



She's Off To Mexico...Pg 3

the Eagle

Brought To You By Davies Eye Center



HELPWANTED! Pg 2

A NEW DAY HAS COME...

And Things Just Keep Getting Better & Better!

It seems like just a few years ago that January brought my first new day--in my first new year. Now, as of Saturday, it's been 57 years. That's not *that* old, is it? Just as my arrival brought a lot of changes to my family, the dawning of this new year has brought more changes for you and our practice.



57 Candles Didn't Fit!

In 2010 we have a New Name (Davies Eye Center), a New Look (**look for pictures next month of our completed office remodel**), and, in our usual spirit of pioneering...

THREE Exciting New "Optimize Your Vision" Technologies:



1. The New & Improved Crystalens AO:

I am pleased to announce the birth of the Crystalens AO, a brand new Crystalens accommodating (bionic) lens implant. The "AO" stands for "Aspheric Optic", meaning not only does it accommodate or change focus, but it is designed to improve the quality of images formed on the retina while increasing depth of field. I was privileged (as with other new Crystalens designs) to be one of the first in the world to implant the new Crystalens AO. In a pre-release study, the folks at Bausch & Lomb Surgical asked that I evaluate this new design. I was happy to do so and am pleased to report that early results are excellent. We are thrilled to welcome this new "baby" into the family, and on our first post-release "official" surgical day of the year, nine of our...(continued Page 6)

Inside This Happy New Year! Issue

Dear Sherry:

Is 58 Too Young? - Pg. 2

Spotlight:

Jeanne B. Gives Back - Pg. 3

Drum Roll Please...

Lucky 'Choose To Cruise'
Winner Announced
- Pg. 4

Local Artist Wins Big

- Pg. 5

3D Wave

- Pg. 6

Dry Eyes Be Gone!

M.G.P. Explained.

- Pg. 6

"Detect, Treat, Check & Repeat!"

- Pg. 7

Dr. Jim's Joke

- Back Page

ITCHY BURNIES?

- Back Page



This "Silent Blinder"



In It's Tracks...Page 7

Quote Of The Month

"No great man ever complains of want of opportunity."

- Ralph Waldo Emerson



“IT’S PERMANENT, I TELL YA!”

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 5,300 patients strong.

Dear *Sherry*, January 15, 2010

I'm new to Carlsbad and before I moved from Arizona I was diagnosed with cataracts; I'm only 58 years old! I wonder why I got cataracts at **58** instead of 78? At any rate, I don't want to pay for cataract surgery now and then again when I'm older. How long does it usually take to get cataracts again and then have to have another surgery?

Signed, *Too Young For Cataracts*

Dear *Too Young For Cataracts*, January 22, 2010

I have such good news for you! Cataracts only occur in the natural lens. During cataract surgery your cloudy natural lens will be removed and replaced by an artificial lens, making it impossible to get another cataract even if you live to be a 100. The artificial lens we implant during cataract surgery will be permanent. Since you are so young and only have one opportunity to choose the right lens implant, you should strongly consider one of the new technologies which will greatly reduce or eliminate the need for glasses after cataract surgery.

You'll find that this is a great day and age to have cataracts. Not only can we get rid of the cataract, thus eliminating symptoms such as poor night vision, blurry or hazy vision and glare & halos, but Dr. Davies can permanently correct your vision with the Crystalens implant.

Signed, *Sherry*

Cataract Symptoms



Cloudy Or Blurry Vision



Difficulty Reading
Small Print



Frequent Changes In
Eyeglass Prescription



Have A Question For Sherry?

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

Patient SpotLight

HELP WANTED!

J E A N
B R A D F O R D

Former Davies Eye Employee To Pay It Forward In 2010

For 10 years, "Jeanne B" happily served our many Davies Eye patients. She'd send them home with the most infectious smile as they checked out after each appointment. You couldn't ask for a better employee and friend.

With her new Crystalens AO lens implants and 'perfect' vision from Dr. Davies, Jean plans to volunteer lots of time this year to read books to the visually impaired (see letter below).

We are inspired by your goal, Jean. Keep us posted on your progress. Thank you for your kind words. We miss you like crazy!



There's That Infectious 'Jeanne B' Smile

Dear Dr. Davies,

As you know, prior to my surgery, both my reading and distance vision was quite impaired, with both eyes being very blurred, fuzzy and cloudy...the usual complaints. My new vision and sight is so perfect now, with such clarity, brightness and distinction..... with up close vision, at-a-distance vision and the middle vision so awesome, sharp and perfect.

