



A Closer Look

An Exclusive Newsletter from the Alexander Eye Institute

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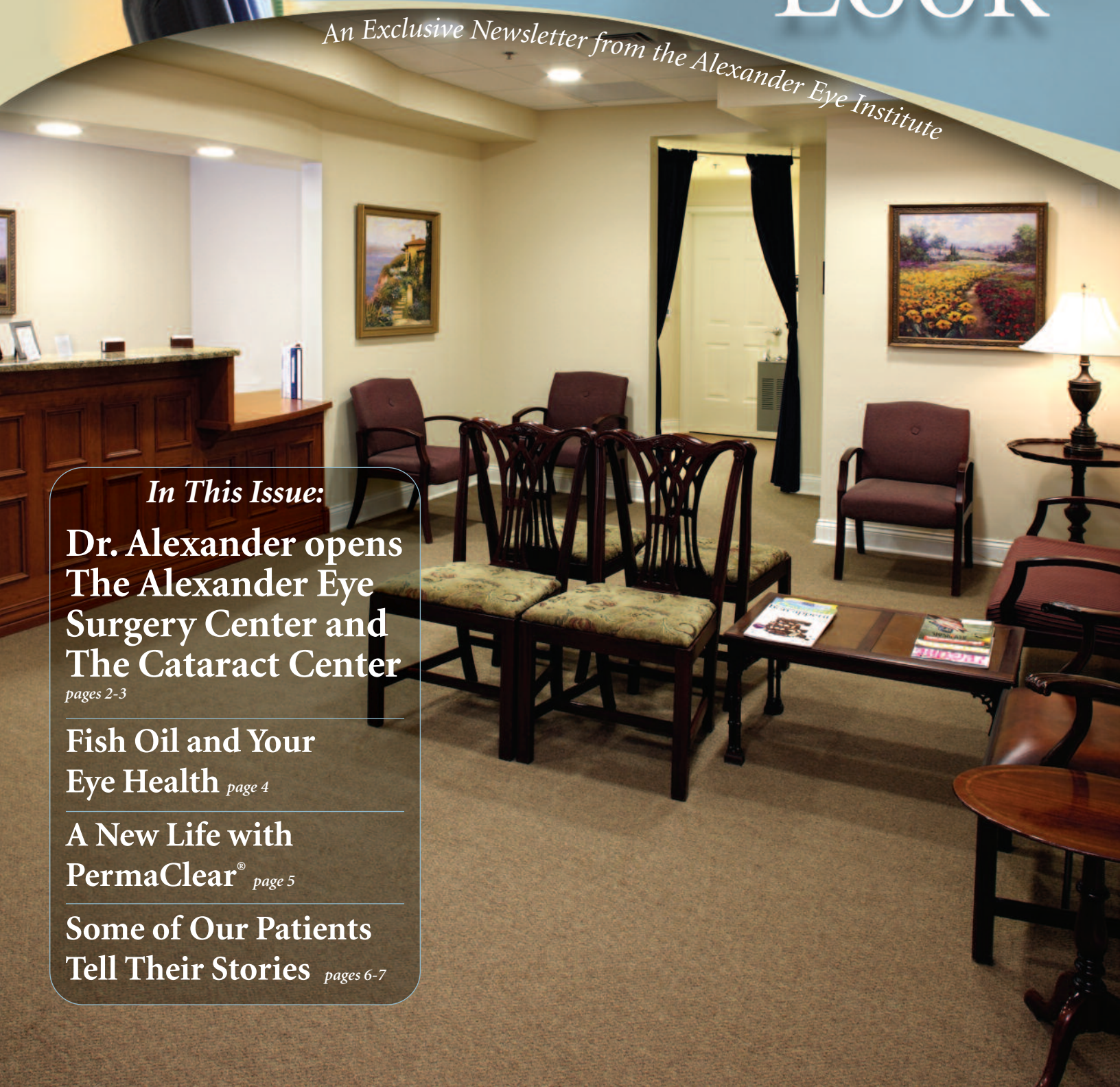
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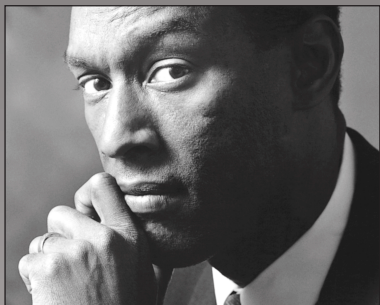
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A Closer Look

Surgery Center Brings Higher Level of Care to Entire Community.



