



# A Closer Look

*An Exclusive Newsletter from the Alexander Eye Institute*

**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  
International Society of Cataract and Refractive Surgery  
American Academy of Ophthalmology  
Society for Excellence in Eyecare



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 EYE INSTITUTE s.c.

*A Passion for Perfection™*

www.AlexanderEye.com

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## Next Generation Technology, Available Today at AEI

*Learn what Allegretto Wave® Eye-Q  
 Excimer Laser can do for you.*



**P**recision, speed and safety: in laser vision correction they are the key to great results. Today, the new Allegretto Wave® Eye-Q laser takes these critical elements to a higher level of

performance than ever before. And only one practice in the region offers this advanced technology: Alexander Eye Institute.

The Allegretto Wave Eye-Q is the fastest vision correction laser for LASIK available in the United States – twice as fast as the previous Allegretto Wave technology and four times faster than other lasers currently in use. Increased speed means less time under the laser, which results in less stress for patients and a reduced risk of side effects.

Speed is not the only feature that makes this new technology so amazing. The Allegretto Wave Eye-Q customizes treatment to each individual's prescription and cornea shape, making it possible for Dr. Alexander to achieve a greater visual acuity for patients and to correct the vision of people who may not have been LASIK candidates in the past. This extraordinary accuracy and speed are the result of PerfectPulse Technology® which coordinates the laser with an advanced eye tracking system that charts the movements of the eye 400 times a second. Then it continually adjusts the laser's placement and calibrates the energy of the laser for the most accurate level of correction possible.

Another advantage of the Allegretto Wave Eye-Q system is that it has an expanded field of treatment, which virtually eliminates post-operative glare, haloes and other night vision problems associated with older lasers.

“This system represents a significant advancement in technology for laser vision correction,” said Dr. Alexander. “It delivers unsurpassed results, reducing healing time and enabling nearly all of our patients to enjoy 20/20 vision. Most of all, it greatly expands the range of patients who can benefit from LASIK.”

Dr. Alexander and the entire team at Alexander Eye Institute are committed to bringing you the latest proven advances in vision correction. By constantly evaluating research and investing in new technologies, we are able to offer people of this community the most sophisticated and effective procedures to correct vision and enhance their quality of life.

### *After Treatment with the Allegretto Wave Eye-Q*

**100%** of patients treated could drive without glasses.

**98%** of patients achieved 20/40 vision; more than 93% of patients achieved 20/20 vision.

**93%** of patients saw as well as, or better than, they had with glasses or contacts.

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## No more glasses makes motherhood more rewarding *Meet Stacy Comparin*

For Stacy Comparin, a busy mother of two active young children, nothing was more frustrating than constantly having to search for her glasses. Mornings were especially challenging. "I'd have to bring the alarm clock right up to my nose to see what time it was. Then I had to find my glasses before I could take care of my kids. Glasses were an extra hassle I didn't need." Her son's favorite activities, playing in the sandbox and swimming, were also tough on her. "Wearing contact lenses was misery for me when I accompanied him to the pool or the sandbox."

Finally Stacy had had enough. "Friends told me about the wonderful care they received at Alexander Eye Institute, so I called for a consultation."

According to Dr. Alexander, Stacy was a classic laser vision correction patient. "Stacy had been wearing glasses and contacts most of her life, and she was ready to make a change," said Dr. Alexander. Once she made that decision the rest was easy, thanks to the skill of Dr. Alexander and the advanced technology at Alexander Eye Institute.

To correct Stacy's vision, Dr. Alexander used UltraSight® LASIK, an all-laser procedure refined by Dr. Alexander that is completely bladeless and non-invasive. During the procedure, Dr. Alexander uses the IntraLase® FS laser to create a flap in the outermost layer of the cornea. Then he uses the Allegretto Wave® laser – the most precise laser technology available – to gently contour the inner layer of the cornea based on the patient's individual refractive needs. Alexander Eye Institute is the only practice in the state that offers this unique combination of laser technologies.



Stacy Comparin

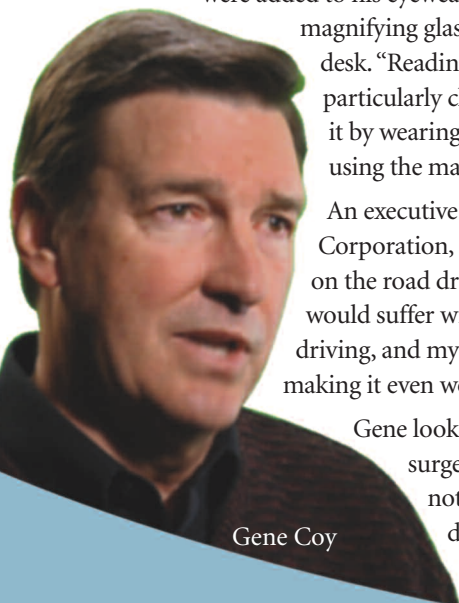
Now that her vision has been corrected, Stacy can't believe the freedom she enjoys. "I never realized how much I'd been missing," she noted "Now I can see everything – individual blades of grass, leaves, even flower buds." More than that, the greatest joy is how much easier her life is. "When my daughter cries at night, I can find her 'blankie' without having to find my glasses first!"

## Ending a lifetime spent in glasses *Meet Gene Coy*

In the first grade, Gene Coy realized he couldn't read the blackboard – not one single letter – despite sitting in the first row. That was the beginning of a life spent in glasses. Ever since, Gene has worn thick glasses and contacts. As he got older, reading glasses were added to his eyewear collection. Gene also kept a magnifying glass in his briefcase and on his desk. "Reading fine print like a map was particularly challenging. I could only manage it by wearing contacts, reading glasses and using the magnifying glass."

