

About Price Vision Group

Welcome to Price Vision Group, where our commitment to next-generation technology and advanced surgical techniques is surpassed only by our dedication to personal patient care. Today, our surgeons and eye care professionals at Price Vision Group are setting new standards in modern-day cataract care.

We've built our reputation by combining the latest breakthroughs in cataract technology with old-fashioned personalized care...one patient at a time. Our goal at Price Vision Group is to simply help you enjoy a lifetime of the best possible vision by providing you with affordable, superior eye care complemented with unparalleled customer service. See what combining great surgeons, exquisite surgical and clinical teams and cutting edge research can do for you at Price Vision Group.



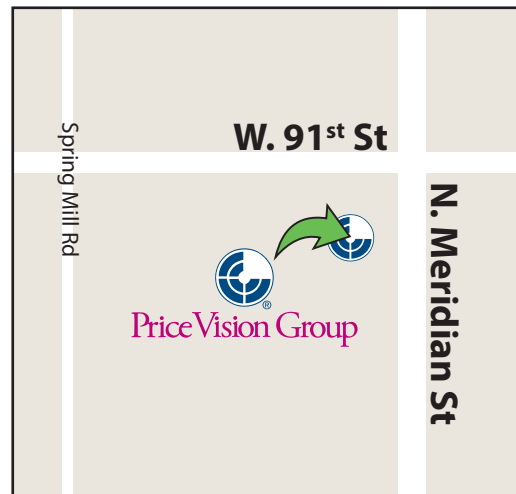
Price Vision Group

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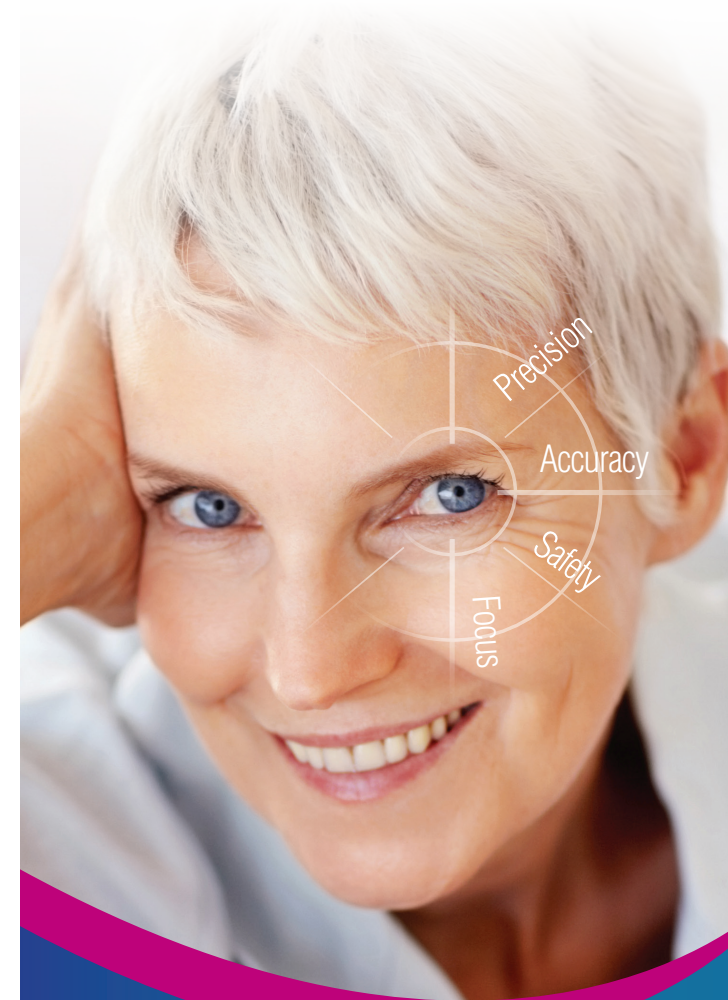
1-800-317-3937

www.PriceVisionGroup.com



At Price Vision Group, we take pride in providing all the latest in treatment options for our patients. If you would like to discuss your unique vision situation and desires, we'd be happy to share with you the options that are best tailored to provide you with your most optimal vision possible. Schedule an eye exam with us today by calling 800-317-3937.

NEXT-GENERATION Cataract Lenses



Price Vision Group



Advanced Technology Lenses

Today's cataract patients demand excellent vision after surgery. Traditional intraocular lens implants (IOL) provide only one focal point: distance. This often left people dependent upon reading glasses for near vision and/or bifocals.