Avery D. Alexander, MD
Refractive Surgery Specialist &
Medical Director – Alexander Eye
Institute

Dr. Alexander is a national leader and pioneer in laser vision correction and sight restoration techniques. He was among the first eye surgeons in the nation to perform LASIK, serving as a core investigator for the VISX Excimer laser, one of the earliest medical lasers used for vision correction. Dr. Alexander was the first physician in Wisconsin to use the state-of-the-art Allegretto Wave® laser – the fastest and most accurate laser system available for vision correction.

- **Board Certification**
American Academy of Ophthalmology
- **Undergraduate Degree**
University of Virginia
- **Medical Degree**
Stanford University Medical School
- **Ophthalmology Residency**
Kellogg Eye Institute, University of Michigan
- **Professional Memberships**
American Society of Cataract and Refractive Surgery
American Academy of Ophthalmology
- **Contributing Author**
Textbook: Mastering Refractive IOLs –
“The Art and Science”



Over the past 20 years, Dr. Avery Alexander and Alexander Eye Institute have been delivering unsurpassed results and unmatched care to patients undergoing laser vision correction procedures. As the developer of UltraSight® LASIK, and PermaClear® Sight Restoration, Dr. Alexander has earned a national reputation for achieving excellent outcomes that have enabled thousands of people to enjoy clear vision without glasses.

With its new state-of-the-art Surgery Center, Alexander Eye Institute is now bringing that same quality of care to cataract patients. The surgery center is 4,000 square feet of the newest, most advanced technology for eye surgery. “We’ve invested more than a million dollars in this facility,” said Dr. Alexander, “to offer our patients a level of care that’s one-of-a-kind.”

“With this new facility, Alexander Eye Institute is truly a one-stop resource for vision care and eye surgery.”



ALEXANDER EYE SURGERY CENTER

PermaClear, Cataract & Laser Vision Correction

The Surgery Center meets the high standards of the Accreditation Association for Ambulatory Health Care (AAAHC), the leading accreditation organization for outpatient surgery centers. It is also Medicare approved. This means that cataract patients who are on Medicare can have their surgery here with Medicare coverage. These approvals serve as an added assurance of high quality care.



So why should you choose Alexander Eye Institute for cataract care?

“The big difference is our vast expertise in vision correction surgery,” Dr. Alexander explained. “I’ve focused my practice on these procedures from the start. As a result, I can combine the traditional cataract procedure with PermaClear® Sight Restoration, which makes it possible for patients to experience the benefits of clear vision – both near and far.”



Dr. Alexander Opens the Area's Premier Cataract Care Facility.

The **CATARACT** CENTER *at Alexander Eye Institute*

Cataract surgery has been refined over the past decades to be one of the safest and most effective medical procedures performed today. New technologies and advancements in lens design make it possible for patients to now experience an excellent quality of vision after cataract surgery.

But no single procedure or lens performs equally well for every individual. That is why cataract care at Alexander Eye Institute is a process, not merely a procedure.

To help you enjoy the best vision possible, we have combined advanced cataract technology with our expertise in refractive vision correction to create a process that does more than eliminate cataracts and restore vision. It is designed to refine your vision to the highest level possible; vision that may be superior to any you have ever experienced, even before developing cataracts.



Our cataract care process begins with your consultation – the first step in determining the appropriate procedure and lens type for you. While the characteristics of your eyes play a role in this decision, it is also important to consider your lifestyle and your personal goals. Then, after your cataract removal procedure, we continue to enhance your vision if needed using a full spectrum of advanced refractive techniques to achieve results that meet or exceed your expectations. That is our promise to you.

