



Thank you for your interest in refractive surgery here at BoozmanHof. Enclosed is a bio on Dr. Cole and articles about LASEK. There is also information on our financing company that offers 0% interest for two full years. YEAH! The number is on the information sheet or you can visit their website. The price of \$4,200.00 includes surgery on both eyes. It also includes all your preoperative examinations, surgery day, and your follow up care and examinations for the full year following surgery. Anytime you want to come back and all the times we ask you to come back for tracking purposes will be covered completely. There are no hidden charges and that includes taxes as well. This price also includes CustomVue and Iris Registration.

Please let me know if I can answer any questions you may have after reading through the material. We offer free refractive consultations to see which procedure you may be a better candidate for.

Jayne Bartlett, COA
Refractive Specialist
BoozmanHof
(479) 246-1820
(479) 531-3937 – cell you can call anytime day or night!
lasik@boozmanhof.com

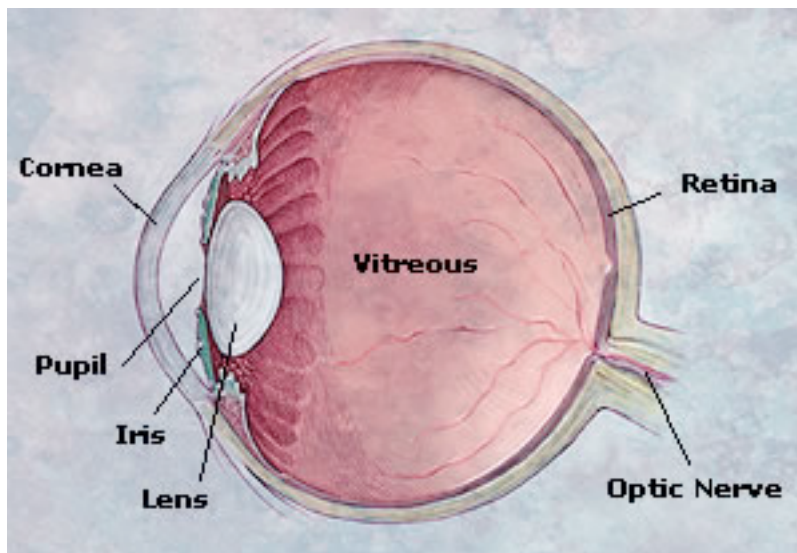
Anatomy of the Eye

The eye is a complex organ that works much like a camera, focusing light rays and forming an image. On the surface of the eye is the cornea, a thin, spherical layer of tissue that provides a clear window for light to pass through. In a healthy eye, the cornea bends or refracts light rays so they focus precisely on the retina in the back of the eye.

Beneath the cornea is the iris, the colored part of the eye we refer to when we say a person has brown or blue eyes. In the center of the iris is the pupil. The iris functions like a shutter, adjusting pupil size to control the amount of light entering the eye.

Located behind the iris is the lens, which works together with the cornea and vitreous to focus light. Like the lens in a camera, it adjusts light rays as vision shifts between nearby and distant objects in a process called accommodation. Light then passes through the vitreous, the gelatinous substance that fills most of the eye and gives it its shape.

The back of the eye is lined with a thin layer of tissue containing millions of photoreceptor cells that are light-sensitive, like film. This is the retina, where light rays focus into an upside-down image. In the center of the retina is the macula. Less than 1/4 of an inch in diameter, the macula is responsible for clear central vision. The retina converts the image into an electrical signal that travels down the optic nerve to the brain.



Vision Conditions

Myopia (nearsightedness) is a vision condition affecting nearly a third of people in the United States. A myopic eye focuses properly on nearby objects, but distant objects appear blurry. This imbalance typically occurs because the cornea either has an oblong shape or is excessively curved, so that only some of the light entering the eye focuses on the retina. The most common symptom is difficulty seeing objects in the distance, for example a chalkboard or television screen. The condition usually develops before the age of 20.

Hyperopia (farsightedness) occurs when the cornea is too flat or irregularly shaped, causing nearby objects to appear blurry while objects in the distance are clear. Common signs of hyperopia include difficulty maintaining a clear focus on nearby objects, and eyestrain or headache after close work.

Astigmatism is the term for when the cornea is oblong rather than spherical in shape. This irregular curvature prevents light from focusing properly on the retina. As a result, objects that are close or at a distance may appear blurry or doubled. Astigmatism can cause headaches, eyestrain and fatigue to blurred or distorted vision. Most people have some degree of astigmatism, which often occurs in combination with myopia or hyperopia. Regular astigmatism is found in 30-40% of people who wear glasses.

