



THE EAGLE

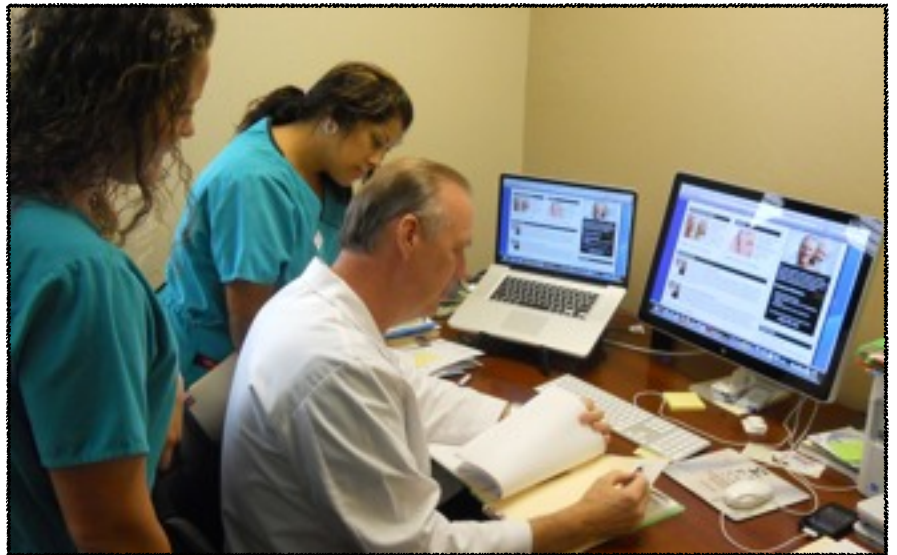


NEWS & TIPS FOR PATIENTS & FRIENDS OF DAVIES EYE CENTER

School's Back In Session!

This past week, our youngest daughter, Natalie, and four of my five grandchildren started school again. (Oh...how time flies! It's September already?!) I am reminded of the education we receive from you and the very valuable feedback you provide us each time you visit our office. School is never out here! We're always studying what we can do to make your experience at Davies Eye Center even better. Although we often hear, "This is such a happy, pleasant place," or "I feel so comfortable every time I come here...It feels almost like home," (which makes our team feel so good!) we also hear, "If I just didn't have to wait so long." I want you to know, we are not happy about keeping you waiting either. No "A+" in this area quite yet. We're in constant evaluation and monitoring mode to see where we can improve.

Among our goals as a practice, you will *not* find one of our ambitions "to be just like the DMV." Perish the thought! We believe *The Golden*



Rule' applies to all areas of life, including the kind of care our patients receive.

The Dirty, Little HMO or 'Managed' Care Secret

When I assumed the reins of our Carlsbad office in 1992, Dr. Ergin had a pre-existing HMO contract with a local health care provider. Since we were under contract I elected to continue that agreement. Over time we noticed that we had more and more patients being referred to us for care, including infants and young children with significant ocular disease. It has always been my policy to provide the highest quality treatment possible. If there is someone in the community who does something better than me, I will refer a patient to that person. In the case of these sick babies, there are fellowship-trained pediatric ophthalmologists in the community with far more experience in this... *-Continued on page 3*



1,500 MILE JOURNEY

The 'Shake 'n Roll' Started At 16...

- See Pg. 4



HOW DO YA LIKE THESE APPLES?

This 'Apple' Is Perfect For. . .

- See Pg. 6



23 YEARS STRAIGHT!

What's the draw anyway?

- See Pg. 7



“READ A NEW BOOK MONTH”

EDUCATION IS NOT AN OPTION, RIGHT?



Dear Sherry

Dear Sherry is written by Sherry Bishop, also known as 'Mother Hen' here at Davies Eye. She is the proud mother of five children and four grandchildren. Dear Sherry has become a very popular column within the Davies Eye family, now over 6,100 patients strong.

Dear Sherry,

I had LASIK done 10 years ago when I was 55yrs and just started having problems with glare at night and in the sun when I'm golfing. During my annual exam, my optometrist told me that my trouble is coming from cataracts and that I should have them removed. My friend told me that my past LASIK is going to mess up my cataract surgery so not to bother having it done. Is that true?