With this new facility, Alexander Eye Institute is truly a one-stop resource for vision care and eye surgery. “From cataract surgery with PermaClear®, to UltraSight® LASIK, to new procedures for dry eye, we are now able to care for patients with a wide range of eye and vision problems,” noted Dr. Alexander. “I’ve dedicated my career to improving the vision and the lives of patients. Now the technology available at Alexander Eye Surgery Center makes it possible to offer more services to more people than ever before.”

Alexander Eye Surgery Center Quick Facts:

- Latest advancements in cataract surgery technology
- Cost effective way to deliver care
- State-of-the-art equipment in a brand new facility
- Quality Medicare and AAAHC approved
- Personalized care for each and every patient
- Features a family viewing area

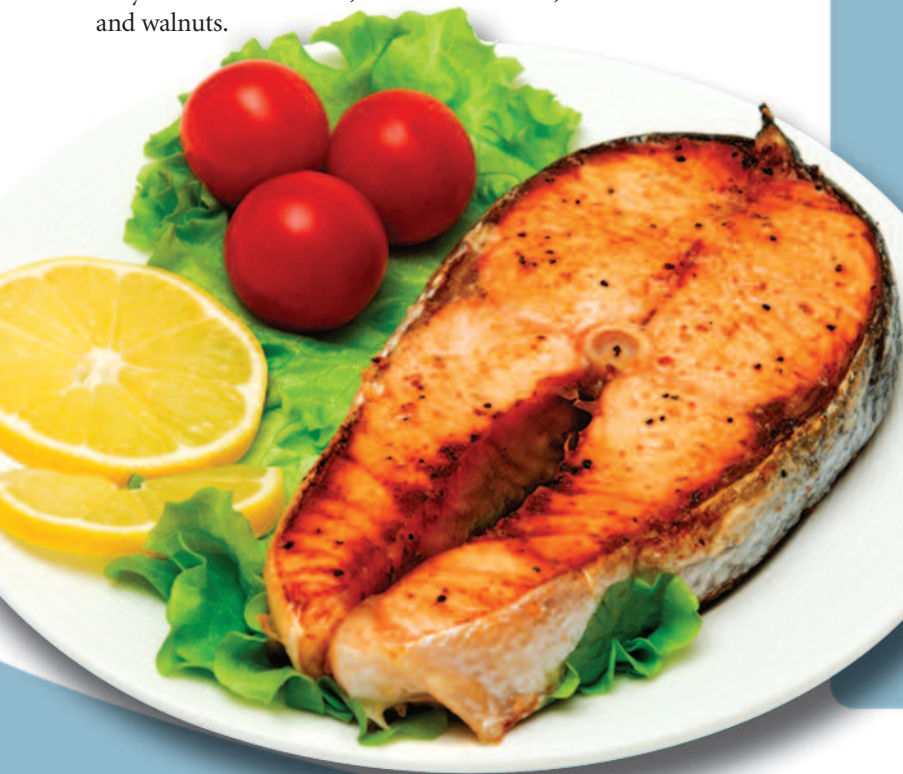
A Closer Look

Make Fish Oil a part of Your Eye Health Plan

Fish oil has long been known to promote a healthy heart, healthy brain, and reduce inflammation associated with conditions such as arthritis. Now you can add one more item to that list: recent studies show that the omega-3 fatty acids found in fish decrease the risk of retinal eye disease and promote overall eye health. Research indicates that omega-3 can help protect retinal cells from conditions such as age-related macular degeneration (AMD), the leading cause of vision loss among seniors.

In one study, researchers found that seniors who ate fish at least twice a week were 45% less likely to have AMD than those with who consumed fish less than once weekly. A second study in Australia followed nearly 3,000 people aged 49 and older for five years, then performed retinal screenings for AMD. Those who reported eating a least one serving of fish a week were 40% less likely to develop AMD compared to those who reported eating fish less than once a month or not at all.

These results point to the fact that omega-3 fatty acids provide protection against retinal diseases. While the exact mechanism is not yet clear, it is thought that they help reduce inflammation which may damage the retinas. Good sources of omega-3 include fatty fish such as salmon, tuna and mackerel, as well as flax seeds and walnuts.



