

VISION

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VERISYSE LENS WINS FDA APPROVAL FOR SUFFERERS OF EXTREME MYOPIA

A new implantable lens for sufferers of extreme nearsightedness—a breakthrough medical technology that was pioneered in the United States by Dr. Robert Maloney—has been fully approved for use by the U.S. Food and Drug Administration.

The revolutionary Verisyse phakic intraocular lens even is listed as one of Time magazine's notable medical achievements of 2004.

"If...you are one of 3 million Americans whose corneas are the wrong thickness or shape for LASIK eye surgery, Advanced Medical Optics may have the lens for you," Time magazine said in its Dec. 6, 2004 issue.

"There are a lot of people who are too nearsighted to have LASIK surgery. They're virtually blind. Now they have an alternative—a way to have really good vision without glasses," Dr. Maloney said.

Here's a perfect example of how the implantable Verisyse lens brings life-changing benefits to persons with extreme myopia:

Without his glasses with half-inch thick lenses

William Herrera, 38, couldn't recognize his own son more than 20 inches away. As a youth, poor eyesight and heavy glasses caused him to be the butt of schoolyard jokes.

"I was helpless without glasses. I was always looking for something. Contacts helped. But I had to be careful with movement, wind and dust. I

still had limitations," said Herrera, who also had astigmatism.

When LASIK was introduced, the resident of La Puente near Los Angeles said it gave him hope. But his vision was so poor that six doctors with whom he consulted refused him laser eye surgery. With each refusal his disappointment deepened.

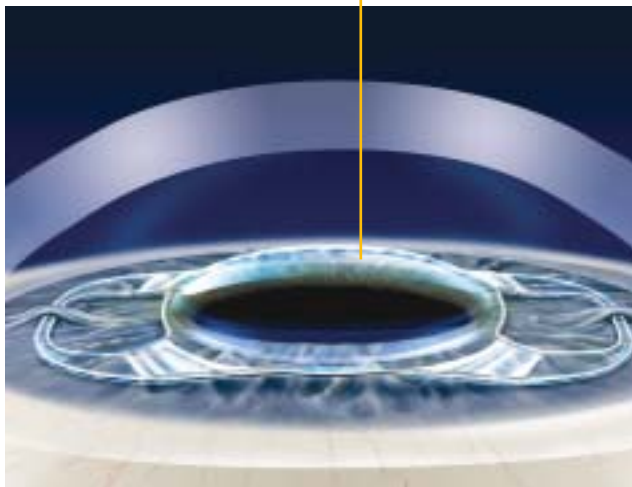
"One day, my 14-year-old son called me at work to tell me about an article he read in that day's Los Angeles Times about Dr. Maloney being one of the investigators of the Verisyse lens. I called right away."

Similar stories have been told more than 1,000 times during the seven years of U.S. trials with the Verisyse lens.

As importantly, investigators also reported the accuracy of vision correction with the Verisyse lens often was significantly better than LASIK. Eighty-seven percent of the patients in the study saw 20-40 or better without reading glasses and 60 percent were 20-25 or better with the Verisyse lens. The procedure is painless, takes only 25 minutes and allows the patient to return to work the next day.

For patients who can be helped by the new procedure, it changes their lives. For the ophthalmologist, it's a personal and professional relief.

"Before the implantable lens there was nothing we could do for these people," said Dr. Maloney. "They were sentenced to a lifetime of wearing 'Coke' bottle glasses, which are heavy, uncomfortable and distort colors and images. We had to



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MALONEY VISION INSTITUTE GIVES PATIENTS FIVE-STAR SERVICE

VERISYSE LENS

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say, 'I'm sorry. We can't help you,' which is the worst thing a doctor can say to someone."

The Verisyse lens also can be removed if the patient isn't happy with his or her vision. So far, though, not a single person has asked Dr. Maloney to remove the lens.

Herrera is among hundreds who delight in giving testimonials about their new vision.

"Every time I see someone with thick glasses I want to tell them about the implantable lens. I want to put this out in the open as much as I can," he said. "A lot of people can benefit from it. That's what I'm looking for."

When you visit the Maloney Vision Institute it's understandable if you think you've checked into the Four Seasons Hotel, especially when you're greeted by Scott McIntosh, the concierge.

"Some people regard concierge service as someone offering coffee and making sure they're comfortable, which I do," McIntosh said, adding that he frequently arranges hotel rooms and car service for out-of-town clients.

"But it's really about reminding people that we're here for much more than to fix their eyesight. We're here to make them feel at ease and add quality to their lives," he said.

"It's a beautiful thing to do every day."

McIntosh joined the institute's staff one year ago after working for nine years at the Pan Pacific Hotel and downtown Marriott in San Francisco, where he managed a concierge staff of 25.

"This is an opportunity for me to help ensure that patients at the Maloney Vision Institute receive the highest level of care," he said.

McIntosh describes himself as a "New England boy who came to California for the lack of snow." He

exudes poise and is well-spoken to the point of eloquence. After only a moment with him anyone will feel at ease.

That's important because through consultation, surgery and the post-operative exam, which can take about four hours, McIntosh is often the key person who keeps the communication flow between the patient and their waiting family or friends.

"We have a space across the hall with a couple of private rooms for patients and their families. We'll bring in meals and take care of virtually everything they need. We haven't gotten to the point where we have a masseuse to give foot rubs. But we're really trying to make sure they're as comfortable as possible," he said.

"One patient told me his daughter was having her 'Sweet 16' and she was a big Lakers fan. He was joking about getting her box seats to a game. Having worked as a hotel concierge that's right up my alley so I made a couple phone calls. Nevertheless, the patient was surprised when I came back to him with a couple options for tickets and parking passes. That was fun for me, too."



