

In Focus



Spring/Summer 1999 Issue 4
Editor: Michelle Curry



THE VISX SMOOTHSCAN HAS ARRIVED!

Unique Smoothing Beam Equals Quicker Visual Results

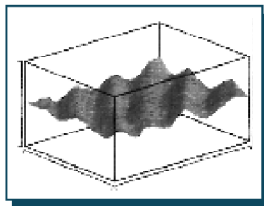
This Winter marked the arrival of a brand new laser to Focus Eye Centre. It is called the **SMOOTHSCAN** and it is the next generation to the "2020B" which has served us very well for over five years. Our new laser is manufactured by VISX, the worldwide leader in the development of Laser Vision Correction technology. In fact, over 80% of patients who've had Laser Vision Correction in North America have been treated by the VISX laser.

What makes this new laser so unique? Well, it is the only excimer laser system in the world that uses seven beams to produce a uniquely consistent, smooth ablation. For the patient, this means that the beam will cover a larger area of the patient's cornea, providing a more effective treatment, with quicker visual recovery.

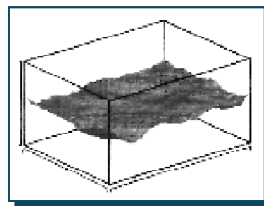
Ninety-eight percent of people who depend on eyeglasses are now candidates for Laser Vision Correction and those with difficult prescriptions now have an opportunity to experience the freedom and clarity Laser Vision Correction provides. In addition to providing the same great results as the VISX B for nearsighted and astigmatic patients, the SMOOTHSCAN laser also allows us to correct a greater variety of prescriptions that were previously untreatable.

Freedom from glasses and contact lenses can now become a reality for more people than ever before. For more information, please contact Annie, our Patient Coordinator at 724-3937 or toll free at 1-800-463-6287.

Smoother is Better



Ablation by a rotating, slit scanning laser can cause ridges in the corneal surface.



In contrast, the VISX S2 produces a smooth, essentially featureless ablation.

FOCUS' FIFTH ANNIVERSARY!

Experience and customer service - key success factors for local Laser Vision Correction Centre

Chances are either you, a family member, or someone you work with or know has been touched by Focus Eye Centre's commitment to visual freedom. In our five years of existence over 3,000 people have made the decision to free themselves from glasses and contacts. We would like to thank all of the patients who have come through our doors over these past years. We look forward to continued growth and to providing the best care and quality of service to all of our patients. 1999 will prove to be another banner year in educating and helping residents in Eastern Ontario, again we thank you.

FOCUS EYE CENTRE IS EXPANDING!!

New Centre opens in Kingston

We are pleased to announce the opening of **Kingston's** first private Laser Vision Correction centre. Located on the 3rd floor of the Hotel Dieu Hospital, the new centre will provide patients with access to the VISX Excimer Laser, the most widely used laser throughout the world.

Our Medical Director, Dr. David Edmison, and our staff look forward to being able to join the Kingston community. Focus Eye Centre will now be able to offer Kingston and area residents the benefits of Laser Vision Correction without the need to travel to Ottawa.

To learn more about our new location, please contact us at (800) 463-6287.



Candace Sollows
580 CFRA Sales Executive

Each and every patient has his or her own reasons for having Laser Vision Correction. Below, Candace Sollows explains how the procedure was the perfect lifestyle choice for her.

“Laser Vision Correction is the best choice I have made this year. You really notice the simple freedoms, like being able to take a nap without worrying about contact lenses, and staying up at night without that feeling that my lenses have become “fire-glued” to my eyeballs. I did not want to see my world bound by frames, so Laser Vision Correction was the best **lifestyle** decision for me. ”

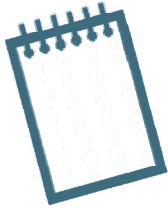
FOCUS EYE CENTRE specializes in performing 3 vision correction procedures - PRK, LASIK and the KERAVISION RING. Call us today to learn more about your treatment options (724-eyes).



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Patient Profile

5 years later, Susan Klassen continues to enjoy freedom from her dependence on eyeglasses.

In May of 1993, Susan Klassen underwent Laser Vision Correction, a safe and effective procedure that permanently corrected her nearsightedness and astigmatism.

At the time, each eye had to be treated no less than one month apart. As such, Susan did not have her second eye treated until two months later in July. Today, the majority of patients elect to treat both eyes on the same day for reasons of convenience.

