



# A Closer Look



**ALEXANDER**  
EYE INSTITUTE s.c.

*A Passion for Perfection™*

## The Dawn of a NEW YEAR!

The tradition of making resolutions upon the New Year interlocks generations, both old and young, in the wish and will to do better. To imagine oneself victorious where one has faltered in the past is no easy task. And yet, however many resolutions have been found broken, again, we dare to put into words a promise to the future. Alexander Eye Institute sought to commemorate the daring and resolve shown by our patients by presenting and responding to their own resolutions in our newsletter.

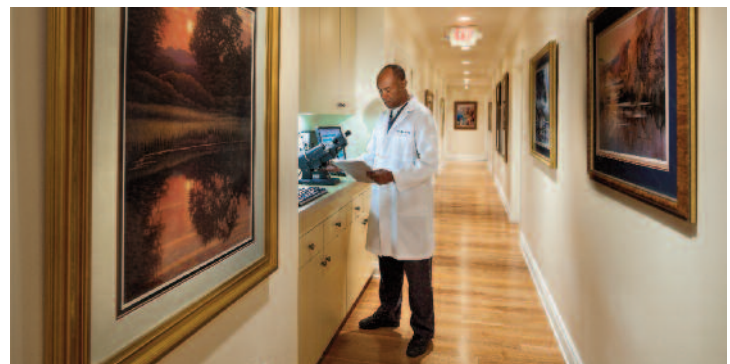
How do you *see yourself* in the coming year?

A.E.I. is resolved to bringing your 'new year' vision to fruition.



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# Resolution #1: *Let go of fear. Rediscover your Courage.*

Alexander Eye Institute is pleased to welcome the Bausch & Lomb VICTUS™ Femtosecond Laser to our in-house surgical center. This incredible technological innovation has transformed Laser Assisted Cataract Surgery into a fountain of youthful fearlessness.

VICTUS™ technology bears the worries and responsibilities of adulthood with its new safety features, tireless precision, and unyielding focus. Thus allowing you to boldly reclaim the brilliant vision you deserve.

Book a free consultation to hear more on the VICTUS™ features:

**Advanced Docking:** the system's integral flexibility safeguards the natural eye form and minimizes discomfort.

**Precision Based Outcomes:**  
**Astigmatism Management:** The VICTUS™ Technology offers incisional accuracy and target reproducibility.

**“Real-Time” Ocular Coherence Tomography (OCT):** The VICTUS™ laser trades in the traditional time-lapse O.T.C. for the luxury of “real-time.” Dr. Alexander will be with you not just every step, but every second of the way.

As the next generation of femtosecond laser, the VICTUS™ platform provides, increased comfort, maximum precision and higher levels of outcome predictability.



**“ Here, at A.E.I., we are proud that our technological investments have been guided by a criterion that foregrounds value both for the patient’s immediate and long-term goals. ”**



*“I dedicate the evolution of my life’s work to the dedication of my patients—It is an honor to be entrusted with your vision throughout these years.”*

*– Dr. Alexander*

## Timeline of Innovation:

### Decades of Care

- **1991:** National Co-Investigator for FDA approval of the Visx Excimer Laser
- **1996:** Successfully performed the very first LASIK procedure in our very own Wisconsin
- **1997:** Performed first surgical implant of a Multifocal Lens in Wisconsin
- **1998:** Opened First Private Center Dedicated to Refractive Surgery in Wisconsin: Alexander Eye Institute
- **2002:** Conceived and Trademarked PermaClear Sight Restoration: A lens-based surgery to restore distance and near vision to patients!
- **2003:** Designed and built a State-of-the-Art refractive eye specialty center
- **2004:** A.E.I. premiered the Wavelight Allegro Laser in Wisconsin: The first FDA approved Flying Spot Excimer LASER in the United States for Laser Vision Correction
- **2006:** Inaugurated All-laser LASIK technique at A.E.I. using dual lasers: Femto Second Intralase to create the flap and a Wavelight Allegretto Laser for the treatment
- **2010:** Opened Alexander Eye Surgery Center. A Medicare approved facility for cataract and refractive procedures.
- **2015:** Welcomed the Bausch and Lomb VICTUS™ Laser to Alexander Surgical Center



## Resolution #2: Play Well With Others.



*“It has been several months now since I had cataract surgery and my eyesight corrected with the PermaClear Sight Restoration with the Multifocal Lens. Immediately*

*after the surgery I had excellent vision. After wearing glasses since 7th grade I continue to be amazed that I now have no need for glasses. This summer I was able to swim and recognize my grandchildren on the water slides in Wisconsin Dells. I can now find my wife on a crowded beach when I come in from a swim in the Ocean. It is truly*