This already helped to make such a huge difference in my life, and it will enable me to fulfill a lifelong dream that's been close to my heart..... I now plan to use this new and perfect vision to read books for the visually and sight impaired, via audio.

What a new and bright world this has unfolded for me!!

(the actual letter is posted in it's entirety at www.davieseye.com/payitforward)

Sincerely and with love,

Jean Bradford, AKA Jeanne B

**HELP IS WANTED EVERYWHERE...
WHERE CAN YOU VOLUNTEER?**



Announcing...

*The Lucky 2009 Grand Prize
"Choose To Cruise" Winner...*

Hatty Chen!



"DRUM ROLL, PLEASE!"



Marketing Coordinator,
Margery Ohlson
Makes The Big Call



Sherry & Margery Award Hatty With Her **FREE** Cruise For Two.
Get Out Your Calendar, Hatty!

LOCAL ARTIST WINS BIG!

Crystal Clear Color Vision, Happy Friends Now Davies Eye Patients & A 7 Day All-Expense-Paid Cruise to the Mexican Riviera!

When asked how her color spectrum has improved since her Crystallens procedure, Encinitas artist, Hatty Chen replied, *“The very next day...I could see such a big difference. The colors are so bright. Even my yard and my flowers are so much brighter!”* As for taking her glasses on and off for near and distance vision as she paints, *“Not anymore! I don’t need them!”*

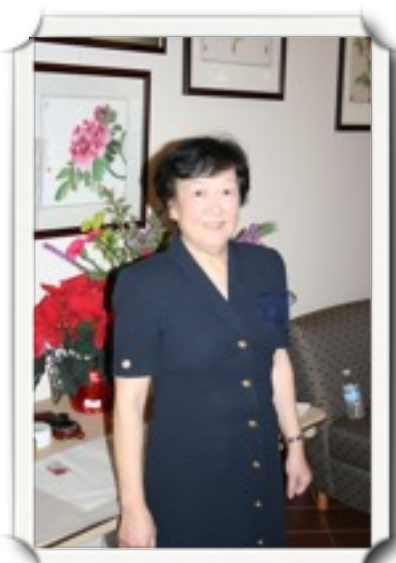
Hatty’s husband Peter first became a patient at Davies Eye Center after our great friends at Andrews Optical sent Peter our way. Hatty soon followed. Dr. Davies diagnosed Hatty with “mature” cataracts and recommended the Crystallens procedure to restore her youthful vision. She scheduled right away. Thrilled with her new vision and freedom from glasses, Hatty naturally began sharing her amazing results with everyone. Her friends have since become patients earning her multiple entries into our “Choose To Cruise” drawings...and you can see the winning result!



Hatty Chen & Husband Peter Are Off To Mexico!

“I’ve never won anything in my life” - Hatty

Well, Hatty...you can’t say that anymore! You’ve got brand new vision...happy friends you’ve referred to Davies Eye Center, and now a FREE cruise! ***Thanks a million, Hatty!***



Cataract-Free Hatty Chen with a few of her beautiful paintings



The 2009 Prize is Gone...Stay Tuned for 2010’s ‘Dare To Share’ Details in Next Month’s Issue!

(Continued From Page 1)

patients received this exciting new technology. Crystalens is the only FDA-approved accommodating intraocular lens. Unlike a standard cataract replacement lens, Crystalens is designed to not only eliminate a patient's cataract but to provide a full range of vision so that the patient can see near, far and everywhere in between. Many Crystalens patients hardly, if ever, need their glasses after surgery.

“Dr. Davies is my favorite person in the whole world! I see everything so clearly now with the new Crystalens.”

- Ron Plumb, Brand New Crystalens AO Patient as of January 8th, 2010



Tech Gina Captures Patient & Golf Pro Robert Brow's New 3D Wave Data Using The New Marco

“Dr. Davies and his staff spoke to all my concerns before I even had to ask. I am completely eye glass free for the first time in 34 years!”

- Anna Hyndman, Crystalens Patient Carlsbad, California

2. 3D Wave At The Speed Of Light

We really went out on a limb in these uncertain times to invest in a new (and very expensive!) technology that will help us provide **better and more efficient service to our patients** The Marco Epic 5100 Refraction System allows us to evaluate our patients' optical system more quickly and accurately than ever before.

The **3-D Wave** is a:

- Wavefront Aberrometer
- Corneal Topographer (maps the surface of the cornea)
- Automatic Refractor (measures the spectacle prescription of the eye)
- Keratometer (measures the curvature of the cornea, a critical component of intraocular lens implant calculation)
- Pupillometer (measures the size of the pupil in both dim and bright light.