Signed,

Want My Vision Back

Dear Want My Vision Back,

No, education is the key in this situation. Your optometrist was right. If you want to see better at night and on the golf course, you'll need to have your cataracts removed and an artificial lens implanted. Although the calculation for the lens implant is less complicated when the patient hasn't had refractive surgery, we can still get a very accurate measurement on a patient that has had LASIK. Usually, the post LASIK patient wants to stay out of glasses so opts to have the crystalens implant to reduce or eliminate their dependence on glasses after cataract surgery.

Remember to let your eye doctor do the educating. Friends mean well but do not stay up on all of the advances in new technologies like your optometrist and ophthalmologist. Please call me to schedule your cataract evaluation, you'll leave knowing all of your options.

Signed, *Sherry*

Write Dear Sherry at:

Sherry@davieseye.com

or 655 Laguna Drive Carlsbad, CA 92008

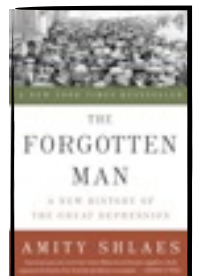
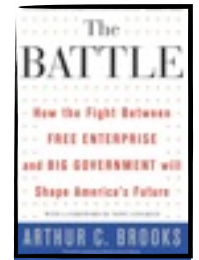
I love to read, and there are so many good books to read one must be very careful in deciding what to pick up. In addition to literary classics, books that help to clarify current events and trends are very appealing to me. Two such books are *The Forgotten Man: A New History of the Great Depression* by historian Amity Shlaes, and *The Battle: How the Fight Between Free Enterprise and Big Government Will Shape America's Future*, by Arthur Brooks.

Since history tends to repeat itself, a look back at the New Deal is revealing. Shlaes contends that the massive government intervention led by FDR actually significantly prolonged the Great Depression, and set us up for the notion that expanding government bureaucracy can solve all of our problems.

"America faces a new culture war," writes Arthur C. Brooks, president of the American Enterprise Institute for Public Policy Research. "This is not a fight over guns, abortions, religion and gays. Nor is it about Republicans versus Democrats. Rather, it is a struggle between two competing visions of America's future."

One vision, Mr. Brooks writes, continues to see America as "a unique and exceptional nation organized around the principles of free enterprise." The other envisions our country moving toward a "European-style statism grounded in expanding bureaucracies, increasing income redistribution, and government-controlled corporations." "These competing visions are not reconcilable," he concludes. "We must choose."

Yes, we must choose, and if you want to choose a good and significant book to read, these two would, in my opinion, be excellent choices.



arena, so that's where we would send them....along with our money. Now, for the dirty little HMO/Managed Care secret. They call it "managed care" for a reason; the care needs to be "managed" to control costs. "Managed" is a euphemism for "withholding or delaying care" as a way of holding down costs. (If you like the DMV, You'll *love* Obamacare!). That meant delaying surgery and not referring to specialists as "out of network" referral costs... were paid by the referring physician. It didn't take long for the primary care offices in the area to start referring a lot of complicated cases to us. When we checked on the reason for this phenomenon we were told "You send our patients to out of network pediatric (and other) specialists. We know you'll give our patients the best care." Yes, we did send them, and, yes, we did pay them out of our own pockets. Talk about a sound business model!

I couldn't bring myself to treat our managed care and private-pay patients differently; before long, our practice was overwhelmed by managed care patients to the point I felt the fun of practicing ophthalmology was becoming a thing of the past. Seeing 70 or more patients a day was stressing all of us out! I finally made a lifestyle choice and resigned from the managed care panels. In short order, the sky was bluer, the sun brighter, and we were back to our happy selves again!

