

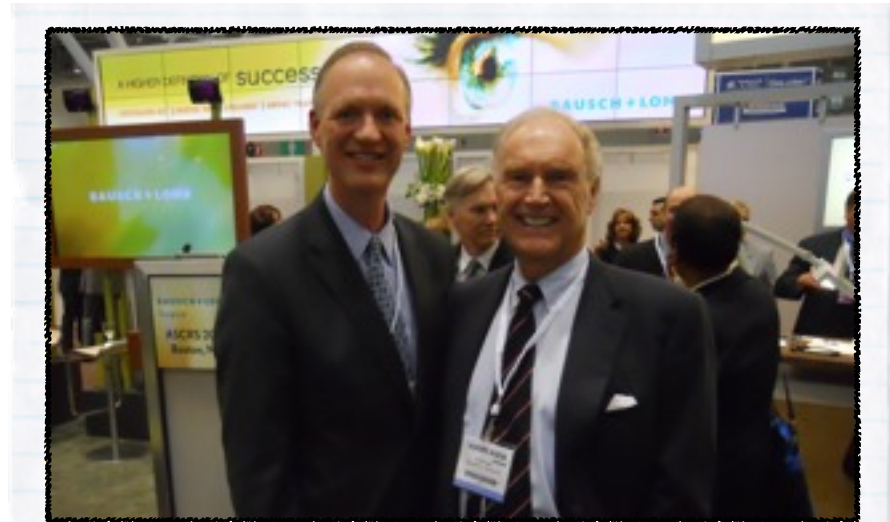
THE EAGLE

BROUGHT TO YOU BY DAVIES EYE CENTER

A BEANTOWN CRYSTALENS REUNION

Every year as spring rolls around I am reunited with a lot of good friends at the American Society of Cataract and Refractive Surgery (ASCRS) meeting. This year, I presented data comparing two different generations of the Crystallens accommodating intraocular lens implant. The meeting was held in Boston, so I of course had to take in a Celtics game at the Garden with my son-in-law, Travis. He is a crazy Celtics fan.

Boston is also one of my ancestral homes. In 1678, my 8th great-grandparents John Corey and Minnetinka (Elizabeth) of the Narragansett Indian tribe were married. Minnetinka's father, Miantonomi, along with fellow Narragansett sachem (tribal leader) Canonicus, sold the land that became Providence, Rhode Island, to Roger



Dr. Davies & Dr. Cumming (Crystallens Inventor) in Boston

- ◆ **Earthquake! Help Wanted** - pg. 5
- ◆ **Camels, Sand & Sun** - pg. 7

Williams in 1638. Williams became a good friend to these people who, based on archaeological relics, have lived in the area for 30,000 years. In the fall of 1621 the Narragansetts sent a "gift" of a snakeskin filled with arrows to the newly established Plymouth Colony. William Bradford, my 9th great-grandfather and Governor of the colony, returned the "gift" filled with bullets. The Narragansetts apparently "got" the message and didn't attack their new neighbors.

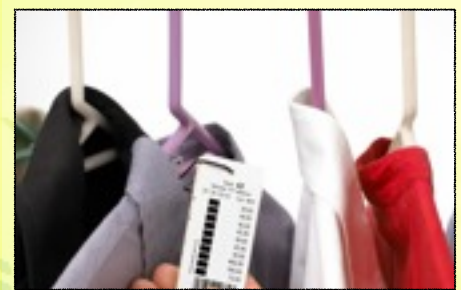
-Continued on page 3



GREEN THUMB GRIPES
Glasses & Gardening? I Don't Think So... Here's A Solution!
- See Pg. 2



BAUSCH + LOMB V.P. FOLLOWS HIS HEART
What Does He Know That You Don't? - See Pg. 4



"LEAVE THE FINE PRINT TO ME!"
Especially On The Ruth's Chris Steakhouse Menu! - See Pg. 6



Green Thumb Gripes

Dear *Sherry*,

I've read a lot about cataracts and the Crystalens, It all sounds great but things aren't always as good as they sound. I heard that they are expensive. I'm also a little nervous because a new technology usually means there are kinks that need to be worked out. I guess I am a skeptic by nature. Anyway, I don't mind wearing glasses except when they slide down my nose when I'm gardening. On the other hand, I know you can only do this once and I want to make the right decision.

Signed, Skeptic By Nature

Davies Eye Services

- ✓ Cataract Surgery
- ✓ Crystalens
- ✓ Lens Exchange
- ✓ LASIK
- ✓ PRK/CK/ECP
- ✓ Glaucoma
- ✓ Macular Degeneration

Visit www.DaviesEye.com today to learn more about these vision correction procedures & eye conditions.