*enjoyable to be able to walk in the rain and not have to clean raindrops off my glasses. To sit in a barber chair and actually see what the stylist is doing is still enlightening. How great to wake up and not have to reach for glasses. No more watching them crash and slide along the court while playing basketball.*

*Thank you Dr. Alexander and staff for your excellent care and making my retirement even more enjoyable. Love my eyes.”*

— **Bill Schuster, DDS**

on Cataract Extraction with PermaClear

# Resolution #3: *Have the best of both worlds ...* *Health consciousness...*

At the Alexander Eye Institute the holistic-natural, and Technological-interventionist approaches to medicine are forming a beautiful friendship. AYURVEDA supplements are a product of the very knowledge base that conceived Yoga. This ancient wisdom aims to restore all aspects of self to their proper and prosperous unity.

## VPK Massage Oil

This specific blend of AYURVEDIC herbs and aromas rejuvenate the body. The AYURVEDA composition nourishes the skin, leaving a sensuous glow. Composed of cabbage rose, sacred lotus flower, luscious sesame and jojoba essences, this oil elixir offers a detoxifying relaxation.



Amrit Nectar and Ambrosia are full-spectrum antioxidants that enhance mental and physical function. As a kalash dual acting system, the coupled supplements offer you the ability to eliminate free radicals. A fast-acting formula that is 5000 times more effective in eliminating free radicals (the root cause of aging) than vitamins C or E1 to keep your body and mind at their prime!

“Both preventative and comprehensive AYURVEDA unites mind and body, in the balanced bond of wellbeing.”



## ... AND, Technological Advancement

### Full Range Vision for Cataract Patients:

Reduce your dependency on glasses to see in the distance and up close. Full Range Vision with PermaClear® is used by Dr. Alexander at the Alexander Eye Institute to replace your eye's aging, cataract-clouded lens with a premium multifocal lens. This procedure is optimal for those who wish to eliminate the need for glasses and readers post cataract surgery. Refractive enhancements post procedure are available should residual error require resolution.

### Testimonials...



*"I cannot thank Dr. Alexander and his staff enough. They are a wonderful, caring and professional group of people. The day after my surgery, Dr. Alexander asked how I was doing...I felt like it was Christmas morning! The world is crisp and alive again! You see with such clarity; things that you forgot were there are so vivid. It's not just a tree in the distance...its a tree with leaves! Again, I thank Dr. Alexander and each member of his staff. I only have one set of eyes, I wouldn't trust mine to anyone else."*

— **Debbi Brazana** – PermaClear Sight Restoration – January 2016



*"After years of wearing contacts/glasses, I made the decision that I'd had it with irritated red eyes and poor vision. I had a consult with Dr. Alexander and he recommended PermaClear lens along with cataract surgery. I can only tell you it was the best decision I could have made. I have perfect vision all the time. Dr. Alexander was wonderful. He very informative, and reassuring the procedure would be painless. I feel I had the finest in care from my first consultation to the follow up visits. I would highly recommend Dr. Alexander. I love my new vision. It was the best investment I could have made."*

— **Kathleen Harry** – Cataract with PermaClear – November 2015



*"For the first time, for as long as I can remember, I actually read a phone book number without glasses yesterday! I had the PermaClear procedure done in September and I could not be happier! The procedure was next to painless, the staff was sweet and Dr. Alexander is fabulous. I trust him, his experience in his field is impeccable and I would recommend Dr. Alexander to anyone. Don't hesitate, it's well worth it. Thank you Dr. Alexander and the staff at Alexander Eye Institute."*

— **Rhonda Gesell** – PermaClear Sight Restoration – September 2015

### A message from Dr. Avery Alexander

*"As Medical Director of the Alexander Eye Institute, I am personally committed to assuring that you receive the highest level of care available; care that includes today's advanced vision correction techniques delivered with a genuine concern for your well-being. Every member of my staff shares this commitment. I feel privileged that you have entrusted me with your vision, and I will strive to exceed your expectations by giving you the finest care possible, from the first time we meet and for years to come.*

*I have seen, firsthand, the wonderful changes this technology has brought to the lives of thousands of people. For this reason, I have dedicated my energy and skill exclusively to vision correction."*

A handwritten signature in white ink on a dark green background.

Dr. Avery Alexander, MD

# Resolution #4: *Carpe Diem!*

## *See yourself, Seize the DAY*

### Why wait another year?

“My wife and I had UltraThin Lasik done one week ago, and the results are incredible. I am currently seeing 20/15, while my wife is currently at 20/20 vision. Throughout the entire process we felt cared for and comforted. The initial consultation was a great way to learn more about the process and get all of our questions out of the way. The staff was always friendly and informative, and Dr. Alexander also made us feel prepared and excited about the procedure. The day of surgery everything was explained clearly to us and all went smoothly. Our recovery was fast and pain free, we really didn't even feel any discomfort at any point along the way.

