

As Good as it Gets

Intralase SBK adopted as 'Standard of Care' at Focus Eye.

Focus Eye Centre prides itself on putting the best technology in its surgeons' hands with the goal of getting patients to their optimal visual output.

With that in mind, Intralase SBK has been declared a Standard of Care at Focus.

In more than 17 years, Focus has steered clear of claims about the 'latest and greatest' in Laser Vision Correction technology unless there was hard medical data — both within the industry, and inside Focus — to prove the value of this new technology for patients. There have been two notable, and worthy, exceptions.

First, in 2005 Focus implemented Wavefront (known in the U.S. as "CustomVue"), the method used for identifying the aberrations in the eye that are unique to each patient, which has been proven in numerous refractive and ophthalmologic studies to offer superior visual results based on a detailed 'mapping' of the individual's eye.

Widely heralded by surgeons, Intralase SBK changes everything.

The second exception came in 2008 when Focus adopted Intralase SBK.

Widely heralded by the U.S. military and surgeons at work in private practice across the U.S. and Europe, Intralase SBK has changed everything. Its introduction was akin to the day common air travel moved from propeller planes to jet engines. The old technology still exists and performs adequately. But the roar of the world as it surges forward is hard to ignore —



Dr. David Edmison, Focus Eye's Medical Director, says: "It's impossible to argue with the results we have seen with Intralase SBK... this is as good as [LVC] gets."

especially for those who want the best and safest technology, and want to reach their destination in the shortest time possible.

The best way to explain how far we have come with Intralase SBK is to compare it to LASIK (a name many laypeople still use interchangeably with Laser Vision Correction). Both procedures involve the creation of a corneal flap, but the similarities stop there.

Intralase SBK is fundamentally different from LASIK in that Intralase SBK uses a cool-beam laser to create an ultra-thin flap in the cornea (at approximately 90 microns), while LASIK involves a metal blade or "microkeratome" to make a flap at a much deeper level in the cornea, usually 140 microns. (For its part, PRK involves a thin layer of epithelium being removed using an alcohol solution and a gentle brush.)

The depth at which the flap is created is, quite literally, a matter of splitting hairs. That said,

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What is The Lifetime Commitment?

The Lifetime Commitment from Focus Eye Centre is a written document that details a commitment — a pledge and a promise — to perform a service to the best of our ability, with outstanding results that will last a lifetime.

"It's a way to let patients know that we are there with them, offering premium care and helping them before, during and after their procedure," says Jennifer Kearns, Operations Manager. "The Lifetime Commitment is not a guarantee *per se*, but it does display the high level of confidence and commitment we have in getting our patients to their best vision."

The objective of offering the Lifetime Commitment, which was introduced in 2000, is to establish a long lasting relationship with patients that exceeds their expectations. As a result, every patient who undergoes a procedure at Focus will inevitably experience the centre's highest level of care as the doctors work with patients to achieve their best vision.

"Our patients understand the dedication and confidence we instill to complete a long term course of action," explains Kearns. "This means working with patients as well as Focus-affiliated doctors."

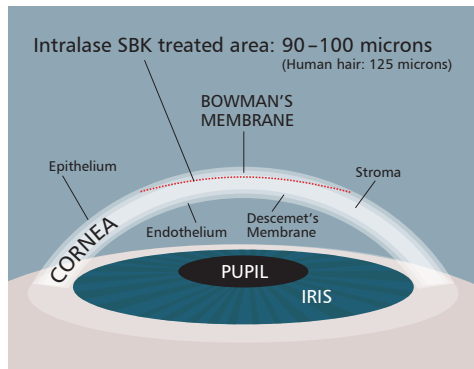
It shows that Focus stands behind the quality of their services, thereby building a sense of trust and loyalty between both parties.

"We are backing our results with a policy we feel is an integral part of why patients choose FEC for this exciting experience," says Kearns. "The Lifetime Commitment is not something the patient should overlook when making a life-altering decision about their vision."

