



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
 American Academy of Ophthalmology
- **Contributing Author**
Textbook: Mastering Refractive IOLs – “The Art and Science”

PermaClear® Sight Restoration Delivers Clear Vision To Last A Lifetime.

Baby Boomers ... and more ... benefit from this advanced procedure.



While millions of Americans now enjoy clear vision without glasses or contacts thanks to the advanced laser technology of LASIK, millions more are not candidates for this life-changing procedure. The

reason? Usually it's because their vision problem – whether they are nearsighted, farsighted or have astigmatism – is complicated by presbyopia, the aging of the eye's natural lenses. When this occurs, reading glasses are required for close vision. Since presbyopia is a natural part of aging, many of these people are members of the “baby boom” generation. They are active, fit – and not ready to surrender to living the rest of their lives with bifocals!

In addition to baby boomers, many others have been told they are not candidates for LASIK because of the degree of correction they require or certain conditions that affect their vision.

Recognizing the need for a vision correction procedure that could provide these individuals with the life-enhancing benefits of LASIK, Dr. Alexander developed PermaClear® Sight Restoration. This sophisticated procedure is based on the same technology that has been so successful in restoring the sight of cataract patients. During the two-step process, Dr. Alexander first removes the eye's nonfunctioning lens and replaces it with a special intraocular multi-focal lens implant which corrects for distant, intermediate and near vision.

In the second step of the PermaClear procedure,

Dr. Alexander fine-tunes the patient's vision using the Allegretto Wave™ Eye-Q laser, the same state-of-the-art technology used for UltraSight® LASIK. By combining these two highly effective and proven approaches to vision correction, Dr. Alexander is able to help patients achieve a level of visual acuity at all distances that is unsurpassed.

“The multi-focal lens we use – Acrysof® ReSTOR® – is unique,” said Dr. Alexander. “It enables a majority of patients not only to see clearly at a distance but to perform near- and mid-range tasks such as applying make-up, shaving or viewing a computer screen – all without glasses.”

In addition, the new lens eliminates the possibility of future cataract development and restores the brightness of colors that is often lost when the eye's natural lens begins to age and grow cloudy. “Best of all, the new lenses will last the rest of your life,” Dr. Alexander adds.

With PermaClear, people who were not able to benefit from LASIK can now enjoy a full range of excellent vision – without bifocals or reading glasses. This is truly a breakthrough procedure and a real bonus to Baby Boomers!

*After PermaClear® Sight Restoration
 with the Acrysof® ReSTOR® Lens*

20/20 Distance vision achieved for average patient

20/25 Near vision achieved for average patient

80% Never need to wear glasses again for ANY Activity



**ALEXANDER
 EYE INSTITUTE** s.c.

A Passion for Perfection™

A Closer Look

The Sun Shines All Year.

Sunglasses in Wisconsin in the winter? You bet! The sun's ultraviolet light knows no season... and those of you who are skiers or snowmobilers know how bright the glare of the sun on snow can be.

Glare isn't the only reason to wear sunglasses year round. Even on overcast winter days, the sun emits powerful ultraviolet (UV) rays. This invisible light spectrum is known to cause sunburn and increase the risk of skin cancer. It has also been shown to have a damaging effect on the eyes. Research links UV to early development of cataracts, the aging of the eye's lens. In addition, UV exposure has been implicated as a factor in age-related macular degeneration (AMD), a leading cause of vision loss for Americans age 60 and older. AMD is a disease that affects the macula, the central part of the retina in the back of the eye. With AMD, this area undergoes permanent, irreversible damage resulting in blind spots in the central vision.

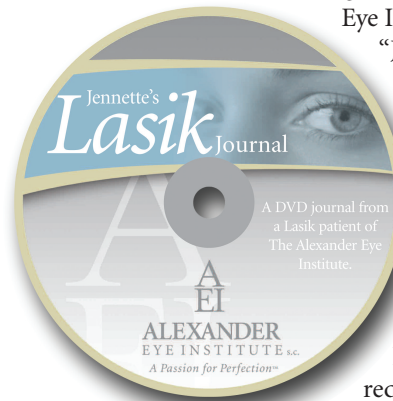
The Macular Degeneration Partnership recommends that you protect your eyes any time you are outdoors with sunglasses that block both UVA and UVB rays. The organization also notes that because many sunglasses are mislabeled, it's important to purchase your eyewear from eye care professionals to ensure this protection.

The sunglass boutique at Alexander Eye Institute offers an array of designer sunglasses for every taste and lifestyle, and all of them provide protection from the full spectrum of UV light. We're constantly seeking out new styles and designs, and have recently added the dramatic Gold & Wood Paris line to our collection. We even have sunglasses by Oakley, featuring a built in MP3 player so you can listen to your favorite tunes wherever you go. If you are a runner or snowboarder, these are for you! The next time you're in the area, stop in and check out all the latest looks in sunglasses for year round eye protection – and style!



Share Jeannette's Journey to Clear Sight.

If you've ever considered having LASIK surgery, you've probably wondered what it would be like – not just the procedure itself, but the whole experience. Now you can follow along as one woman's life is changed by UltraSight LASIK at Alexander Eye Institute. It's all in our new DVD, "Jeannette's LASIK Journal."



This fascinating seven-minute program follows a patient through the entire process, from her initial consultation and testing, to the surgery itself and her life afterwards. You'll hear in her own words why she chose Alexander Eye Institute and how her life has changed as a result. To request a copy of "Jeannette's LASIK Journal" call us today at 920.830.2020.