This will allow us to evaluate our patients much more quickly and efficiently (and will shorten the wait time...YAY!), and will help us to "see" conditions (read aberrations in the visual optical system) that we could not evaluate before the 3-D Wave.

3. MGP - Meibomian Gland Probing...*A Truly Revolutionary Solution For Dry Eyes!*



There Is Help For Dry Eye Syndrome

I have long been impressed with the role the oil-producing meibomian glands play in maintaining good vision and preventing dry eye. Many patients have asked why no one has ever encouraged eyelid hygiene and warm compresses to keep these 60 or so (30 in each lid) oil glands on the eyelid margins open and flowing. I can only speak for myself, but those with dry eyes do much better when we work on softening the oils in these plugged glands. The oil should be like cooking oil, but frequently, as a result of heredity and birthdays, it becomes more like "**Crisco.**"



Meibomian Gland Probe

I recently began designing my own fine probing device that would slide into these obstructed glands and open them up. During the process it occurred to me that I should see if someone else had already traveled this road; after a bit of research I found that Dr. Steven Maskin of Tampa, FL, has been on the same wavelength. He just thought of it sooner than me, so I am now using his probing system to open these blocked oil glands. Results for dry eye patients have been quite remarkable. *Stay tuned for updates...*

"I was in extreme discomfort and had all the symptoms of chronic red eye, dryness, sensitivity to light and foreign body sensation. I felt immediate relief with no feeling of "foreign body" or light sensitivity. The redness has subsided. Relief was like 'NIGHT AND DAY'! I continue to feel comfortable and my vision is much better today."
- Shirley Insoft , Dry Eye Patient

DOCTOR
K
LEMAN'S
CORNER



“Detect, Treat, Check & Repeat!”

Following This Simple 4 Step Process
Can Keep Glaucoma Under Control

Glaucoma is the leading cause of preventable blindness in the US. It is a group of eye diseases characterized by damage to the optic nerve due to increased eye pressure. In it's most common form, patients will not experience any symptoms of glaucoma, hence deserving of its nickname: the **“Silent Blinder.”**



Healthy

We recommend this 4 step process to keep glaucoma under control:

Step 1 - Detect: If not diagnosed and treated, glaucoma can begin to permanently take away peripheral vision. If diagnosed and treated early, it can be controlled. If glaucoma is suspected, a baseline in eye pressure, an Optovue scan of the optic nerve and a visual field test are captured immediately.

Step 2 - Treat: Treatments are initiated with medicated eye drops or in-office laser procedures.

Step 3 - Check: It is *very* important for patients with glaucoma to be monitored closely with regular eye pressure checks, Optovue scans of the optic nerve, and visual field testings.

Step 4 - Repeat: At our office, we see our glaucoma patients every 90 days and our glaucoma suspects every 180 days to ensure early detection of any changes. It is important to remember while a certain eye pressure may be optimum for you, it may not be for another patient. Likewise, certain treatments may be successful in keeping your pressure low, but may not work for another patient. Glaucoma treatment and management is very specific for each individual.



Advanced

Catch Glaucoma Before It's Too Late!

CAUTION!

Following the Doctors Protocol is VERY Important!

- Don't Forget Your Drops.
- Keep Your Ongoing 'Monitoring' Appointments.

Dr. Jim's Joke

TROUBLE IS, YOU'RE AN APPROXIMIST
AND I'M A PERFECTIONIST.

EXACTLY!
WHATEVER.



Can you guess which
one is Dr. Jim?

Candid Feedback For This Newsletter?
Questions? Thoughts? Ideas?

We're All Ears!

Please...send it to publish@davieseye.com

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CHECK OUT WHAT'S NEW!

www.davieseye.com

\$29.97 + tax



Suffering From The **ITCHY BURNIES?**

Are You Experiencing Any Of The Following Symptoms:

- IRRITATION?
- GRITTIENESS?
- SCRATCHINESS?
- BURNING SENSATION?
- EXCESS WATERING?
- BLURRED VISION?
- CHRONIC RED EYE?

If You Answered "Yes!" To Any Of The Following You May Have...

"DRY EYE SYNDROME!"

For An Official Diagnosis & Treatment
Call Our Office Today To Schedule
Your Comprehensive Eye Exam

(760) 729-7101

Most Insurances Cover Routine Comprehensive Eye Exams

NEW SHIPMENT JUST ARRIVED.

Get Immediate Relief From
Those Itchy Burnies!

*The Results Are Guaranteed
To Bring You To Tears!*

Order Yours Today!