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one cannot forget where the lasers are doing their work: this is the surface of the human eye. The name Intralase SBK (Sub-Bowman's Keratomileusis) refers specifically to the area of the eye in which the procedure takes place: namely just below the Bowman's membrane (see diagram below).



"Intralase SBK is as close to PRK as you can get," says Dr. Edmison, who considers the procedure to be an "advanced form of surface ablation".

As for the benefits to patients, he explains it this way: "By performing laser vision correction at such a shallow depth the procedure is often considered a 'Do No Harm' procedure after which the eye recovers much faster than with PRK and comparatively quicker than with LASIK, as well."

LVC has come a long way in a short time

Dr. Edmison has not moved off his 17-year-old stance that says PRK is the safest form of LVC out there, but after examining the data from U.S studies and slowly implementing Intralase SBK into Focus Eye in Ottawa, he has become a staunch advocate of Intralase SBK as well.

"It's impossible to argue with the results we have seen. Many patients are seeing better than 20/20, and almost everyone we treat with Intralase SBK enjoys a level of visual acuity that exceeds what they ever had with glasses or contact lenses," he says. "In many ways, this is as good as LVC gets."

Since April of 2008, when Intralase SBK was slowly introduced, Focus has treated upwards of 80% of patients with Intralase SBK and continues to offer PRK — both of which are considered the clinic's Standards of Care — but has ceased offering LASIK.

Intralase SBK is a proven, highly effective technology that has given Focus patients great results, quite often with a healing period that is measured in hours rather than days.

Dr. Edmison estimates that if 100 refractive surgeons and ophthalmologists involved in LVC across North America were polled, that 90+ of these would cite Intralase SBK with Wavefront as the most advanced and effective form of Laser Vision Correction available. ■

PATIENT PROFILE

Out of the Rough

Intralase SBK leaves golf course expert with 20/15 vision.

The next time you're watching a professional golfer make an important putt, think of Blaik Spratt. A Canadian with a very cool job, Blaik travels the world making sure that high-end golf courses — from North America to Africa — have the kind of grass that lets great golfers do what they do best: play with precision.

Blaik's eyesight is a critical, on-the job issue. His job is extremely technical, and Blaik needs to not only educate golf course contractors and owners about the grasses they will use on their courses, he must be able to visually identify potential course contaminants — specifically any tiny variant or mutant plant which would be barely visible to the untrained eye.

"I've worn glasses since I was 20," says Blaik, 45, who lives in Ottawa with his family. Over the years, he moved from lenses to progressive bifocals, but the business of living with glasses eventually "just became one big nuisance."

Now consider this: here is a guy who spends much of his professional life traveling the world and admits that, at one point or another, he's had most anything he brought along en route "stolen, broken or otherwise lost." So, what about his glasses?

"If my glasses fail when I am away, I could be in a lot of trouble," Blaik notes. The only alternative has been for him to bring two or three pairs of glasses with him on the road.

Then came the trip that changed the way he sees things, literally.

"I remember I was in Europe. A lens popped out of my glasses and I thought to myself, with this lump in my throat, 'Here I am and my second set of glasses is back at the hotel!'"

He had traveled thousands of kilometres and other professionals were counting on his critical eye to ensure that the right course conditions were created and any potential off-type plants were identified.

For the average duffer, golf may be a lousy way to ruin a good walk, he says, but so long as the beer is cold and the friendship is warm, time on the course can be good fun. But for professional players, every blade of grass has to be perfect or it changes everything — including the money they earn.

Blaik says research was key: "I knew with Intralase SBK I could combine safety with quickness [of recovery]."

Not long after the miserable experience with his glasses in Europe, Blaik headed to Focus Eye Centre in Ottawa.

"You do your research," he says. "You take certain chances in life, but you don't take stupid chances. Research is key." Blaik certainly did his concerning LVC.

"I have three friends [with whom I] talked about LVC. Two of them had it done just before me, and the other guy had the procedure done within a month of mine. I knew, with the most recent advances, I could combine safety and quickness [of recovery]."

