

# REFRACTIVE EYECARE®

SPECTACLES, CONTACT LENSES, AND CORNEAL AND LENTICULAR REFRACTIVE SURGERY FOR PRACTICE GROWTH

## Keratome-assisted Advanced Surface Ablation (KA-ASA) Provides Faster Healing and Excellent Outcomes

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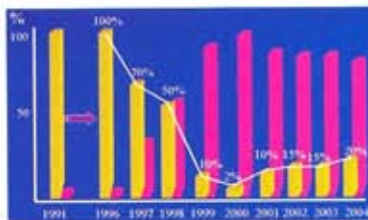
**Performing surface ablation on Bowmans membrane prepared by creating a free cap of epithelium (which is discarded) provides faster healing and outcomes at least as good as PRK or conventional epi-LASIK.**

Surprised by the excellent vision and faster-than-expected visual recovery, I repeated the procedure in a controlled fashion on a number of patients and obtained similarly remarkable results. I have since then worked on refining the technique and compared outcomes with LASIK and with other forms of surface ablation. The results are reported here.

In June 2005, while performing an epi-LASIK, a free cap of epithelium was accidentally created. I discarded the flap and proceeded with ablation, placing a bandage contact lens at the end of the procedure. Ten minutes after the surgery, the patient's visual acuity was checked and found to be 20/15. (The patient's preoperative refraction had been -8.00 -3.00 X 145.) At the day-1 visit, the vision was stable at 20/15; and it was unchanged at day 5, by which time the epithelium had fully healed and the bandage lens removed.

### The Move to the Surface

Like many refractive surgeons, when I began performing turn to **SURFACE ABLATION** on page 26



**FIGURE 1** A year-by-year comparison of the number of surface ablation vs LASIK procedures performed in my practice shows a rapid decline in surface ablation in the late 1990s. In recent years, there has been a resurgence in surface ablation, as both surface ablation improved and we came to understand the limitations of LASIK.

## Eight Lessons Worth Learning from the Retail Optical Chains

Eliot Grossman, OD, Mark Jacquot, OD, John W. Lahr, OD, FAAO, Wallace W. Lovejoy, JD and Florian Safner, OD

**The optical chains succeed because their doctors take the lead. Here's how.**

Competitive pricing, convenient hours, and strategic retail locations are not the sole reasons retail optical chains have captured a large

and growing share of eyewear sales. It might surprise some independent practitioners to learn that one of the key "secrets" to the chains' success is patient-focused dispensing. This means our doctors don't view the eye examination and refraction as an end in itself; rather, the patient exam is seen as a means of gathering infor-

mation that will enable the doctor to fulfill his or her primary mission: satisfying the patient's medical and vision needs.

With patient-focused dispensing, everyone wins. Patients learn about the eyewear solutions most appropriate to their specific needs—and are more likely to make useful, satisfying product investments. The dispenser not only enjoys increased sales of premium

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