Scott McIntosh

PRESBYOPIA MAY BE DRIVING YOU AWAY FROM THE MORNING PAPER

When a person with a lifetime of generally good health and perfect eyesight reaches their 40s, the onset of presbyopia often is the first time the aging process begins to show. Suddenly their arms aren't long enough to read the morning paper.

Many of us expected that someday we would need reading glasses, but it's still a bit of a shock when that day arrives.

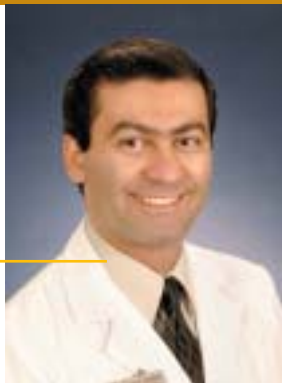
Presbyopia describes a natural condition related to aging whereby the lens of the eye hardens. In addition to hardening, the lens grows larger and has less room in the eye in which to flex. By definition, presbyopia is a condition in which a person can see far away clearly but he or she can't see up close.

There's a recently approved surgical alternative to reading glasses that may work for some patients—more for women than men. It's called CK, which is short for conductive keratoplasty.

"The CK procedure uses a radio wave frequency that has been used in other parts of medicine such as cardiology and otolaryngology for many years," said Dr. Robert K. Maloney.

CK is a non-invasive procedure. The procedure requires only local anesthesia, is painless and takes about two to three minutes. The results start showing up in three to five days.

"In order to make a person be able to see up close we apply the energy of this radio wave frequency in the mid-peripheral portion of the cornea. This steepens the central portion of the cornea," Dr. Maloney said.



Dr. Farid Egbahli

The procedure induces nearsightedness so a person can see up close. By doing so, however, the distance vision will get blurry.

"For that reason we only have to correct one eye, leaving the other eye alone for distance, and the brain figures out the difference," said Dr. Farid Egbahli, Director of Pre-operative care at the Maloney Vision Institute.

He explained that the procedure is slightly different than monovision that many people have tried with contact lenses. The CK procedure doesn't disturb the distance vision as much. And it doesn't disturb the imbalance or the "binocularity" of the vision. Also, the CK procedure can be done for patients who previously have had a LASIK procedure.

"One wouldn't know until they try it with contact lenses whether he or she would be a candidate for CK correction of presbyopia," he said, adding that women are better candidates than men.

"Women tend to do better than men in adapting between balancing the two eyes. They adapt much better with monovision and the CK procedure. The success rate is about 70 percent to 80 percent with women and 20 percent to 30 percent with men," he said.

Researchers are experimenting with lens implants that have the ability to flex, Dr. Egbahli said.

"But the jury's still out on how well that works. That could be three to five years away," he said.

"10 YEARS YOUNGER" LAUNCHES ITS NEW SEASON ON JAN. 15

Watch for Dr. Robert Maloney on the new series "10 Years Younger" on The Learning Channel.

"10 Years Younger" puts a person into a soundproof display case on some of the busiest streets in Los Angeles where strangers critique the participant's looks and guess their age.

Then the "glam squad" goes to work on their hair, makeup and wardrobe, along with doctors schooled in the latest nonsurgical dermatological and dental innovations.

The participant returns to the "big box" to see if a new set of complete strangers pegs them at an age that is "10 Years Younger."

VISION

MALONEY VISION INSTITUTE OPENS ORANGE COUNTY OFFICE NEAR SOUTH COAST PLAZA

A new Orange County office enables Maloney Vision Institute patients who live south of Los Angeles to avoid the time and trouble of fighting traffic to the West Side for their post-operative checkups.

Two afternoons a month, Dr. Nolan Ng from the Maloney Vision Institute sees patients at the offices of Dr. Steven Grant, one of the nation's most respected optometrists.

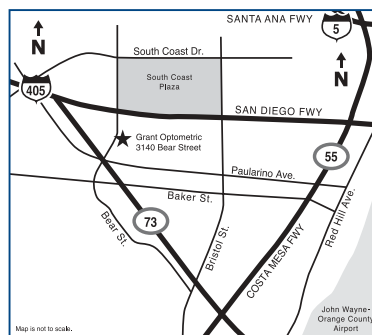
"We're delighted to have established a relationship with Dr. Grant. This is a major convenience for many of our patients," said Dr. Robert Maloney.

Dr. Grant's offices are at 3140 Bear Street in Costa Mesa, a location that is near South Coast Plaza and the 405 and 73 freeways.

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One of the chief concerns driving the Maloney Vision Institute is complete patient care – where the emotional side in addition to physical concerns are both equally addressed. Reducing the amount of time for a patient to receive post-operative care is important to good health.

In private practice since 1973, Dr. Grant is chairman of the California State Board Exam for Licensure Committee. He is a past president of the state Board of Optometry and has been elected to the prestigious National Academy of Practice.



GET THE FACTS ON LASIK

If you or someone you know is considering LASIK, you should send for the updated edition of this valuable book, "LASIK: A Guide to Laser Vision Correction," written by three of the medical profession's most respected eye surgeons.

Best of all, you can obtain it at no charge by calling 877-EYESIGHT or through www.maloneyvision.com.

The book contains 117 pages of easy-to-understand text, color photos, charts, graphs and a glossary of vision correction terms.

Published by Addicus Books, the edition covers the human eye and how it works, a comprehensive explanation on laser vision correction and what you should know before, during and after the procedure.

MALONEY VISION INSTITUTE

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Hours:
Mon.–Thurs. 7:30 am – 6:00 pm
Fri. 7:30 am – Noon

ADDRESS CORRECTION REQUESTED