“Taking fish oil is one of the best things you can do, not only for your eyes but for your overall health,” said Dr. Alexander. “I strongly recommend that patients increase their intake of foods rich in omega-3 fatty acids, or take a good quality supplement that contains a balanced formula of these fatty acids. It’s a simple way to help preserve your vision and improve your health as you age.”

Not all Fish are Created Equal. This Handy Chart will Help You Choose Fish with the Highest Omega-3 Content.

Type of fish	Total omega-3 content per 3.5 ounces (grams)
Mackerel	2.6
Trout, lake	2.0
Herring	1.7
Tuna, bluefin	1.6
Salmon	1.5
Sardines, canned	1.5
Sturgeon, Atlantic	1.5
Tuna, albacore	1.5
Whitefish, lake	1.5
Anchovies	1.4
Bluefish	1.2
Bass, striped	0.8
Trout, brook	0.6
Trout, rainbow	0.6
Halibut, Pacific	0.5
Pollock	0.5
Shark	0.5
Sturgeon	0.4
Bass, fresh water	0.3
Catfish	0.3
Ocean perch	0.3
Flounder	0.2
Haddock	0.2
Snapper, red	0.2
Swordfish	0.2
Sole	0.1

Source: *The Health Effects of Polyunsaturated Fatty Acids in Seafoods*

Now You CAN Have it all!

Clear Vision at Every Distance, in Every Light, at Any Age.

LASIK has given thousands of people the ability to see near, far and in between, without glasses. But one problem LASIK can't correct is presbyopia, the normal aging of the eye's natural lens that makes it necessary to wear glasses or bifocals to see up close.

Now Dr. Alexander offers a procedure that lets people with age-related presbyopia see clearly at all distances without glasses. PermaClear® Sight Restoration, developed by Dr. Alexander, combines laser vision correction with the successful technique used for cataract surgery in which the eye's aged lens is replaced with a lens implant to permanently correct vision.

For the best outcomes, Dr. Alexander uses the latest, technologically advanced Tecnis® Multifocal Lens which provides clear vision for reading, distance and computer work – even in dim light. In Dr. Alexander's expert hands, the Tecnis lens allows patients to experience near-perfect vision right away. We tracked 12 patients who had the procedure with this lens and found that the average distance vision the day after surgery was 20/22, improving to 20/20 by three months. In fact, 75% of patients had 20/20 vision the very first day, and that went up to nearly 92% by three months.

“What is really outstanding is that patients achieve such excellent distance vision while also gaining very strong near and mid-range vision,” noted Dr. Alexander.

Near vision is measured on a scale from J1 to J16; the lower the number, the better your near vision. In our study, 100% of patients achieved near vision of J1 the day after the procedure. That's good enough to read even the fine print in a phone book or dictionary! What's more, they maintained that vision throughout the study.

“Best of all, this reading ability doesn't go away in dim light, a problem that often occurs with other lens implants,” Dr. Alexander commented. “We found that 100% of patients in our study said they never needed to use reading glasses again after surgery.”

In addition to people with presbyopia, PermaClear® with the Tecnis lens is ideal for patients who have had LASIK in the past and want to maintain their clear vision as they get older. Cataract patients can also opt for surgery with PermaClear® and Tecnis. With this new lens technology and our PermaClear® approach, people of all ages truly can have it all.



Gene Coy
PermaClear® Patient

After PermaClear® Sight Restoration with the Tecnis® Multifocal Lens:

- 100% can read the finest print (J1)
- 100% say they never use reading glasses again
- 92% achieve 20/20 vision at 3 months

• Based on results of tracking 20 eyes of patients undergoing PermaClear in January of 2010.

A Closer Look

DR. ALEXANDER HELPED ME RECONNECT TO MY LIFE!

TERI YOST – PERMACLEAR®

Dropping her trifocals nearly every morning when getting out of bed seems funny to Teri Yost – now. But at the time, it was just one more of the nuisances of needing glasses or contact lenses for every activity, from reading and working on the computer to driving.

“As a graphic designer, my eyes are my profession,” said Teri. “I’d worn glasses all my life, but as I got older I need to replace them more and more often. And that first pair of trifocals cost more than \$700!” In addition, she could no longer read a book without getting a headache. “I was just disgusted with the whole thing.”