So why do I tell you my little "sob story"? We have always been committed to doing the very best we can for our patients. As those other folks told us, we really *do* give our patients the best care. It's not just about the final outcome, but about the journey. We want our treatment outcomes and the patient experience to be of premium quality. That's why we

have invested so much in redecorating the office and in acquiring the very best diagnostic and surgical equipment. That's why we have a staff committed to providing that premium experience, from our pleasant and helpful front-desk crew to our Patient Education Coordinator, Sherry Bishop (aka "Mom"). Our technicians are not only kind and caring, but they really know what they're doing. Drs. Davies and Kleman are widely recognized as leaders in delivering quality eye care, and Dr. Ganam and our operating room team are definitely the cream of the crop. That's why our patients feel and recognize the value that Davies Eye Center provides based on their Premium Experience.

Please don't be shy about telling us how we're doing. If you're happy with your treatment we'd love to hear about it. On the other hand, if you think we can do something better, we'd like to hear about that as well. We're the first to recognize that after all is said and done, it really is the satisfaction and loyalty of our patients that matters most.

And thanks to all of you for your continued support. We will do our very best to help you think "*Taj Mahal*" and *not* "DMV" when you pay us a visit!



The DMV...
NOT
our goal!



The *Taj Mahal*...
DEFINITELY
our goal!

NEW Patient Meter

Wow! Another 75 New Patients in July.

"Thank You!" For
Choosing Davies Eye Center!

Pop Quiz: (Fill In The Blank)

New patients can expect to _____ like part of the _____.

(Don't know the answer? **Ask David.**)



“Shake ‘n Roll...”

Times Twenty!

Norton “Norty” Cooper learned early in life when to jump at opportunities. This first lesson came at the advent of WWII. At the age of sixteen, Norty hitchhiked his way to California all the way from Canada. This quick decision led to lifelong benefits as he fine-tuned his ability to quickly observe and act on opportunities at his feet.

Shortly after establishing himself in Burbank, Cooper found work in accounting and finance for Warner Bros. He worked for WB for a few years before using his skills in other companies, including development for NMR (Nuclear Magnetic Resonance), which later became MRI. He later jumped at the opportunity to open up a silver mine in Canada called Mine to Mint, most notably famous for the commissioned sculpture of the Queen Elizabeth for her 25th year on the throne.

Other opportunities came and went, Norty was able to be a part of more work, starting up other companies and continuing his work throughout the industry.



His love for horses led him to pursuing a lifelong dream to own a race horse ranch in Ocala, Florida in the 60s. As he continued to be involved in the horse racing, he devoted his energy to starting up Celavet, a stem cell research company dedicated to curing leg injuries for horses. He owned many race horses and spent much time at the track with his wife but only has one horse left, *Shake ‘n Roll*. In total, Norty has been a part of over **20** different companies and found success in many of them. Maybe that’s why they’ve kept *Shake ‘n Roll*...way to go, Norty!

PATIENT SPOTLIGHT



Norton “Norty” Cooper

Back On The Green

As he retired, golf became an important part of Norton’s life. While playing on a course in Pennsylvania, he described his golf game as, “usually a game of execution...but this one felt more like a game of persecution” due to his cataracts.



“I golf 3 times a week now at La Costa!”

Turns out that Norty golfs on a regular basis with his close friend and optometrist, Dr. Dick Skay. Dr. Skay highly recommended Dr. Davies to correct Norton’s case of cataracts, “I’m telling you that the best is Jim Davies!” Since Cooper received his Crystalens implants his golf game has improved tremendously. He either he drops the ball from thirty to forty yards out or it lands right next to the hole, “My vision is fabulous! Dr. Skay told me that if you want to talk about vision you have to talk about Dr. Davies.”

What's The Magical Touch?

The majority of you have experienced 'the magical touch' while Dr. Davies and myself press on the eyelid margin to evaluate the consistency of the oil your meibomian glands express. **Meibomian Gland Dysfunction (MGD)** is one of the most common findings in primary eye care patients.

There are approximately 30 glands per eyelid. Normal eyes produce a clear, thin oil (similar to cooking oil) while eyes with MGD produce a thicker oil (similar to toothpaste or Crisco). The importance of this oil is to protect your tear film from evaporating into the environment. If the oil is too thick to be expressed from the gland, patients begin to experience symptoms of dry eye.

You might have MGD if you have...