The Advanced CustomVue Laser Vision Correctional Procedure

- The Advanced CustomVue Procedure, a precise laser vision correction (LVC) treatment for the correction of farsightedness, nearsightedness, and astigmatism is now available to treat high myopia with or without astigmatism.
- The U.S. Food and Drug Administration has approved the Advanced CustomVue Procedure for High Myopia to treat the broadest range – up to 11.0 diopters – of correction.
- Now, more than 94 percent of eligible candidates* can potentially be treated with the Advanced CustomVue Procedure.
- Patients with high myopia now have the potential to achieve better vision after the Advanced CustomVue wavefront-guided procedure than with either glasses or contact lenses before the procedure.

* Market Scope Data, U.S. Vision Population, 21 Years of Age or Older, 2005

How does the Advanced CustomVue High Myopia Procedure work?

- The Advanced CustomVue Procedure for High Myopia tailors a distinct correction for each individual – in fact, each wavefront-guided treatment is designed for the unique characteristics of the individual's eye.
- Prior to the procedure, the VISX WaveScan WaveFront™ technology produces a detailed map of the eye. Much like a fingerprint, no two maps are alike. The WaveScan™ digital information is then transferred to the laser, providing a new level of precision and accuracy, and potentially better results for patients with high myopia.
- The WaveScan™ System measures unique imperfections in each individual's vision that could not have been measured before using standard methods for glasses and contact lenses.
- This new level of measurement provides *25 times more precision than standard measurement used for glasses and contact lenses.*

Key patient beliefs of the Advanced CustomVue™ High Myopia Procedure

- Expanded indication for the treatment of high myopia – up to 11.0 diopters of correction with or without astigmatism – means that now over 94% of the eligible population* can potentially benefit from the Advanced CustomVue treatment.
- Approximately 80% of all patients treated for high myopia in the clinical trial were very satisfied or satisfied with their vision at night after six months as compared to 52% of patients with their glasses or contact lenses before the procedure.
- Nearly 3 times as many patients in the clinical trial were very satisfied with their vision after the procedure compared with their vision before the procedure with glasses or contact lenses.
- The results applied to night vision, daylight vision, consistency of vision, as well as sharpness and clarity.
- 90% were more satisfied, or as satisfied with their vision as they were before the procedure with glasses or contact lenses.
- Significantly more clinical study patients reported a high level of satisfaction with their night vision after the treatment for correcting high myopia than before with glasses or contact lenses.

**Market Scope Data, U.S. Vision Population, 21 Years of Age or Older, 2005*

Facts About the Advanced CustomVue Procedure for High Myopia

What is high myopia?

High myopia is defined as nearsightedness that requires about 6.0 diopters or more of correction.

What is laser vision correction?

Laser vision correction is a procedure that improves vision by permanently changing the shape of the cornea with a laser. Often referred to as LASIK (an acronym for the medical term *laser assisted in-situ keratomileusis*), it is the most commonly performed laser vision correction procedure and is an effective treatment for a wide range of vision problems.

How does the laser know what to correct in my eyes?

Laser vision correction is based on precise wavefront measurements taken with a powerful measurement instrument known as the Wavescan WaveFront™ System. These measurements are used to design an individualized treatment, which is then transferred to the laser.

How accurate is the Wavescan™ technology?

Wavescan technology measures imperfections in an individual's vision *25 times more precisely than standard methods used for glasses and contact lenses.*

What is Advanced CustomVue™ laser vision correction?

Advanced CustomVue is an individualized laser vision correction procedure that enables a doctor to measure unique imperfections in a person's eye and design an individualized treatment for them.

How does the Advanced CustomVue Procedure work?

First, the Wavescan technology precisely measures the unique imperfections in your eyes to create an individualized treatment. This information is then digitally transferred to the VISX STAR S4 IR™ Excimer Laser System, where it is used to deliver the treatment to your eyes.

What makes the Advanced CustomVue Procedure for High Myopia different than other procedures?

The VISX™ Fourier Wavefront Upgrade enables physicians to calculate more precise ablation shapes than Zernike-based technology, creating extensive wavefront-guided treatment possibilities.



World Class Eye Care. Hometown Service.™

How is the Advanced CustomVue Procedure able to treat high myopia where other systems can't?

Variable Spot Scanning (VSS™) technology along with the Variable Repetition Rate (VRR™) technology ensures the intricate shapes reconstructed by the Fourier Wavefront algorithm are precisely ablated by the STAR S4 IR™ Excimer Laser System.

What can the Advanced CustomVue Procedure do for me?