An executive with Great Northern Corporation, Gene spends a great deal of time on the road driving from plant to plant. "I would suffer with terrible eye strain when driving, and my eyes would get very dry, making it even worse," he recalled.

Gene looked into vision correction surgery but was always told he was not a candidate because of the degree of his astigmatism and vision problems – until he went to Dr. Alexander.



Gene Coy

"Gene had been to many practices where he heard the same thing: there was nothing they could do for him," said Dr. Alexander. "After evaluating his vision, I knew he would benefit from PermaClear® sight restoration."

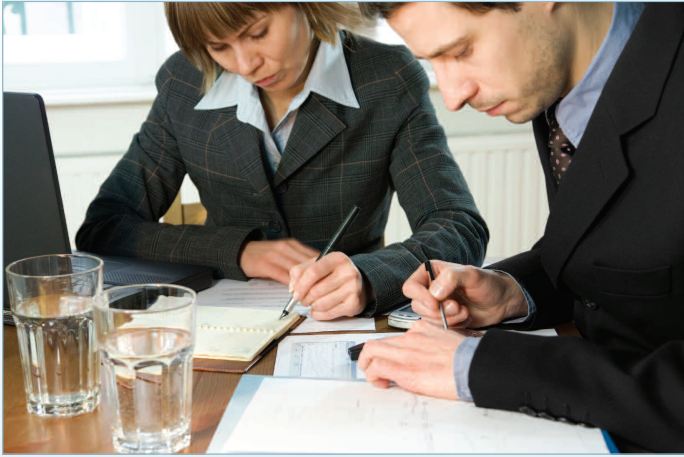
PermaClear is a procedure performed exclusively at Alexander Eye Institute. It was developed specifically for people with age-related presbyopia and others who have been told they aren't good candidates for LASIK. PermaClear uses a two-step process to optimize each patient's vision. Using the same technology that has been so successful in restoring the sight of cataract patients, Dr. Alexander first removes the eye's nonfunctioning lens and replaces it with an intraocular multi-focal lens implant which corrects for distance, intermediate and near vision. The second step is fine-tuning the vision using the Allegretto Wave® Eye-Q laser – the same technology used for LASIK. Through this process, vision continues to improve month after month.

Since having PermaClear, Gene has been impressed with the change in his vision – and in his life. "My eyes don't dry out and I don't get tired when I'm driving," he commented. The biggest improvement is in his vision itself – near, far and in between. "I don't need that magnifier anymore," he said. "And on the golf course it's great. Before, I knew about where the ball landed. Now I can follow the ball and see exactly where my shot ends up."



## Flex-spending accounts

*Using your benefits for Vision Correction Surgery*



Vision correction surgery is considered an elective procedure, so it usually is not covered by your health insurance plan. However, there may be a way to use your health benefits to make the procedure more affordable. Many employers now offer flexible spending accounts (FSAs) or health spending accounts (HSAs) as options. These plans allow you to set aside funds on a pre-tax basis for use on specific medical expenses such as elective medical procedures.

According to Bob Dvorak of The McClone Agency in Menasha, such accounts are an excellent idea for vision correction. "To take advantage of the maximum tax savings, it's best to use these accounts to pay for things you know will require larger dollar amounts," Dvorak states. "In my mind vision correction is one of the best uses for these funds."

Plans vary, so be sure to check with your employer on any limitations or restrictions. Dvorak cautions that an FSA typically requires you to set aside a certain amount of money and use it within the plan year. With an HSA, you can carry over certain dollar amounts from plan year to plan year.

"Both types of accounts use pre-tax dollars, so the total income level you're taxed on is lower," Dvorak explains. "The tax savings alone can be substantial and helps to defray the cost of the vision correction procedure."

If you have questions about your benefits, be sure to contact your employer or human resources department.

## Expanding our space to serve you better.

In October, Alexander Eye Institute opened the first floor of our facilities for patient consultations and pre-surgery appointments. It's a warm, comfortable setting where patients can relax with fresh-baked cookies, a cup of coffee or a beverage of their choice while learning about their vision correction options.

In addition, the newly remodeled first floor space includes Alexander Eye Institute's new sunglass shop, offering a stunning collection of designer sunglasses from Carolina Herrera, Maui Jim®, and John Varvatos. For a distinctive fashion statement, check out our new sunglass collection the next time you're here.



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Dr. Avery Alexander, MD



allows me to achieve unparalleled outcomes. You'll find more information about this amazing new laser system in this newsletter. You'll also read stories from our patients about how our sophisticated technology and unique procedures have changed their lives for the better. With a passion for perfection in all we do, our goal is to exceed your expectations, for both the quality of your vision and the quality of your care.

Your vision is critical to your quality of life. So when you decide to have vision correction surgery you should entrust your care to experts who understand your concerns and are committed to helping you achieve the best vision possible. Providing patients with unsurpassed results is – and always has been – my passion. To accomplish this, I have dedicated my practice exclusively to vision correction surgery. Every member of my staff shares my commitment to excellence and to delivering the highest level of patient care. As part of this commitment, we continually invest in the most advanced technology for vision correction surgery. Very few practices in the area have been willing to invest in the Allegretto Wave Eye-Q laser; an exciting breakthrough in technology that

*A message from*  
**Dr. Avery Alexander**

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## The Gift of Sight AEI Gift Certificates

If you have family members or loved ones who are considering vision correction surgery, you can make it a reality with an Alexander Eye Institute gift certificate. Certificates are issued for the full amount of a specific procedure, not in incremental amounts. If it is determined after the initial consultation that the recipient is not a candidate for the procedure you purchased, the amount of your gift can be applied to the appropriate procedure. Gift certificates are refundable only if the recipient is not a candidate for any vision correction procedure. Call us for all the details – and give an unforgettable gift to someone special.



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