



InSIGHT

From Your Eye M.D.s - Dr. Rice and Dr. Wasserstrom

EYE ASSOCIATES OF SAN DIEGO

InSIGHT Quarterly Patient Newsletter

Fourth Quarter 2003, Volume I, Issue 2

Better Eyesight, Perfect Gift *Technology Advancements for Customized LVC*

As you plan for the upcoming holiday "gift-giving" season, consider giving the gift of better eyesight. Wouldn't it be great to start off the new year free from glasses or contact lenses?

Amazing advancements have been made in laser vision correction allowing for more "individualized" correction. With the FDA approval of the VISX CustomVue™ procedure, the eye surgeons at Eye Associates of San Diego, Dr. Rice and Dr. Wasserstrom, are fully certified and have the resources, equipment and technology to measure and evaluate your **unique** vision characteristics using WaveScan® Technology.

Yes, your vision is unique ... as unique as your fingerprint or your DNA. WaveScan Technology creates a WavePrint™ Map giving your Eye M.D. a detailed map of your vision revealing unique characteristics of the



eye never measured before using standard methods for glasses and contact lenses.

Originally developed for use in high-powered telescopes to reduce distortions in space, this technology has been adapted for eye care. A single beam of

infrared laser light is passed into the eye and focused on the retina. The light is then reflected off the retina, passed back through the eye, through a lenslet array to a sensor, and then analyzed from 200 different aspects to create a map of the eye, a distinct fingerprint of your vision.

Drs. Rice and Wasserstrom then use this WavePrint Map to better determine your candidacy for laser vision correction, and once you are identified as a good candidate, your unique vision map is transferred to the laser to customize your procedure specifically to your vision characteristics. Results from clinical trials taken six-months after the CustomVue procedure have shown significant visual improvements: 100% of participants were able to drive legally without corrective lenses (20/40); 94% had 20/20 vision or better; and nearly 75% had "supervision" of 20/16 or better. Additionally, participants overall were more satisfied with their quality of vision, referring to how much better they were able to see under a variety of conditions such as night driving, after the procedure than with glasses or contact lenses.

Take advantage of this fabulous "gift" of customized laser vision correction. Whether for your son or daughter, your spouse, or even as a gift for yourself, there is no better gift to give this holiday season than the gift of better eyesight.

Financing options are available, or if you have one, use your flexible spending account. Call Eye Associates of San Diego now to set up your complimentary consultation, 619-465-2020.

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APPOINTMENT LINES

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A LOOK INSIDE

Spruce Up for the Holidays
Eyewear... Necessity & Accessory

Use It or Lose It
Flex Spending Deadline Approaches

Windows to Your World
Eye Exams... More Than "20/20"

Holiday Time Safety
Safe Celebrations and Gift Giving

ON THE BACK
Clinical Trial Update
Patient Appreciation

Windows to Your World

Through our eyes, we see the world. Through our eyes, our Eye M.D. sees OUR internal "world".

Eye care is not only about visual acuity (how sharp your vision is). Reading the letters from the eye chart can identify only 20-30% of vision problems. Eye care is about how HEALTHY your eyes are and even how healthy YOU are.

Your eye examination does include visual acuity tests so your doctor can determine a prescription for your best possible corrected vision. Moreover, the Eye M.D.s at Eye Associates of San Diego are physicians. They give you a comprehensive eye exam that, most importantly, includes testing for such eye-related diseases as glaucoma, macular degeneration, diabetic retinopathy, etc. With advanced ophthalmic diagnostic equipment, the

doctors can detect these diseases in the early stages. Early detection is critical to slowing vision loss.

Initial signs of other non-eye systemic problems such as diabetes or high blood pressure may first appear in your eyes. As eye physicians, your doctors examine the blood vessels in your retina and can detect the early signs and recommend further testing by your family physician or a specialist.

Annual eye exams enable your Eye M.D. to monitor the health of your eye, assist you with adjusting to aging-related eye conditions, keep your prescription updated, evaluate changes that occur and make recommendations for maintaining eye health. To keep the "windows to your world" in good condition, be sure your Eye M.D. checks them at least once per

year. Should you notice changes in your vision, don't wait until your next annual exam... see your Eye M.D. immediately.

Do you know when you last had an eye exam? Don't neglect the windows to your world! Call now to schedule, 619-465-2020. Plus, if you have an insurance deductible, by this time of year, it has usually been met... all the more reason to schedule your exam now. See you soon!



USE IT OR LOSE IT!



Do you have a flexible spending account through your employer? Usually, flex spending must be used by the end of the calendar year or you will lose the dollars in the account. You can use these "tax-free" dollars for many out-of-pocket expenses that are not typically covered by your health insurance including eyeglasses and laser vision correction. Check with your human resources department for the specifics on your flex spending account. And remember to plan ahead for 2004. If you are planning your laser vision correction for the new year, be sure to include it in your flex account.

HOLIDAY OPTICAL SPECTACULAR!

Take 25% Off Your Entire Purchase

of Two (2) or More Pairs of Eyewear!

Cannot be combined with other offers, discounts or coupons.

Present newsletter to receive special. Expires 01/10/04.

REMEMBER... GIFT CERTIFICATES ARE AVAILABLE!

Ask the Optician for details.

CLINICAL TRIAL UPDATE

A clinical trial is a research study to answer specific questions about vaccines, new therapies or new ways of using known treatments. Clinical trials (also called medical research and research studies) are used to determine whether new drugs or treatments are both safe and effective.

The last issue of "InSIGHT" talked about a glaucoma study in which Eye Associates of San Diego is participating. At the time, we were in open enrollment for the study.

Thanks to our generous patients, we are happy to report that we reached our maximum number of participants for the study.

who were screened for the study and to those who are participating.

Your willingness to take part is a great contribution to the advancement of medical treatments and may have a lasting impact in vision-saving medicines and procedures. May we say "thank you" in advance for those whom you will help.

Enrollment for our two ongoing studies is currently closed, however, watch for new studies to start in 2004. Feel free to contact the office for more information on our current and upcoming studies, 619-465-2020.



THIS QUARTER'S ...
OPHTHALMO-
JARGON
When your eye doctor says...
ASTIGMATISM
 (pronounced uh-STIG-muh-tiz-um)
you should hear...
 "Because the cornea is not a perfect sphere, two different points of focus may be formed in the same eye creating distorted and blurred vision."

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