Susan was kind enough to speak to us about her experience and what Laser Vision Correction has meant for her. Susan's prescription prior to the procedure was as follows: - 5.00 + 1.25 x 177 in her right eye and - 4.75 + 1.25 x 160 in her left eye. Today, those numbers are history along with the glasses that went with them.

Susan started wearing glasses in the fourth grade. In Grade 11, she switched to hard contact lenses due to her astigmatism. Over the years, she developed an intolerance to wearing contact lenses. Unfortunately, she had to revert back to wearing glasses - something she truly did not want to do but was left with no choice.

By chance, her sister ran into a colleague of Dr. Edmison's and they started talking about Laser Vision Correction. This was the answer Susan had been waiting for.

Today, not only is Susan free of glasses, but she is still as excited about the procedure as when she first had it done. She said it was an incredible experience to watch her vision improve; in her words, "it's like a whole new world opening up. It is so special to *see* - to actually wake up and see".

Susan has monovision which means that one eye is dominant for distance while the other eye is dominant for reading. "It's the perfect mix" she notes. Susan would be wearing reading glasses now had she not opted for monovision. She highly recommends monovision to anyone who is soon going to face presbyopia (the natural aging process at which time people begin to need reading glasses or bifocals).

One of the great things that Susan now enjoys doing is snorkeling. She and her husband are avid sailors, and she can't believe how vivid the colours are underwater. When asked if she undergo the procedure done again, Susan replied: "in a shot". In hindsight, she said that even if the procedure was not a permanent correction and had it only lasted for a few years, she would not have hesitated to do it.

Susan's two sisters and brother have also undergone Laser Vision Correction at Focus and are also thrilled with their results. We thank Susan for sharing her experience and her time!

Ask the Doctor



I am presently 45 years of age and have just started wearing bifocals. Does Laser Vision Correction also eliminate my need for reading glasses (or bottom portion of my bifocals)?

Presbyopia is the term used for the condition you have described. It occurs when the lens of eye begins to lose some of its focusing capability. The vast majority of people will begin to experience difficulty reading sometime between the ages of 40 and 60, resulting in the need for reading glasses or bifocals.

Laser Vision Correction will not restore the eye's youthful elasticity or natural focusing capability; it can only reshape the cornea. We can, however, forestall or often eliminate your need for reading glasses using a special technique known as "monovision". Many contact lens wearers are already familiar with this option. Monovision is the full correction of one eye for distance, while the non-dominant eye is left slightly undercorrected for near vision. This can reduce, either partially or fully, your dependence on reading glasses. In your case, if your distance vision is good, we would treat just one eye to make it better for reading and leave the other eye focused for distance.

Dr. David Edmison, Medical Director

Do you have any questions for the doctor? If so, fax us at **724-6264** or visit our website at www.focuseye.com (email: info@focuseye.com).

What does the term 20/20 mean?

20/20 is a fraction commonly used to indicate normal vision. A bottom number larger than 20 indicates diminished vision. For example, a person with 20/400 vision can just make out an object that is 20 feet away whereas a person having normal vision could see the object from a distance of 400 feet.

FOCUS at the forefront of technology with new KeraVision Ring procedure

Focus Eye Centre has been selected as 1 of only 6 centres across Canada and the only one in Eastern Ontario to treat patients with a new and approved non-laser technique for nearsightedness. This tiny device, known as the KeraVision Ring, or Intact, is placed at the outer edge of the patient's cornea to correct vision. This exciting new procedure, developed by KeraVision, was first introduced in the US in 1991 and is now being performed in countries throughout the world.

The **advantage** to this new technique is that it is completely reversible and leaves the central part of the cornea untouched. Preliminary results from early studies have been very exciting. Dr. Edmison (founder and Medical Director of Focus Eye Centre) performed the first corneal ring procedure in September, 1998 and we are very pleased with the results.

If you or anyone you know is interested in learning more about this new procedure, call us at **724-3937** to schedule a free consultation.

New Payment Plan Options Now Available For as little as \$90 per month!

Focus Eye Centre is pleased to announce the introduction of a brand new payment plan. Starting in January of this year, patients can now defer payments and interest charges for up to 4 months. Monthly payments are as little as \$90. To learn more about our financing alternatives, call Michelle Curry at 724-3937.

Send us a brief description of how Laser Vision Correction has benefited you and we will enter you to win a dinner for two.

Please fill out the entry form and submit it to us prior to April 30, 1999.



ENTER TO WIN!!!

Name: _____
Address: _____
City: _____
Postal Code: _____
Home Phone Number: _____
Work Phone Number: _____