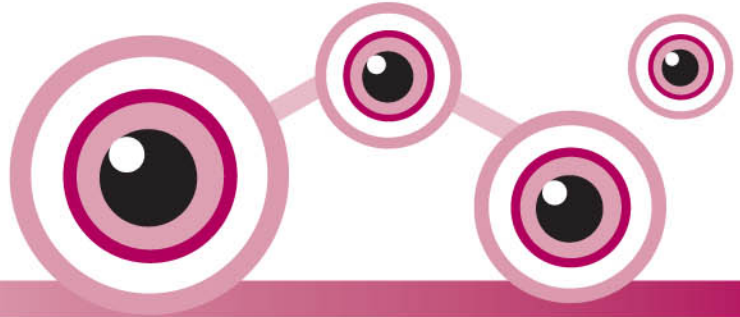


FOCUS

A Newsletter from Dr. Tarnoff &
Dr Hilliard, Optometrists



120 South Seventh Street, Indiana, PA 15701 • 724-465-6232 • www.tarnoff.com • Fall 2007

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MEDICARE PATIENTS ALERT

Attention Medicare patients: Has your deductible been met for 2007? If so, now is the time to schedule your comprehensive eye health examination before the end of the year. We are now reserving openings for November and December especially for our Medicare patients. Call today!

Back To School Kids' Day Event

We had a great time on Saturday, September 8th celebrating our annual Back to School Kids Day. Thanks to everyone who came out to enjoy food, fun, games, and free vision screenings!

We provided over 100 free vision screenings and Optomap retinal exams to our community's children. Some of the children screened needed additional vision care and one was even noted to have a retinal condition that has a strong association with a serious gastrointestinal disease.

Vision care at an early age is so important. Unfortunately, many families do not have access to health or vision care. There are a few states that require all children to have comprehensive eye exams prior to entering kindergarten, much like the dental exams. Pennsylvania is not one of these states, so this event is one way we provide much needed vision care to ALL of our community's children so their vision and eye health is optimized for learning.

This was also a day of fun and creativity! All of the kids were able to participate in a coloring contest and the entries were proudly displayed throughout our office. The winner of the contest won an iPod and the runners up won backpacks full of school supplies, and sunglasses. Life Expo raffled off an autographed Willie Parker football. Quigley the clown impressed the kids with his magic and balloon art and our airbrush tattoo artist did about 400 impressive airbrushed tattoos (even Dr.'s Tarnoff and Hilliard got one). We are committed to making this an annual event for our community's kids to enjoy. Children truly are our most precious resource!



LASIK \$750 Discount!

During the months of October through December of 2007, our practice, along with TLC Laser Eye Centers, will be offering a \$750 discount off of LASIK surgery for both eyes (\$375/ eye). Now you can start to imagine life without the hassle of glasses or contact lenses.

Most of our LASIK patients' expectations are exceeded with this eye surgery. Dr. Hilliard, one of TLC's clinical directors, attributes the overwhelming success to 2 factors. First, our rigorous criteria for selection of potential candidates for surgery means only those who can really benefit from the surgery are recommended. If we don't think you're a good candidate for one reason or another, we'll be honest with you. Secondly, our use of the most advanced technology available combined with one of the best corneal surgeons in perhaps the entire country means you get the best care possible.

According to Dr. Hilliard, approximately 85-90% of his patients are choosing Custom LASIK over conventional LASIK. What's the difference? Custom LASIK involves correcting imperfections of the human eye that glasses and contact lenses can't. These imperfections are referred to as "higher order aberrations" and can now be accessed with an advanced technology invented by NASA known as Wave Front Analyses. Using this technology, we can send infrared light waves into the human eye and measure their distortions as they come back out to create a "map" of these higher order aberrations. Since no two eyes are the same, this is the equivalent to taking a fingerprint.

Now we can program the laser to correct both low order aberrations, such as nearsightedness, farsightedness, and astigmatism and higher order aberrations. This allows for more accuracy and the statistical results show a much higher percentage of patients achieving 20/20 or even better vision over the conventional method. Most importantly, Custom LASIK reduces the risk of night vision problems (glare and halos) by up to 10 times!

Another new technology, known as Intralase, has entered the LASIK arena. Intralase is another type of laser that creates a corneal flap of tissue prior to the laser correction during the LASIK procedure. In the past, we'd use a mechanical instrument that would actually use a blade to create a corneal incision to make the flap. Intralase is marketed as "Bladeless LASIK" or "All-laser LASIK" and has some really attractive benefits such as reducing the risk of scarring and dryness after surgery. Also, it is much safer for patients that have thinner corneas or higher prescriptions. According to Dr. Hilliard, approximately 50% of patients are having Intralase done at the center and he expects that percentage to increase over the next several years.

Take advantage of our special discount on LASIK through December and start imagining life without glasses or contact lenses! Remember, we offer free, no obligation consultations to determine if you are a good candidate for LASIK. Schedule your free consultation today!

Introducing Biofinity Contact Lenses

NOW THERE'S
A NATURALLY
COMFORTABLE
CONTACT LENS.



Over the years, our contact lens patients have come to know us for introducing the newest technologies in contact lenses. We are excited to be selected as one out of only a handful of practices across PA to have the new Biofinity lens available for our patients. It has one of the highest oxygen permeability values for optimal corneal health, along with the highest water content, making it the most comfortable lens on the market. The lens is a monthly replacement modality and is currently only available to correct mild to moderate amounts of nearsightedness. In the future, it will be available to correct farsightedness and astigmatism as well. And, much to our pleasant surprise, it is actually LESS expensive than most of its competitors!