We will highly recommend Dr. Alexander and the Alexander Eye Institute to friends and family as our first choice for the Lasik procedure. They have state of the art equipment and technology, and extremely competent, comforting, and friendly staff, and a doctor that has been in the field since it's beginning.”

—Na Hu & Andy Belter



## Resolution #5: *Don't miss Out on the details.*

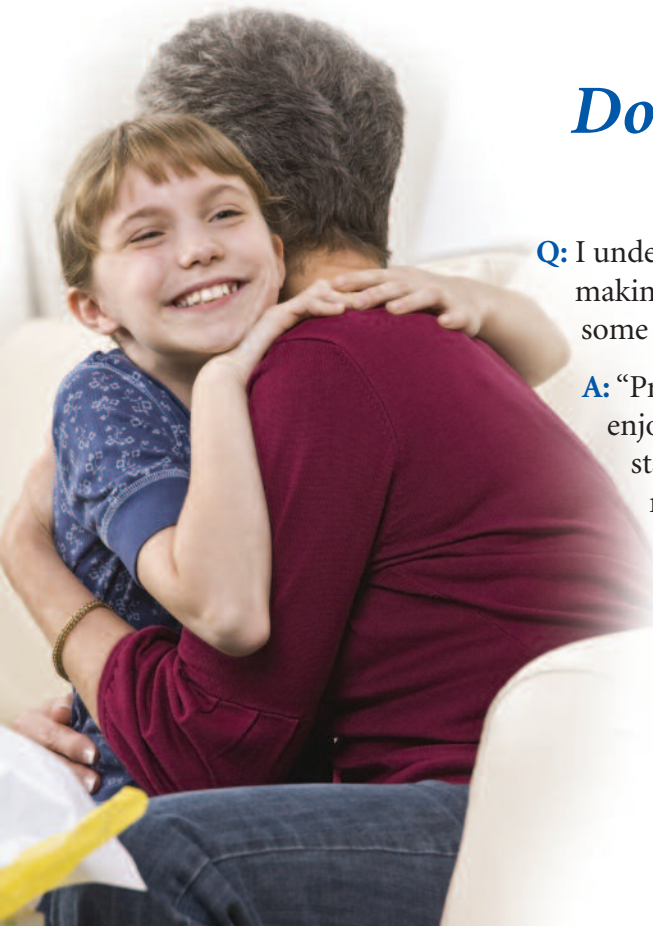
*From our favorite receptionist Patti:*

**Q:** I understand you are a very in-demand grandmother. You have a gift for making each and every grandchild feeling unforgettably special. What are some of the things you've handmade for them?

**A:** “Prior to my surgery, I wondered if I'd be able to continue sewing. I've enjoyed this craft almost as long as I've worn glasses, and now I have also started a new craft – beading. I can share both sewing and beading with my granddaughters. It is so nice to be able to see without glasses.”

**Q:** Was having cataract surgery an easy process?

**A:** “I am most grateful to the personal care Dr. Alexander has provided. He treats each patient according to their individual needs. I am proud to be part of this team!”



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# Patti's Pattern

## Decorated Gift Bag

I'd like to share a fun and simple project someone could make in a matter of minutes. It's great for all ages.

If you decide to draw your own pattern, make sure you include a solid cutting file, as well as your dashed cutting line. If you do not include both, the fabric may not adhere as well.

Each grandchild gets a one-of-a-kind quilt made especially for them with a personalized quilt label. I also



enjoy making the girls similar if not matching dresses. The girls take an active part in the designing as well. It is so much fun to see their imagination come to life in the designs!

### Supplies needed *(may be purchased at a fabric or craft store)*

- A purchased gift bag (approximately 6 to 12 inches) or size of your choice
- Heat-n-Bond® (with red backing because you will not be sewing)
- A scissors, sharp enough to cut fabric
- Pencil or Pen
- Iron
- Fabric – fat quarters work great; if you plan on more than 1 heart, consider more than 1 color of fabric.

1. Trace the heart(s) onto the paper side of the Heat-n-Bond®
2. Cut out the heart(s), following the dashed line(s)
3. Press the Heat-n-Bond® onto the wrong side of fabric, following the directions on the package of Heat-n-Bond®.
4. Cut out the heart(s), following the solid lines(s)
5. Decide where you would like the heart(s) on your gift bag
6. Remove the Heat-n-Bond® backing and press onto the gift bag
7. Presto! A beautiful gift bag and no sewing!

## Resolution #6: *Send an open invitation.*



We at the Alexander Eye Institute would like to welcome you to our office for a complementary consultation with a refractive consultant.