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 5,500 patients strong.

Dear *Skeptic By Nature*,

Let me address your concerns one at a time:

1. After cataract surgery, the lens implant will be with you for the rest of your life. Dr. Davies wants all patients to have the opportunity to get the Crystalens if they qualify for it and really want it...so we offer 12 mo no-interest/no-fee financing through *Care Credit*. Many of our patients have used it, loved it and are "Glasses Free" today because of it. Monthly payments in this big investment are easier to digest.
2. Upgraded lenses have been available for more than 6 years and so we have had plenty of time to "work out the kinks." Dr. Davies has performed more than 1,100 Crystalens procedures and over 12,000 cataract procedures. He serves on Crystalens manufacturer Bausch & Lomb's Medical Advisory Board, has become one of the world leaders in this technology & is undoubtedly the right choice.
3. I can't even count how many times patients have said, "I didn't know what I was missing"! They say this because of their new exceptional, color rich vision as well as the freedom from glasses and contacts.

Being a skeptic is great to help you gather all the facts...but not when it keeps you from something really great! Call me at 760-729-7101 and let's chat about your situation.

Signed, Sherry

Have A Question
For Sherry?

Write Dear Sherry at:
Sherry@davieseye.com
or 655 Laguna Drive Carlsbad, CA 92008



Front Page Continued...

My ancestors were scattered throughout New England, so a trip to Boston is always filled with nostalgia and thoughts of

technology. It has also been fascinating to rub shoulders along the way with Crystalens patients Pat Summerall (Hall of

the event. All things considered, this stroll down memory lane has been a good one.

Did You Know?

Dr. James A. Davies of Davies Eye Center in Carlsbad has been named a charter member of Bausch & Lomb's new Millennium Society. Dr. Davies is one of twelve U.S. Crystalens surgeons who was honored at the recent national meeting of the American Society of Cataract and Refractive Surgery held in Boston.

"We are very pleased to honor Dr. Davies as a charter member of the Millennium Society. He has performed over one thousand Crystalens surgeries and has been a national leader in giving his baby boomer and senior patients an opportunity to not only see, but to see better," said Amy Jacobs, global marketing director for Crystalens.



Dr. Davies & Dr. Cumming

my family's past, but coming to speak at the ASCRS meeting kindles nostalgia of a more recent vintage as I rub shoulders with my Crystalens colleagues.

Dr. Stuart Cumming, inventor of the Crystalens accommodating intraocular lens implant, and Andy Corley, CEO and co-founder, along with Dr. Cumming, of Eyeonics (now Bausch & Lomb Surgical) were at my side as I performed my first case in 2003 shortly after FDA approval of this wonderful



Dr. Davies & Dominique Wilkins

Fame sports announcer), NBA Hall of Famer Dominique Wilkins and actress Florence Henderson.

And, last but not least, we arrived just in time to hear my brother in-law, Mitt Romney, speak at a question and answer forum conducted by Boston Globe columnist Jeff Jacoby. Jeff is a delightful guy, and definitely unusual in that he is the only conservative voice at the Globe. It was a real pleasure to visit with him for a while after



Techs Gina, Andrea & Rosie at Florida Training

ONWARD...UPWARD!

In the January newsletter we announced the arrival of our NEW Marco Epic 5100 Refraction System. It allows us to evaluate our patients' optical system more efficiently and accurately than EVER before...helping us lower the amount of time you have to wait in our office.

This past month our three ophthalmic technicians **SPRUNG** into action accepting the opportunity to attend the advanced Marco Epic 5100 Refraction System Training in Florida.

Way To Go Girls!

BAUSCH + LOMB V.P. KNOWS QUALITY

Ask The Right Questions... Demand The Right Answers!

As Vice President of Manufacturing and Distribution for Bausch & Lomb's Crystalens division, Johnnie Garcia has been a very busy man these days. He spends a significant amount of time with his 'Quality Control' hat on. He is charged with the responsibility of ensuring sufficient, quality supply of the Crystalens worldwide. The 200,000th Crystalens was recently implanted.

Knowing what he knows about the many eye surgeons across the globe, his choice of Dr. Davies to perform his Crystalens procedure was truly an honor:

"I've had the privilege of knowing of Dr. Davies' work for many years through my employment. In my humble opinion, Dr. Davies is THE best as a surgeon and as a person."

Johnnie Garcia has long known the value of hard work and seeking after the best. His parents provided him with a solid upbringing. *"They taught me simple truths about doing your best and not allowing others to influence what you know in your heart is right."* His father learned everything by



"Thanks For The Yummy Cookies, Johnnie!"