Intralase SBK proved fast, safe and effective: Blaik's vision is now "better than 20/15" in both eyes. And, he says, the procedure was a whole lot faster than a round of golf. He was in the clinic at 11 and back home by 12 or 12:30. "I was uncomfortable for a couple hours, but on the computer by 3 pm, and back at work the next day."

Blaik Spratt (inset), in Jamaica, and the Jumeirah Golf Course replanting.



SHINE offers Photorejuvenation

Photorejuvenation is a light based procedure that removes the signs of sun damage such as sun freckles, blood vessels, uneven pigmentation and superficial wrinkles from the surface of the skin. It utilizes Intense Pulsed Light (IPL), a procedure that involves a broad spectrum of light (as opposed to a laser which utilizes only one wavelength of light).

Typically Photorejuvenation is delivered as a series of five treatments spaced out over 15 to 20

weeks, so as to allow for no down-time to the patient. The procedure is designed to leave the skin with an even tone and texture, smoother pores than before, and newfound radiance.

SHINE Procedures

Of the many procedures SHINE Rejuvenation & Plastic Surgery Centre offers (see ad page 4), the most popular last month were:

- Breast Augmentation
- Abdominoplasty
- Liposuction

Francine DesRosiers, Clinical Manager at Shine, reports that while the majority of Shine's clients are women, an increasing number are men. "We have some men who come for hair removal and others to reduce fullness in the chest area," explains DesRosiers. "It really speaks to the variety of procedures Shine offers and the growing acceptance of Plastic Surgery and related treatments."

For more information call 613-722-8700, **visit Shine, across the hall from Focus**, in Suite 100, or go to www.shineottawa.com.

THANK YOU FOCUS



Dear Focus:

I know it may sound kind of cliché, and people may overuse this statement (I thought it was reserved exclusively for parenthood), but Laser Vision Correction really *changed my life*.

Dwindling eyesight, eternal smudges and forever cleaning lenses are now a thing of the past — gone!

When I left Focus after having the surgery, I left all my glasses (even the swanky Joe Cool prescription sunglasses) behind.

From following the puck while watching hockey, to seeing my golf ball fly down the fairway (or in the bush), to having a game of "Who can read the label on the bottle?" from across the room with the kids... life without glasses and having 20/20 eyesight again, even just one year after the surgery, truly is a blessing that I thought was reserved for miracles of biblical proportions.

Even better, my Wavefront LVC procedure [for Monovision] means I won't need longer arms as I get older to read, or those granny glasses on the end of my nose.

Thank you Focus Eye Centre,

Doug Elliott
Radio DJ, K-Rock 105-7 Kingston

Do you have a story to share about LVC?

Send your letter, name and daytime contact info to:
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1565 Carling Avenue
Suite 110
Ottawa, ON
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or to
info@focuseye.com

KINGSTON UPDATE

Mentors Take Mystery out of LVC

Focus knows first hand that making the decision to have Laser Vision Correction (LVC) takes careful planning, research, and most of all trust. Many questions run through your mind about the procedure and post surgery, including the healing process.

Focus takes the mystery out of LVC by offering a unique **Mentor Program** where patients are available to answer questions to those who are considering LVC.

We match patients to mentors based on the following criteria:

- A patient close to your age
- A patient with a similar prescription
- Patients over 40, Monovision adaptation
- General questions about their experience

Using the Mentor Program has proved very reassuring to many patients. I checked in with one of our Mentors to hear how it helped someone through this process.

Sara certainly felt better after talking with her Mentor

Judy had surgery in 2003 and has always been available to take calls and gladly share her experience with others. Sara had the following questions, which were answered by Judy, the Mentor.

Q: How was your vision after surgery?

A: My vision after surgery was amazing. I thought I was still wearing a new pair of contact lenses. I knew that my vision would have some fluctuation during the healing so I prepared for that. Once I was stable, I just couldn't believe how crisp it was.