As shown in an FDA clinical study, the Advanced CustomVue Procedure for High myopia resulted in nearly three times as many patients in the clinical trial being very satisfied with their vision after the procedure compared with the vision before the procedure with glasses and contact lenses. These results applied to night vision, daylight vision, consistency of vision, as well as sharpness and clarity.

Who is a candidate for the Advanced CustomVue High Myopia Procedure?

If you are 21 years of age or older and wear glasses or contact lenses to correct nearsightedness you may benefit from the Advanced CustomVue Procedure. See your ophthalmologist for more information and to determine if you are a candidate for the Advanced CustomVue Procedure.

Is the Advanced CustomVue High Myopia Procedure FDA-approved?

The U.S. FDA has approved the Advanced CustomVue Procedure to treat high myopia up to 11.0 diopters of correction with or without astigmatism. It is the first FDA-approved wavefront-guided treatment for high myopia.

How does the Advanced CustomVue Procedure affect night vision?

An FDA clinical study showed that nearly twice as many participants were very satisfied with their night vision after the Advanced CustomVue High Myopia Procedure compared to their night vision before with glasses or contact lenses. See your eye doctor for more information.

How can I get more information about Advanced CustomVue?

Discuss the procedure with your doctor and be sure to review the *CustomVue Patient Information Booklet for High Myopia*, which is available from your doctor. Visit: www.personalbestvision.com.

Advanced CustomVue, the Advanced CustomVue logo, STAR S4 IR, VRR, VSS, WaveScan WaveFront, and VISX are trademarks of VISX, Incorporated.



Surgery Center Fee	\$1,150.00 per eye
Surgeon Fee	\$600.00 per eye
Pre-Operative/Post-Operative	\$350.00 per eye
<hr/>	
Total Charge	\$2,100.00 per eye

Includes: Pre-operative and Post-operative Care, CustomVue with Iris Registration, and surgeon's enhancement fee within the first year.

We do co-manage with outside doctors. BoozmanHof will not charge the patient the Pre-Operative/Post-Operative fee if he/she is co-managed by another doctor. The co-managing doctor will charge the patient accordingly.

For any additional questions about insurance or discount programs, please contact the Refractive Specialist at (479) 246-1820.

0% financing available for those that qualify. May not be combined with insurance or discount plans.

Over the Counter Medications

Vitamin C 1000 mg daily for 4 months after surgery

TheraTears Nutritional Flaxseed/Fish Oil Blend Capsules (3 capsules daily)

Ibuprofen the week of surgery

TheraTears SteriLid Eyelid Cleanser – gently wipe eyelids for the 3 nights prior to surgery to help prevent infection

Refresh Drops 1-2 drops daily after surgery or as needed for irritation.



The Advanced CustomVue™ Procedure Offers New Hope to Patients with High Myopia

Patients who were once considered too nearsighted to achieve good results from laser vision correction may now be excellent candidates for the procedure, thanks to the VISX Advanced CustomVue™ individually tailored procedure from AMO.

The FDA approved the procedure to treat patients with high myopia (up to 11 diopters of correction), with or without astigmatism. With the addition of high myopia to the list of FDA-approved treatments, the Advanced CustomVue procedure may now benefit over 94% of U.S. patients eligible for laser vision correction*. The FDA has already approved the Advanced CustomVue procedure to treat most nearsighted and farsighted patients, as well as those with all forms of astigmatism.

In a clinical study for high myopia treatment, more than 98% of the participants achieved 20/40 or better vision six months after the surgery – without glasses or contact lenses – more than 84% achieved 20/20 or better vision and 65% achieved 20/16 or better vision. That's especially good news for nearsighted patients who are dependent on glasses or contact lenses from the moment they wake up in the morning. Patients who were previously told that they couldn't have laser vision correction due to high myopia are potentially eligible for Advanced CustomVue treatment.

We're very excited to be able to offer the Advanced CustomVue procedure for high myopia to our patients and their families and friends. If you or someone you know might benefit from Advanced CustomVue uniquely personalized laser vision correction, please contact our office for a consultation. The consultation could be the first step to achieving your **Personal Best Vision™**.

**Market Scope Data, U.S. Vision Population, 21 Years of Age or Older, 2005*

AMO is a trademark of Advanced Medical Optics, Inc. Advanced CustomVue, the Advanced CustomVue logo, VISX Advanced CustomVue, and Personal Best Vision are trademarks of VISX, Incorporated.



Website Resources

www.boozmanhof.com

www.ascrs.org

www.allaboutvision.com

www.eyesurgeryeducation.com

www.personalbestvision.com

www.fda.gov