

317-2020-NOW
www.2020institute.com

Next Big Thing in LASIK

There is now another option when considering vision correction. Commonly referred to as BLADELESS LASIK, IntraLase allows another choice of complete customization when considering a vision correction procedure. With its precision, safety, and speed, IntraLase allows the ability to have a blade-free LASIK procedure. 20/20 Institute is pleased to offer this amazing technology in addition to other LASIK options. Our Personal Concierge will be happy to answer any specific questions you may have in regard to the best LASIK technology for your particular needs.

WHAT IS INTRALASE?

IntraLase is a 100% blade-free technique used to perform the critical first step in the LASIK procedure: creating the corneal flap. This bladeless technology is heralded as safer and more precise than traditional methods. The IntraLase procedure has begun to revolutionize the way LASIK is performed.

IntraLase uses tiny, invisible pulses of laser light to create the corneal flap instead of using a metal blade, during the first step of LASIK. When IntraLase is combined with WaveFront (custom) technology, many people have experienced better vision sooner following the procedure. Studies have shown a better quality of vision overall, particularly in terms of their ability to see well in low light such as at dusk or at night.

Intralase has the ability to tailor the procedure to each individual's eyes. This means that the dimensions of the cornea are 'mapped' and then formatted into the IntraLase laser. This information allows the laser to create the corneal flap according to the precise measurements of each eye. The end result is more accurate vision correction, quicker healing time, and fewer complications following the procedure.

Be assured that there is nothing more important to us than your vision. We are committed to the most advanced FDA approved technology to provide you with the best possible visual results. 20/20 Institute will help guide your decision making process by ensuring 5-star customer service, individualized attention to detail, customized information for your particular visual goals and needs, and relentless commitment to your long term visual freedom.



Please contact us if you have any questions about this BLADELESS procedure, or any of the other technologies that we utilize. We are here to provide you with a detailed explanation to any question to help make your journey with us one of the most memorable and positive experiences of your lifetime.

20/20 Institute Newsletter
Winter, 2008 Issue 3

INSIDE
New LASIK Study
Annual Alumni Event
Common LASIK Myths
Referral Rewards
Next Big Thing in LASIK

20/20 **Insigh**ter
20/20 Institute Newsletter
Winter, 2008 Issue 3

U.S. Postage
PAID
Permit No.

20/20 **Insigh**ter

20/20 Institute Newsletter
Winter, 2008 Issue 3



INSIDE

New LASIK Study
Annual Alumni Event
Common LASIK Myths
Referral Rewards
Next Big Thing in LASIK

20/20
Institute®

The Future is Yours to See.



The Future is Yours to See.

New LASIK Study Proves Long-term Success

Since the early 1990s, more than 18 million laser vision correction procedures have been completed to correct vision problems. It has been believed that in low and moderate cases of myopia, also known as nearsightedness, LASIK is a safe and effective procedure. However, there appears to be some controversy regarding the maximum correction possible and the effectiveness of these high myopia LASIK procedures.

According to a new study in the American Journal of Ophthalmology, the laser based technique is safe and effective in the long-term for patients with severe myopia, or nearsightedness.

Researchers from Miguel Hernandez University in Spain and Ankara University School of Medicine in Turkey studied long-term results of 196 eyes on 118 patients. Prior to surgery these patients needed glasses or contacts of at least 10 diopter power to get 20/20 vision.



Ten years after their LASIK surgery, only 1 percent had cornea problems. Sixty percent were able to go without glasses and contacts completely, and the retreatment rate was only 27 percent.

According to lead investigator Jorge L. Alio, "This study has allowed us to demonstrate that, in spite of the prejudices about the limits of LASIK technique, the results regarding predictability, efficacy and safety for high myopic patients are very good in the long term."

Center Director, Christine Stone, of 20/20 Institute in Denver, Colorado noted, "Our guests with a high level of pre-operative myopia (nearsightedness) are among the happiest group of patients we have the privilege to serve at 20/20 Institute."

20/20 Insider

20/20 Institute Newsletter

Winter, 2008 Issue 3

20/20 Institute Excited About Indianapolis Colts

20/20 Institute has been named the official LASIK provider of the Indianapolis Colts™. 20/20 Institute is proud and honored to be associated with such a great organization.

Thousands of people have already been given the 20/20 Experience. Chuck Reed says about 20/20 Institute Indianapolis, "The staff has been super polite and professional on each of my visits. You made this a five star experience for me." Also according to Christina Hemme, "Customer service was excellent, even my mother agreed! Everyone exceeded my expectations especially since I had visited other LASIK places. Everything was just wonderful!"



Mark Babbitt, Midwest Regional Director of 20/20 Institute, says, "We are truly blessed with the privilege to be a part of this amazing, life-changing procedure for the good people of Indiana. Go Colts!"



Official LASIK Provider
of the
Indianapolis Colts

317-2020-NOW
www.2020institute.com

Fact vs. Fiction Common LASIK Myths

Many people considering LASIK fear the unknown. Education is the best approach to overcome those fears. When one knows what to expect from a LASIK procedure the fear is reduced significantly.

Here are some answers to some common myths about LASIK. Your Personal Concierge will happily answer any other questions or concerns when you visit 20/20 Institute for your absolutely FREE consultation and evaluation.

Myth: LASIK is a painful procedure.

Fact: Many inquiring LASIK patients are afraid they will experience pain, since the procedure is performed while they are fully conscious. However, a mild sedative is available for patients to ensure that they remain comfortable, and numbing drops are applied to the eyes before the surgery begins. Although patients may feel some pressure, these steps help to make the LASIK procedure relatively pain free.

Myth: Having a LASIK procedure will require a long recovery time.

Fact: Following the LASIK procedure, patients can expect a short recovery period. Most patients are able to return to work and their daily activities the very next day following their procedure. There is usually little to no post-operative discomfort after the LASIK procedure, and follow-up exams during recovery are requested to ensure that your eyes heal properly.

Myth: Air Travel is unsafe after a LASIK procedure.

Fact: Despite common misconceptions, altitude has no affect on the healing process or vision of the eye. It is safe to fly almost immediately after a LASIK procedure. You can resume most of your professional and recreational activities the very next day, including going to the gym, mountain climbing or skiing. You can even scuba-dive shortly after the procedure.