Q: Were you nervous going into the surgery?

A: Absolutely I was nervous. I think it is just natural. But the staff at Focus put me at ease. I felt comfortable because they took the time to explain everything to me. All my questions were answered so I felt more comfortable with going forward with the procedure.

Q: What is your night vision like?

A: My night vision is great. I think it is actually better now, but it is hard to remember what I was like before the surgery. I don't really think about it.

Q: Why did you choose Focus Eye Centre?

A: I chose Focus because of their reputation, at first. I heard about them from co-workers and friends who had been there. They are all happy with their results. When I had my consultation and met with the staff and Dr. Cheung, I knew I would be well taken care of and my confidence in them was there. They were all very professional and all my questions were addressed. I would recommend them to anyone who is considering the procedure, or at least to have a consultation to see if they are a good candidate.

Sara certainly felt better after talking about LVC with her Mentor and went ahead with her surgery. She reports being very happy with her decision and her results.

Word-of-mouth is another avenue to explore when thinking about LVC. Talking to friends, family and co-workers, and sharing your story with someone can help, and it just may take that initial fear level down a notch because of the trust that exists.

With summer approaching it is a great time to get rid of glasses and contact lenses. If you have had a consultation and are interested in our Mentor Program, please call to be connected to a Mentor matching your parameters.

Feel free to contact our Ottawa or Kingston locations for more details.

Michelle Owen
Manager
Focus Eye Centre
Kingston



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IN THE NEWS

Intralase SBK: One year later

(Ottawa, ON) — Dozens of Co-Managing Optometrists and interested medical professionals came to Focus for a pair of Spring seminars devoted to a one-year retrospective on Intralase SBK.

The events — which looked critically at the experiences surrounding the adoption of Intralase SBK by Focus surgeons — highlighted surgical outcomes, patient results and recovery times. Additionally, the Continuing Medical Education-accredited sessions investigated the experiences of Co-Managing Optometrists as well as members of the General Practitioner's (GP's) community.

Focus is committed to keeping Co-Managing doctors up to date on new procedures and patient results

"Focus is committed to hosting several Continuing Education workshops annually to keep local Ophthalmologists and Optometrists abreast of technological updates and new developments in post-operative care," says Nancy Bast, Co-Management Coordinator.

Hands-on workshops involved small groups of guests rotating through various stations with the Focus doctors. The stations were titled: Focus Patient Experiences, SBK Statistical Review, Post-Operative Healing, a Technical Overview (in the laser suite); and an overview of Shine Rejuvenation and Plastic Surgery Centre.

Focus is not only committed to our patients and their results," says Dr. David Edmison, Medical Director of Focus, "we work hard to educate the medical community about the best procedures available and the results our patients are achieving."



Photo: The Canadian Press/Tom Wilhalek

NHL star Briere has PRK

(Philadelphia, PA) — The lengthy list of professional athletes who have benefited from Laser Vision Correction continues to grow.

Shortly after the Philadelphia Flyers were ousted from the NHL playoffs, their star centremen Daniel Briere underwent PRK (Photorefractive Keratectomy) in order to rid the Gatineau native of contact lenses that had bothered him at times during the season.

"Everything went well," Briere told reporters immediately following his surgery on May 19th. "My eyes are a little sensitive to the light."

Briere had 11 goals and 14 assists in 29 games for the Flyers last season. He sat out 53 games with a groin injury.

"There were times during the games this season it was kind of annoying when I was wearing contact lenses," Briere, 31, said. "They would get dry and start to bother me a little bit sitting on the bench."

Briere was advised that the recovery time is longer with PRK than LASIK, but the absence of a corneal flap with PRK means there is no chance that an athlete will suffer a dislodged flap after contact.

Briere, whose surgery was performed by Dr. Michael W. Fung at Wills Eye Hospital in Philadelphia, joins the other pro athletes who have had Laser Vision Correction, including golfer Mike Weir, NHLer Michael Peca, and many others.

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