SPOTLIGHT: JOHNNIE GARCIA



Johnnie Enjoys Time With His Grandkids

example growing up, and taught Johnnie to do the same. *"He never says much, but how he has carried himself for 77 years speaks volumes on respect, loyalty, love, courage, humility and class."*

In addition to his parents, Johnnie has enjoyed receiving wisdom through his 2 favorite books Don Quixote by Cervantes and For Whom The Bell Tolls by Hemingway. Through his local Church service and other experiences Johnnie has helped others to progress. *"I do not teach in absolutes. In a constructive manner, people should question everything... especially themselves."*

He has raised three sons *"pretty much on (his) own"* and *"their Grandfather is proud of each and every one of them."*

Johnnie said the visits to Davies Eye Center felt like family trips to visit friends. The whole staff was so kind. He is also very grateful for his improved quality of life:

"I no longer use glasses. Anytime of the day or night I can look up and see the clock on the wall or the dresser and know what time it is. Thank you Dr. Davies!"

Breaking Ground On A Very Important Matter

Our Dr. Davies has been called to serve on the Board of Trustees, at the request of Steve Studdert, of the American Hospital in Haiti. (officially 'Americans Helping Haiti, Inc.')

The goal is to break ground on a new hospital near Port Au Prince, Haiti in June, to be completed in January, 2011.

See More Details at www.davieseye.com/ahh



Volunteer Lisa Daines smiles with Haitian children at one of the make shift clinics put together by the Utah Hospital Task Force in Port-au-Prince, Haiti.



Stop The Itch! SPRING-TIME ALLERGIES

While spring blesses us with brilliant blooming flowers and an abundance of outdoor activities and sports, ocular allergy sufferers are burdened with red, itchy eyes. The ocular allergic reaction is a hypersensitivity response to pollen, animal dander, dust, or any other normally benign particle or substance. Ocular allergy comes when histamine is released from mast cells. Mast cells can be found on the conjunctiva, or the clear tissue overlying the white part of the eye. Pollen or other allergens bind to the mast cells and release histamine and other mediators leading to inflammation.

Histamine is the only allergic mediator to cause the full range of allergic signs and symptoms. These include itching, redness, eyelid swelling, tearing, sensitivity to light, and intermittent blurred vision. Although the etiology of the allergic reaction may vary from patient to patient, the treatment for all is uniform. The primary goal is to avoid exposure to the allergen. This may include staying inside during high pollen counts, avoiding animals, using special electrostatic air cleaners, and washing hands frequently and keeping them away from eyes. The second goal is to relieve the symptoms of itching.

Both antihistamine and mast cell stabilizing agents, alone or in combination, are at the forefront of anti-allergy therapy. These topical medications include Pataday, Bepreve, Optivar, and Zaditor just to name a few. Systemic antihistamines are known to exert ocular drying effects and therefore not the initial treatment for ocular allergies. Occasionally, low-dose steroids are also needed to aid in symptom relief. The third goal is to provide comfort to the eyes. Cold compresses and cold artificial tears will soothe these irritated eyes, as well as flush the allergens away. Seasonal allergies can become more complicated when paired with dry eye, contact lens wear, and other ocular diseases. Contact lens wearers may choose to lessen the daily-wear time of their lenses. Dry eye patients may find themselves adding another regimen of treatment to fight back against both attackers. Don't let your allergies keep you from enjoying the beautiful, San Diego spring. Call today to schedule an appointment to fight back against itchy, red eyes.

Signs & Symptoms of Allergies

- ✓ Itching
- ✓ Redness
- ✓ Eyelid swelling
- ✓ Tearing
- ✓ Sensitivity to light



Eldonna & Margery the day of the good news!



CONGRATS, ELDONNA!!

Why Dr. Davies?

Eldonna knew she should make an appointment with Dr. Davies after her optometrist recommended him. He said that's where he sent his own family. Referrals from other eye doctors are more trusted than any other source. "I don't hesitate at all to recommend my friends, relatives and neighbors to come here," said Eldonna.

"Quite an eye opener!"

During a visit about her cataracts Dr. Davies also discovered glaucoma in Eldonna's eye, which no one had ever caught in all her former years of being

examined. Not only that, but Dr. Davies was able to treat her glaucoma at the same time as her Crystalens surgery!

Then & Now...

Eldonna truly didn't know what she was missing...and neither did her husband. *"One day we were out driving and he was asking me to read signs off in the distance, but I couldn't. That was an awakening for him. Now I can see just about everything! My vision is just amazingly wonderful."*

To win this month's prize, Eldonna first referred her husband to see Dr. Davies. The she referred her neighbor. "I told her how successful my eye surgery was and how well I had always been treated by Dr. Davies & his staff."