Teri thought LASIK might be the answer, so she scheduled consultations with a number of different eye surgeons in the area before making a decision. “As I looked into the procedure, I realized that LASIK alone would not solve my problem,” she recalled.

After visiting Alexander Eye Institute, she was convinced that Dr. Alexander was the only one who could help her. “I felt at home from the moment I arrived,” Teri noted. “Everyone was so welcoming. There was no pressure. They just answered all my questions clearly and honestly, and I realized that PermaClear® was right for me.”

She was also impressed by the care and concern of everyone she met there. “It’s a culture of helping people that starts with Dr. Alexander.”

Since having PermaClear® six months ago, Teri’s vision – and her life – have improved tremendously. “I feel like a new person!” she exclaimed. “And as time goes by my vision keeps getting better. This decision has opened me up and let me reconnect to all the things I love in life!”



ABOVE PAR CARE

RICK KNAPP – CATARACT WITH PERMACLEAR®

Golf is a passion for Rick Knapp, so when he started to lose sight of the ball in the air he knew he had to do something. It turned out that a cataract was developing in one eye which was causing the problem. He also found it was becoming more difficult to read in dim light.

“I checked out a number of different places, but Alexander Eye Institute was the only one that offered a procedure which would give me clear vision for both distance and reading without glasses,” Rick said. In January 2010, he had cataract surgery with PermaClear® Sight Restoration, and had his vision corrected in both eyes by Dr. Alexander.


Prior to his procedure, Rick wore no-line trifocals for most activities, and put in contacts to see in the distance for golf. “After the surgery, I went out in my driveway to hit some balls into a field, and I was able to see them so clearly I could almost read the brand name on the side of each ball,” he remarked.

As for the care Rick received, he said “it was just wonderful! Everyone was friendly and they answered all my questions. In addition to being a great surgeon, Dr. Alexander is very personable. I recommend him so highly.”



THE ONLY MIRACLE MONEY CAN BUY!

LINDA SCHWEINER – ULTRASIGHT® LASIK, PC & IOL EXCHANGE



From the time she was 10 years old, Linda Schweiner had suffered with poor vision – so poor that she wore bifocals, even at such a young age. But all that changed in 1998 when she attended a seminar at Alexander Eye Institute and decided to have LASIK performed by Dr. Alexander. “After the procedure, it was so wonderful to be free of glasses at last,” said Linda. “In fact, I got spoiled by having such good vision, and as I got older and began to need reading glasses, I just didn’t want to wear them.”


In 2008, Linda returned to Dr. Alexander to solve her presbyopia with PermaClear® Sight Restoration. The procedure worked perfectly, and she was able to get rid of those readers. But limitations of the intraocular lenses available at that time caused her to have trouble reading in dim light. Dr. Alexander recommended that she get one of the lenses replaced by a newer IOL. So last May, Linda had a lens exchange procedure.

“Since then, everything has been just great! My vision is 20/20 and I can read the menu even in a dimly lit restaurant.”

According to Linda, from the very first time she met Dr. Alexander 12 years ago, he has always been there for her. “He’s truly one of a kind,” she commented. “You couldn’t find a better eye surgeon. And I tell everyone that this procedure is the only miracle money can buy.”

NO LIMITS FOR THIS ACTIVE FAMILY

JANEL AND JASON WACHTENDONK – ULTRASIGHT® LASIK



With an active lifestyle that includes scuba diving, waterskiing, basketball, volleyball, running and more – plus three young children – every minute of the day is full for the Wachtendonk family. “We’re always on the go,” said Janel, “so the ritual of wearing contacts was just a big inconvenience for me.”

Although he didn’t wear contacts, Jason concurred. “I wore glasses since I was a teenager and it was really terrible. I couldn’t wear them when I was diving or waterskiing and I just got fed up!”


Jason was the first to have UltraSight® LASIK performed by Dr. Alexander in 2010, and Janel followed a couple of months later. “We went right to the best – Dr. Alexander,” stated Jason. “To me it was the smartest investment I could make,” said Jason. “To be able to drive, run – do everything I want without glasses – it’s fantastic. I tell people I have ‘HD vision’ now!”