Thanks to recent breakthroughs in IOL technology, it is now possible for you to read the words on prescription bottles, magazines, newspapers and computer screens without reading glasses or bifocals (even trifocals), while still allowing you to see objects clearly in the distance.

However, our Advanced Technology IOLs are not ideal for all patients. That is why we have our cataract patients complete a lifestyle survey to help us customize a surgical plan that best fits your lifestyle. We also perform extensive diagnostics and testing to determine if you are an ideal candidate for one of our Advanced Technology IOL's. The vast majority of patients with the right expectations and healthy eyes who have chosen one of our Advanced Technology IOL's are quite happy with their results and often recommend these IOLs to their friends and family who have cataracts.

The choice of IOLs is an investment that can help you maintain your standard of living and enjoy good vision for the rest of your life. Because patients only undergo the cataract surgical process one time during their lives, it is important to make a fully informed decision on which type of IOL can best benefit your vision and your lifestyle. We also offer affordable payment plans to make these options more available to all patients.

Advanced Technology IOLs are typically not covered by insurance. However, most patients believe it is worth the investment to avoid the need for full time glasses.

MULTIFOCAL LENS IMPLANTS

For most cataract patients, life without reading glasses or bifocals is something they either experienced before presbyopia or something they simply dreamed about for most of their lives. But today, our multifocal IOLs are turning those dreams into reality and allowing our patients to see clearly at all distances without bifocals or reading glasses. In the FDA clinical study, over 80% of patients receiving the multifocal IOL reported never needing glasses to perform any activity. This includes activities such as driving, playing golf, reading the newspaper or working on the computer...all without glasses or contacts. These multifocal lenses now come in different strengths for reading power - or magnification - so we can tailor your IOL power to fit your individual needs.

The Multifocal IOL procedure is basically cataract surgery using an advanced lens technology in replacement of the traditional IOL. It takes only a few hours from the time you arrive to the time you leave, and the visual results are almost immediate. Patients can usually return to normal activities, without glasses or contacts, the very next day.

While initially intended for cataract patients, these lenses are now available for a procedure called Refractive Lens Exchange. This procedure is identical to cataract surgery but involves removing a lens that is dysfunctional, unable to see up close. This is an effective treatment option for people in their 40s and 50s who are unable to see up close and wish to reduce or eliminate their need for glasses and reading glasses, but have yet to develop cataracts.

TORIC LENS IMPLANTS

Astigmatism is a treatable condition that affects more than 50% of the entire population in the United States. This common condition causes blurred or double vision due to the outer portion of the eye (cornea) having an irregular shape. Our Toric IOLs are designed with a specific shape that counterbalances the irregular shaped corneal surface that causes Astigmatism. Toric IOLs are designed to refocus light rays passing through the lens and position them properly and in focus on the retina.

Patients who select a Toric IOL for their cataract procedure will first undergo a complete dilated eye examination to determine if they are a candidate for the Toric IOL. These calculations will also help our surgeons determine how well a patient will see after surgery. Our doctors will then customize a treatment option that includes a Toric IOL engineered to provide you with superior distance and intermediate vision.

STANDARD MONOFOCAL LENS

If you don't mind wearing glasses after cataract surgery, a single focus – or monofocal – IOL is typically implanted for standard cataract surgery. Often, only part-time use of reading glasses is needed after cataract surgery with monofocal IOLs. This lens delivers excellent vision at only one distance. There is no extra out-of-pocket cost with a monofocal lens and the focal point at maximum clarity can be set to:

- Distance (driving, golfing, watching TV)
- Intermediate (computer, car dashboard)
- Near (reading)

What is a Cataract?

A cataract is the clouding of the eye's naturally clear lens. It interferes with light passing through the eye to the retina. While most cataracts develop with advancing age, there are other factors that can cause or accelerate a cataract. No one knows the exact reason a cataract occurs. We do know that a number of factors can contribute to this condition. Exposure to ultraviolet light, trauma, diabetes and even lifestyle factors such as diet, alcohol consumption and smoking have an impact on the development of a cataract.

Common Symptoms of a Cataract

Cataract formation is simply part of our body's normal aging process that typically starts around age 45-50. If you have experienced any of the following, you should get checked for cataracts.

- Vision loss and glare
- Lens yellowing and thickness
- Inability to drive at night or see in low light
- The fading of colors
- A reduction in contrast
- A general clouding of vision