"All the surprises that I have gotten in the mail have been just perfect! A little hard on the waistline though!"

"Now I can see road signs, price tags, fine print...everything!"

ABOUT ELDONNA

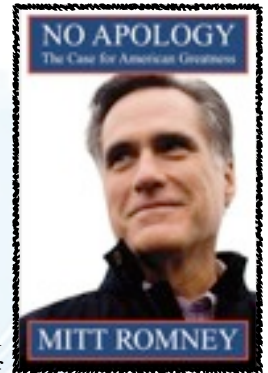
Patient Since:	October 2009
Procedure:	Crystalens
City:	Oceanside
Age:	77
Profession:	Fulltime Great Grandmother
1st Referral:	Her Husband, Robert
Favorite Hobby:	Reading, Cooking & Traveling.

Learn more about how you, too,
can become a winner at:

www.davieseye.com/daretoshare

What's With All the Mitt Romney Books?

Many of you may have noticed the smiling face of my Brother-in-law Mitt Romney staring at you from the cover of his new book, "No Apology: The Case for American Greatness" in the office. They're NOT for sale, but are for the enjoyment of our patients. I hope you'll buy a copy as I think his message conveyed should be read by all Americans who know how to read. Visit www.noapology.com for details.



During the last presidential election cycle, Mitt made a difficult decision and informed me that he was pulling out of the race. "You can't do that!" I protested. "And why can't I do that?" he asked. "Because you're going to ruin my retirement plans." "Oh really, was I going to appoint you to something?" "Yes, you were." "What, Secretary of HHS?" (Health and Human Services). "No, you were going to appoint me to serve as Executive Director of Lincoln Bedroom Concessions." Since he is full of good humor that elicited a good laugh, and, of course, there is no such position in the White House, but rumor has it that it would have paid very well in a former administration that will remain unnamed, unless you really twist my arm.

Patients frequently ask me, "Is he going to run again?" My response is always "I don't know, but I sure hope he does. We desperately need someone with his skills." So if a recognizable medical profession still exists in three years (once the Health Care changes are in effect), I do hope I'll get another crack at that Lincoln Bedroom Concessions spot. I already have the souvenir spoons and monogrammed towels picked out!



Dr. Davies & Son Josh Get A Boost

Dr Davies and his wife Becky are grateful for the modern miracles of corrective vision surgeries (they've both had them!) which allowed their aging eyes to clearly see the absolute beauty of the ancient marvels in those far away lands during their trip. If you (or someone you know) are planning a trip somewhere soon, **call (760) 729-7101** today to schedule an appointment with Dr. Davies to ensure your aging eyes won't miss out on any of the beautiful scenery!

ANCIENT MARVELS & MODERN MIRACLES

Dr. Davies recently took the trip of a lifetime with his wife Becky and two youngest children, Josh & Natalie, to not only see the ancient marvels of Egypt, Jordan and Israel, but also to get a taste of what it feels like to live in that part of the world. During the trip they visited the Nile river, Sinai desert, Red Sea, Jerusalem, Garden of Gethsemane, Jordan river, Luxor, Sphinx, and pyramids of Egypt.



Dr. Davies & Becky at the Sphinx & Pyramids

DR. JIM'S JOKE

Springing Forward

Twice a year, we change the clocks for daylight-savings time. And twice a year, my normally punctual assistant arrives late to work the Monday after we do so. I finally had to find out why. "Do you have a problem remembering to spring forward or fall back?" I asked. "Oh, no," she said, pouring herself a cup of coffee. "What gets to me is staying up until 2 a.m. to change my clock."

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



Dare To Share

2010 Davies Eye Center
Patient Referral Program

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.

...It's That Simple!!!

*** Next Monthly Drawing:
Friday, April 30th 4:30pm**

**See Last Month's Winner Details -
Go To Page 6 Now!**

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"/> |
| Weekend Getaway For Two | <input type="checkbox"/> |
| Harbor Dinner Cruise | <input type="checkbox"/> |
| Broadway Show Tickets | <input type="checkbox"/> |
| iPod Touch | <input type="checkbox"/> |
| Royal Spa Treatment | <input type="checkbox"/> |
| Chevron Gas Card | <input type="checkbox"/> |
| Golf Shop Shopping Spree | <input type="checkbox"/> |
| Target Gift Card | <input type="checkbox"/> |
| Runner Up & Grand Prizes | <input type="checkbox"/> |