- 1) Decreased visual acuity
- 2) Foreign body sensation
- 3) Burning
- 4) Tearing
- 5) Red eyelid margins
- 6) Chalazion and/or styes
- 7) Recurrent eye infections
- 8) Inability to wear contact lenses



Dr. **K**LEMAN'S
CORNER



With dry eye treatment, each individual may have a specialized regimen. Dr. Davies or I may recommend one or combination of the following:

- ✓ **Hot compresses followed by eyelid massage**
- ✓ **Eyelid scrubs**
- ✓ **Medicated ointment to be applied to eyelid margin**
- ✓ **Low-dose oral doxycycline**
- ✓ **Meibomian Gland Probing procedure**

Call us *today* to schedule your eye exam at **760-729-7101**. We'll quickly assess the severity of your dry eye and apply 'the magical touch.'

NEW ARRIVAL: Heated Eye Mask.

Experience a new, one-of-a-kind, dry eye treatment! Be sure to ask us about this on your next visit. Trust me, you'll be glad you did.

We look forward to seeing you again soon!

'...Courteous & Professional...'



"I have never been treated as courteous and professional as you and your excellent staff provided to me. My eyesight that I took for granted was restored with no discomfort. I highly recommend you

and your staff to anyone needing eye care."

- Ronald McCarver

"All The Greens Are Green Again!"



"Dr. Davies, I truly appreciate your help and attention. I'm very happy with my new vision, all the greens are green again!"

- Dr. Robert Buckmaster

CONGRATULATIONS, DAVID!!

This Month's
"Dare To Share"
Prize



iPod Touch



'How d'ya like them apples?'

David Doubles Up & Wins!!

David Renk won an iPod Touch! He first referred his wife, Shirley, and then a family friend Karen Larson. Karen has also recently experienced the power of the Crystalens. David has two entries still alive in our year end grand prize drawing, too! Way to go, David!

Problem: *"It was like looking though a glass of milk"*

David and his wife were on a trip going through the Panama Canal. About two days before they got off the ship his left eye basically shut down. "It was like looking through a glass of milk." When David got home, he went to his Optometrist, Dr. Rodriguez.

ABOUT DAVID RENK

Patient Since:	Dec 2009
Procedure:	Monofocal
City:	Fallbrook, CA
Age:	68
Profession:	Retired Sales Professional
1st Referral:	His wife, Shirley
Favorite Hobby:	Plays golf 3 times a week

Solution: *20/15 in both eyes!*

Dr. Rodriguez said, "We have good news and bad news for you. The bad news is you have a cataract the good news is we can cure that now." So he referred David to Dr. Davies to correct his cataracts with cataract surgery.

"I was absolutely amazed. I went from 20/800 in my left eye and 20/300 in my right eye to 20/15 in both eyes. Colors are unbelievably clear. I have absolutely no trouble reading. I don't have to take the newspaper and hold it all the way across the room anymore. I can read it in my lap just like a book. The procedure was very painless, no post operative problems."

David says, "I would recommend the Davies Eye Center to anybody contemplating cataract surgery."

Get All The "Dare To Share"
Details At:

www.davieseye.com/daretoshare

A 23-YEAR OLD TRADITION!

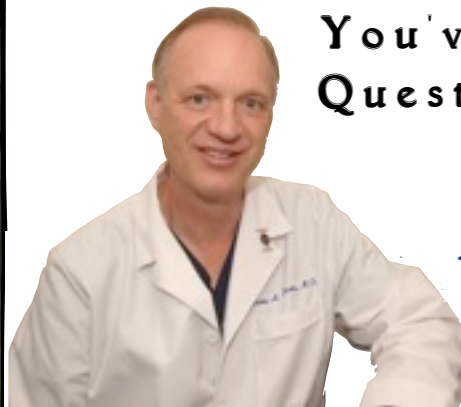


I first visited Brigham Young University as a 17 year old, at the insistence of my sister and her husband Mitt Romney. At the time I was being recruited by a number of east coast schools in soccer, basketball and baseball, and assumed I would attend one of those schools, but the moment I set foot on the BYU campus, I fell in love with the school. Before my visit ended I had already applied and been accepted. It was there that a host of inspiring professors opened up new worlds to my view. It was there that I met my lovely wife. The BYU motto “Enter to learn, go forth to serve” has become a mainstay of my personal philosophy.

