detected and corrected with this procedure.

"The surgery gives you an opportunity to have even better than 20/20 vision. It's not guaranteed, but the opportunity is there," says Barry, who says that while his vision continues to improve, the immediate benefits were obvious.

"One of my eyes will be better than 20/20; the other eye will be 20/20. I am very pleased... and have already recommended the procedure to a friend."

These days his night driving is much improved and his depth perception has been enhanced, as well. Above all else, Barry is looking forward to a summer of freedom.

"I can't wait to play baseball," he says, "and I'm really hoping it improves my putting!"

Ask the Doctor

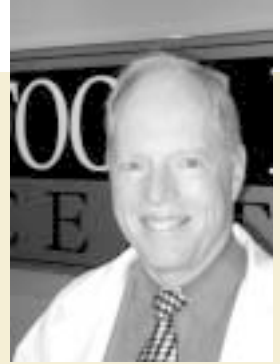
Q. I am hearing a lot about "Wavefront" laser vision correction. What does it all mean?

A. There are many types of refractive surgery. It is certainly not a 'one-size-fits-all' sort of procedure.

The latest advancement in laser vision correction (LVC) is Wavefront technology. This allows treatment to be customized to the individual, and opens LVC up to some people who were otherwise not candidates. For those who qualify for a Wavefront-guided procedure, their work-up begins with a diagnostic technique adapted for LVC from astrophysics known as "Wavefront mapping". This goes beyond correcting myopia, hyperopia and astigmatism and measures all the imperfections that affect light as it passes through the eye. As a result, the surgeon can correct unique imperfections in each individual's eye.

At Focus many Wavefront patients are experiencing superior results to those they might have realized after standard procedures, and some are getting even better vision than they had with glasses or contact lenses. Also, with Wavefront, night vision problems have been nearly eradicated.

Since 2002, I have performed more than 700 Wavefront-guided procedures. Make no mistake, standard LVC is still an outstanding option for many patients; we continue to get excellent results for people with standard PRK and LASIK procedures. With the advent of Wavefront we are simply getting better outcomes for more people than ever before. More patients are achieving better than 20/20 vision, and the technology opens up the procedure to some who were otherwise not candidates for LVC.



Dr. David Edmison,
Medical Director,
Focus Eye Centre

Tell Me This...

Five Questions to Ask When Considering LVC

1. Have you discussed various treatment options, including Wavefront-guided procedures?
2. Will you meet with your surgeon before the day of surgery?
3. What are the surgical results of the surgeon/clinic?
4. Does the clinic offer personalized care – before, during and after LVC?
5. Is the procedure backed by a Lifetime Commitment?

Did You Know?

- Focus has achieved ISO 9001 certification, which means the company voluntarily meets — and often exceeds — internationally-set standards for operational excellence.
- Focus offers a Lifetime Commitment to all its patients; we stand behind our results — for life.
- Focus surgeons have, since late 2002, conducted more than 700 Wavefront-guided procedures.



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