# A Recipe from Dr. Alexander:

## Cream of Tomato Soup

- 4 tablespoons (1/2 stick) unsalted butter
- 2 onions, thinly sliced
- 1 carrot, peeled and chopped
- 6 cloves garlic, coarsely chopped
- 2 cans (35 ounces each) Italian plum tomatoes, with their juice
- 8 large fresh basil leaves, slivered
- Pinch of sugar
- Salt and freshly ground black pepper, to taste
- 4 cups chicken stock or canned vegetable broth
- ½ teaspoons ground allspice
- 2 cups heavy or whipping cream (optional)

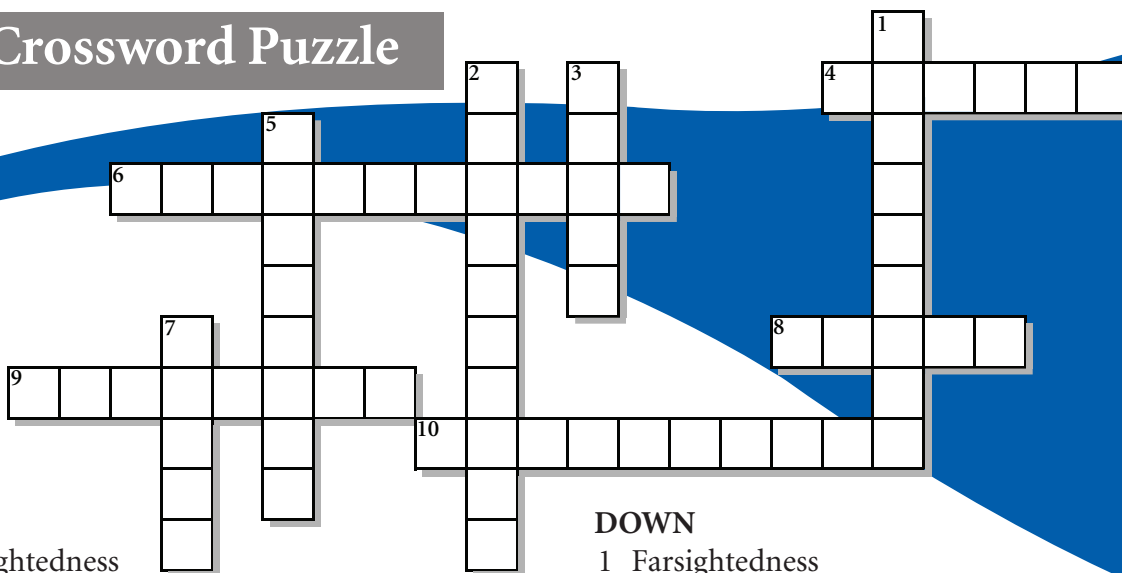
### Directions:

1. Melt the butter in a large soup pot. Add the onions, carrots and garlic. Cook over medium heat until the vegetables have wilted. 10 minutes
2. Add the tomatoes and their juice, basil, sugar and salt and pepper. Cook for 5 minutes. Then add the stock and allspice, and slowly bring to a boil. Reduce the heat, partially cover and simmer for 50 minutes.
3. Puree the soup, in batches, in a blender or food processor. Return it to the pot, add the cream adjust the seasonings, and heat through.



Makes 8 to 10 portions

## Optical Crossword Puzzle



### ACROSS

- 4 Nearsightedness
- 6 Optical defect in which refractive power is not uniform in all directions.
- 8 Variable-sized black circular opening in the center of the iris that regulates the amount of light that enters the eye
- 9 Opacity or cloudiness of the crystalline lens, which may prevent a clear image from forming on the retina.
- 10 Refractive condition in which there is a diminished power of accommodation arising from loss of elasticity of the crystalline lens, as occurs with aging. Usually becomes significant after age 45.

### DOWN

- 1 Farsightedness
- 2 Largest sensory nerve of the eye; carries impulses for sight from the retina to the brain
- 3 Light Amplification by Stimulated Emission of Radiation
- 5 Eyeglasses that incorporate two different powers in each lens, usually for near and distance corrections.
- 7 Type of refractive surgery in which the cornea is reshaped to change its optical power.

WORD BANK: PUPIL, PRESBYOPIA, OPTICNERVE, MYOPIA, LASIK, LASER, HYPEROPIA, CATARACT, BIFOCALS, ASTIGMATISM

**AlexanderEye.com** *It's all you need to know.*

Looking for information on LASIK or another vision correction procedure? Wondering how to use your insurance flex spending benefits for vision correction? Want to share a comment or ask a question? There's just one place to go: [www.AlexanderEye.com](http://www.AlexanderEye.com).



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