Some years ago my wife and I decided to go back to our alma mater and attend the annual ‘*Campus Education Week.*’ That was 1987, and every year since we have penciled that activity into our calendar. If you want to find us the third week in August, you’ll have to come to Provo, Utah, for that’s where we’ll be, along with 30,000+ other folks interested in expanding their horizons. As each of our seven children have turned 14, they have begun attending the Ed Week program designed for young, inquiring (and fun-loving) kids. Each has cherished the experience.

Whether you want to learn about our Founders and Founding documents, the Dead Sea Scrolls, the DNA of early Christian period Egyptian mummies, the works of C.S. Lewis, understanding Isaiah or Revelation, dealing with addiction and other adversities, or tips for raising everything from a garden to children, there’s something for you to gain from this wonderful activity.

So if you had a mote or beam in your eye while I was gone, I’m sorry I wasn’t around to remove it. And don’t count on me next year, either!



You've Got Questions...

I've Got Answers!

Q I am a 40 year old female with nearsightedness and astigmatism. I have been told by an eye surgeon that I am a good candidate for LASIK. I am currently planning to have LASIK surgery in the next few months. I have a few concerns about after effects of LASIK. My grandmother had cataracts and my mother has glaucoma. If I develop any one of or both of these conditions later in years after the LASIK surgery, will this become a problem to treat them?

In general, LASIK will not be a problem with either of these in the future, but you should keep your medical records about your pre-operative information about your eyes and the amount of treatment you had for future reference. It may be important if you ever need cataract surgery. Also, you may have lower eye pressure readings because of changes in your corneal curvature after surgery that may not reflect your actual eye pressure, so you need to be aware of this.

Q About three years ago I was diagnosed with post polar cataracts. I am 29 years old and can feel my eye sight slipping away. I cannot seem to get as much information about my condition as I would like. How rare is my condition and is surgery to correct my problem as risky as I am being told. What do I have to do ...go totally blind?

Cataracts are a treatable problem, with cataract surgery. To evaluate your condition further and educate you on your available options, I would need to evaluate you in the office, but when the cataracts reach a certain point, surgery should solve the problem.

DR. JIM'S JOKE

At the school where my mother worked, the two first-grade teachers were named Miss Paine and Mrs. Hacking. One morning the mother of a student called in the middle of a flu epidemic to excuse her daughter from school.

"Is she in Paine or Hacking?" the school secretary asked.

"She feels fine," said the confused mom. "We have company and I'm just keeping her home."



655 Laguna Dr
Carlsbad CA 92008
(760) 729-7101

DARE TO SHARE

2010 Davies Eye Center
Patient Referral Program

Next Drawing:
Tuesday,
September 30th
4:30pm

**Winning Is As Easy
As 1 - 2 - 3!**

- 1 Refer a family member or friend to Davies Eye Center by telling them about the great service and care you received by Dr. Davies and our staff.
- 2 Have that person schedule an appointment in our office by calling **(760) 729 - 7101**.
- 3 Be sure that person tells us that YOU referred them to Davies Eye Center.

5 Amazing Prizes Still Remain!
Are You The Next Winner?

Deluxe Dinner Package	<input checked="" type="checkbox"/>
Costco Cash Card	<input checked="" type="checkbox"/>
Dinner For Two At Ruth's Chris Steak House	<input checked="" type="checkbox"/>
Chevron Gas Card	<input checked="" type="checkbox"/>
Harbor Dinner Cruise	<input checked="" type="checkbox"/>
Broadway Show Tickets	<input checked="" type="checkbox"/>
iPod Touch	<input checked="" type="checkbox"/>
Royal Spa Treatment	<input type="checkbox"/>
Weekend Giveaway	<input type="checkbox"/>
Golf Shop Shopping Spree	<input type="checkbox"/>
Target Gift Card	<input type="checkbox"/>
Runner Up & Grand Prizes	<input type="checkbox"/>

****Last Month's Winner Details Pg. 6****