Insight to Eyesight *Tips for better eye health*

- Always wear sunglasses with UV protection whenever you're outdoors.
- When using cleaners and chemicals, read instructions carefully and be sure to point spray nozzles away from your face.
- Be careful with hairspray and other cosmetics. Read directions so you know what products should not come in contact with your eyes.
- Put on protective eyewear before using lawnmowers, snowblowers or power trimmers to prevent injury from flying debris.
- Battery acid and sparks from jump-starting can damage your eyes. It's a good idea to keep protective goggles in your trunk to use in case of emergencies.
- When in a workshop, be sure to use goggles to shield your eyes from flying fragments, fumes, dust, spark and chemicals.

Alexander Eye Institute Marks 10th Anniversary!

After performing vision correction procedures in a general ophthalmology surgery practice for many years, Dr. Alexander realized that the way to truly give his patients the very best care was to create a place exclusively for vision correction surgery. That was ten years ago. Since then, Alexander Eye Institute has grown in both size and reputation.

“By dedicating this practice to vision correction surgery, I am able to focus on perfecting the procedures we offer to the greatest degree possible,” said Dr. Alexander. This ‘passion for perfection’ has been the driving force behind Dr. Alexander’s work, including his development of sophisticated new techniques that enable him to bring the benefits of vision correction to more people than ever.

Over the years, Alexander Eye Institute has been in the forefront of vision correction, investing in the most sophisticated laser technologies and offering the newest, proven approaches for vision correction, with milestones that include:

- 1996 – Dr. Alexander performs first LASIK procedure in Wisconsin
- 1997 – Dr. Alexander performs first multi-focal lens implant in Wisconsin
- 1998 – Dr. Alexander opens first all-refractive surgery center in Wisconsin
- 2000 – Dr. Alexander receives patent for PermaClear® Sight Restoration and UltraSight® Lasik
- 2003 – Alexander Eye Institute dedicates it’s new building
- 2004 – Alexander Eye Institute invests in the first Allegretto Wave™ laser in Wisconsin and only the second one in the nation
- 2005 – Alexander Eye Institute introduces Intralase, enabling Dr. Alexander to perform all-laser LASIK
- 2007 – Alexander Eye Institute upgrades to the Allegretto Wave™ 400 Eye-Q
- 2008 – Alexander Eye Institute marks it’s 10th anniversary as one of the states only exclusive Refractive Eye Care Center!

Since practicing surgery in the state of Wisconsin, Dr. Alexander has performed more than 15,000 procedures on patients with a wide range of vision problems, and has achieved outcomes that are consistently among the highest anywhere. “Whatever the procedure, I have just one goal,” Dr. Alexander noted. “That is to provide each person with the best vision possible and the most personal attention available.”

What Our Patients Are saying...

UltraSight Lasik



“The gift you have given me has helped to create one of the most extraordinary chapters in my life.” – Pierce

PermaClear



“My PermaClear procedure was painless. The whole process from consult through post-op was a positive experience.” – Pam

UltraSight Lasik



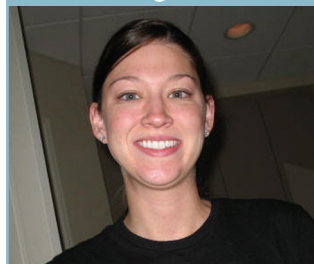
“I am looking at the world with a new appreciation for 20/20 eyesight you helped me achieve.” – Chris

PermaClear



“After wearing glasses for 56 years, I never thought I would be able to go without them or see with out them.” – Roger

UltraSight Lasik



“We went to Alaska after my procedure. I was amazed to wake up and not have to fumble with glasses or contacts to see the beautiful scenery!” – Amy

PermaClear



“I can see for the first time since I was a child!” – Pat

A Closer Look

An Exclusive Newsletter from the Alexander Eye Institute

A message from Dr. Avery Alexander

Achieving the best vision possible for you – and for every patient – is my passion. And it is one shared by each person at Alexander Eye Institute. This “passion for perfection” drives us to constantly seek out the latest advances in technology; to invest in the newest and most sophisticated equipment; and to develop innovative approaches to vision correction so that we can help even more people.

In addition to setting the standard for LASIK laser vision correction in the region, we also offer exclusive procedures such as PermaClear® Sight Restoration which I developed to treat the many patients who suffer with age-related presbyopia. You can read more about this breakthrough approach in this newsletter. In addition, you'll learn more about our many services and resources, including our informative and interactive website where you can share your experiences and ideas with others.

Our “passion for perfection” is not limited to our medical expertise. We are equally committed to providing you with a level of attention and caring that always exceeds your expectations, from your very first phone call through your surgery and follow-up treatment. While absolute perfection may never be possible, we come closer and closer every day. We are not content to be the best, but always seek to surpass our own achievements in both the quality of vision and the quality of care we deliver.

Dr. Avery Alexander, MD

The screenshot displays the Alexander Eye Institute website interface. At the top, there are navigation tabs: Home, Why AEI, Blog, Procedures, Videos, Financing, FAQ, Contact Us, and Sitemap. Below the navigation is a header banner with the Alexander Eye Institute logo, the name 'ALEXANDER EYE INSTITUTE S.C.', the tagline 'A Passion for Perfection', and the phone number '920-830-2020'. The main content area features a large image of a woman's face and a search bar. Below this is a featured article titled 'Your Sight Restoration Specialist' with a sub-image of an eye. To the left, there are three columns: 'CARE CREDIT', 'FREE CONSULTATION', and 'TESTIMONIALS', each with a small image and text. On the right side, there is a 'Media Center' section with three video thumbnails labeled 'Gene', 'Jessica', and 'Mike', each with a 'Watch Video' button. At the bottom, there is a 'Latest Lasik News' section with several news items.

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 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!