“It was unbelievable to me that Dr. Alexander could totally fix my vision so quickly,” Janel remarked. “Everything about the experience was wonderful. The whole team is so professional.”

Now these busy parents and sports enthusiasts have more time to enjoy their favorite activities without glasses or contacts.

NO MORE CHEATERS

DIANE NUTHALS – PERMACLEAR®



Diane Nuthals always had great vision and she took it for granted that she always would. So when she started to need reading glasses, or “cheaters,” in her late forties, she was really frustrated. “I’d never worn glasses and hated how they looked on me,” she recalled. “Also, I kept needing stronger and stronger cheaters, which was very depressing.”

Her fiancé had had LASIK surgery with Dr. Alexander more than 20 years ago, and suggested she see what he could do to help. “I was very impressed from the start,” noted Diane. “He explained that PermaClear® could eliminate my need for reading glasses, and he went through the details of the procedure completely.”

Diane had PermaClear® performed in both eyes, two days apart. “It was amazing,” she said. “I could read everything. A few days after surgery, I was shopping and was able to read the small print on the back of a bottle of shampoo. It was so wonderful; I just started crying right there in the store!”



ALEXANDER
EYE INSTITUTE s.c.

A Passion for Perfection™

A Closer Look

An Exclusive Newsletter from the Alexander Eye Institute

A message from Dr. Avery Alexander

To my patients and friends,

As Medical Director of Alexander Eye Institute, I have dedicated myself and this practice to providing the highest level of vision care available. This commitment guides my life every day, both in delivering superior patient care and in constantly expanding and refining the services we offer. I am always reviewing the latest scientific advances and evaluating new technologies to find those that will truly enhance our quality of care – and the quality of our patients' lives.

For me, it is not enough to simply keep pace with science; I want to keep this practice in the vanguard of medical care. That is the driving force behind the opening of the new Alexander Eye Surgery Center, the most sophisticated facility of its kind in the region. This state-of-the-art Center offers integrated resources for virtually all your vision needs – from LASIK and other laser vision correction procedures, to new treatments for glaucoma. It also includes The Cataract Center where cataract patients can receive the same unsurpassed surgical expertise that has made Alexander Eye Institute the recognized leader in laser vision correction.

Investing in this cutting-edge facility reflects my personal commitment to the people of this community. By building on our decades of experience in performing laser vision correction surgery, we are now able to give you the kind of specialized attention you deserve for all your eye care needs. Equipped with the latest technology and designed with your comfort and convenience in mind, I hope you'll find the Alexander Eye Surgery Center a welcoming place for yourself and your family.

This newsletter will update you on the details of our new Surgery Center, as well as on some of the latest developments that can help you protect your precious gift of sight. Should you have any questions or concerns about your vision, know that we are all here to help.



Dr. Avery Alexander, MD



The screenshot shows the homepage of the Alexander Eye Institute website. At the top, there is a navigation menu with links for Home, Why AEI, Blog, Procedures, Videos, Jennifer's Experience, FAQ, Financing, and Contact Us. Below the navigation is a large banner image of a smiling couple with a child, and the Alexander Eye Institute logo with the tagline "A Passion for Perfection" and phone number "920-830-2020". The main content area features a search bar, a "Green Bay / Appleton LASIK and Cataract Surgery" section with a photo of the facility, and a "LASIK / Cataracts - Green Bay / Appleton - AEI Services" section. There are also sections for "FREE CONSULTATION", "CARE CREDIT", and "PATIENT TESTIMONIALS". A sidebar on the right lists "AEI Procedures" including PermaClear® LASIK, UltraSight® LASIK, VeraClear® ICL, and PRK. At the bottom, there is a "Media Center" section with video thumbnails and a "Follow us on" social media section.

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.

Our colorful, new interactive website is easy to navigate and full of information. It features details about all of our three vision correction divisions, vision correction procedures, various financing plans, our television commercials, video testimonials from our patients and much more. In addition, it includes a new blog section where you can post your thoughts and comments on a range of topics. There's also a convenient "contact us" tab where you can request more information or have a staff member get back to you quickly. With our new website, everything you want to know about vision correction is at your fingertips!