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## **Neurological Surgery, P.C., of Long Island, NY, Adds New Specialists and Opens New Flagship Facility in Lake Success, NY**

*Neurological Surgery, P.C. has opened its new facility in Lake Success, NY. The facility will house some of the practice's neurosurgery specialists as well as new physicians including Epilepsy Neurologist Alan B. Ettinger, M.D., Neuro-Ophthalmologist Scott Uretsky, M.D., Neuropsychologist Gad E. Klein, Ph.D. and Neurophysiologist Marat V. Avshalumov, Ph.D. It also includes a children's facility designed for the needs of pediatric patients.*

(PRWEB) November 4, 2009 --Neurological Surgery, P.C. (NSPC), the largest private neurosurgery practice in the New York City Tristate area, recently opened a brand new facility in Lake Success, Long Island, supplementing their existing six [Long Island](#) locations (Great Neck, Rockville Centre, Commack, West Islip, Hicksville, and Queens). The 11,000 square ft. facility will be home to many of NSPC's new and existing physicians, and will serve as one of the organization's administrative and executive headquarters.

This office will be NSPC's largest and has been built to function as one of the practice's flagship offices. It is furnished with a customized conference room large enough to accommodate board and staff meetings, and ample office space for their administrative and support staff.

Doctors that will be making their NSPC debut in Lake Success include epilepsy neurologist Alan B. Ettinger, M.D, neuro-ophthalmologist Scott Uretsky, M.D., and neuropsychologist Gad E. Klein, Ph.D. These doctors' specialties will add to NSPC's overall expertise in the field of [neurosurgery](#), and broaden the range of neurological services they can provide for their patients.

Dr. Uretsky is a board certified neurologist who specializes in neuro-ophthalmology, a branch of neurosurgery that deals with visual problems arising from the nervous system. Neuro-ophthalmic visits are usually in-depth evaluations with extensive examinations of the visual and neurological systems. Common conditions treated by neuro-ophthalmologists include optic neuritis, acute vision loss, and double vision. Dr. Uretsky utilizes the latest in diagnostic technology, including Fundus Photography and Optical Coherence Tomography. Fundus cameras photograph the back of the eye, and document the health of the optic nerve, vitreous, macula, retina, and its blood vessels. The camera itself is mounted on a microscope with custom-built lenses and mirrors. Optical Coherence Tomography is an optical signal acquisition and processing method allowing extremely high-quality, micrometer-resolution, three-dimensional images from within biological tissue to be obtained.

Dr. Klein is a neuropsychologist who focuses on the relationship between brain functioning and behavior. In addition to psychology, Dr. Klein has training in neuroanatomy and cognitive neuroscience, which he uses to assess, diagnose, and treat a variety of medical, neurological, neurodevelopmental, and psychiatric conditions that can affect cognition. Cognition can refer to different areas of brain function such as language, memory, visuospatial function, and decision making.

Dr. Ettinger is a nationally-known epilepsy specialist who has dedicated his life to helping individuals with



seizures and related disorders. He will serve as Director of Epilepsy for NSPC's Epilepsy Center at Lake Success that will include neurosurgeons Brian J. Snyder, M.D. and Elizabeth Trinidad, M.D.

Neurosurgeon Brian J. Snyder, M.D. will be performing [deep brain stimulation](#) for patients with Parkinson's disease and movement disorders, seizure surgery for patients with refractory epilepsy and neurostimulation procedures for patients with refractory pain problems. Neurosurgeon Elizabeth Trinidad, M.D. specializes in pediatric neurosurgery. To support the pediatric practice, the facility includes a dedicated examining room and waiting area for children, with toys, bright colors, and supplies designed to appeal to young patients.

The Lake Success office will also be home to some of NSPC's tenured doctors in other fields of neurosurgery. Endovascular neurosurgeon Jonathan L. Brisman, M.D. will be headquartered at the new facility, as well as spine neurosurgeons Benjamin R. Cohen, M.D. and Artem Y. Vaynman, M.D., and brain tumor specialists Lee Eric Tessler, M.D., and Alan Mechanic, M.D.

For more information about Neurological Surgery, P.C., their doctors, or the conditions that they treat, please call 516-300-1281 or visit online at <http://www.nspc.com>.

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**Online Web 2.0 Version**

You can read the online version of this press release [here](#).



## **Eyecare Medical Group of Portland Maine Releases New LASIK Information Website**

*Eyecare Medical Group, the leading Maine eye center for LASIK Surgery, has released a new patient education website at [www.emglasereyecenter.com](http://www.emglasereyecenter.com) to assist Maine LASIK patients in learning about Laser Eye Surgery for Laser Vision Correction of nearsightedness, farsightedness and astigmatism.*

Portland, Maine (PRWEB) November 9, 2009 -- Eyecare Medical Group, the leading Maine eye center for LASIK Surgery, has released a new patient education website at [www.emglasereyecenter.com](http://www.emglasereyecenter.com) to assist Maine LASIK patients in learning about Laser Eye Surgery for Laser Vision Correction of nearsightedness, farsightedness and astigmatism. The site contains general information about LASIK Eye Surgery as well as particularly useful information about LASIK and astigmatism, wavefront LASIK, monovision LASIK for the correction of near vision and understanding the cost of LASIK and how to make it affordable.

"The Eyecare Medical Group LASIK Surgeons and staff believe that patients and their families need to have access to easy to understand information about their eye conditions and treatment options when considering Laser Eye Surgery. In addition, in today's economy bringing patients a "menu" of options to help make the cost of LASIK affordable is something that can be really helpful as well", commented Clement Berry, Chief Executive Officer of Eyecare Medical Group.

Eyecare Medical Group in Portland is a leading Maine eye center staffed by a team of board certified Ophthalmologists including fellowship trained specialists who provide eye examinations, cataract surgery and lens implants, laser vision correction such as LASIK, medical, laser and surgical treatment of glaucoma as well as for diseases of the retina including diabetes and age related macular degeneration.

To learn more about LASIK in Maine, visit [www.emglasereyecenter.com](http://www.emglasereyecenter.com).

For additional information, contact:

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SOURCE: Medical Management Services Group, L.L.C.

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You can read the online version of this press release [here](#).



## **NeoVista Inc. Announces the Appointment of Jeffrey Nau to Position of Vice President of Medical and Clinical Affairs**

*Management team at NeoVista is further strengthened.*

(PRWEB) November 12, 2009 -- NeoVista, Inc., an ophthalmic medical device company today announced the promotion of Jeffrey Nau to Vice President of Medical and Clinical Affairs. Mr. Nau previously served as Executive Director of Medical and Clinical Affairs for the company.

"I am pleased to continue working with such a great team at NeoVista to develop this revolutionary device for patients with Age-Related Macular Degeneration", stated Mr. Nau. Prior to joining NeoVista, Inc. in 2006, Mr. Nau served in various capacities for Acuity Pharmaceuticals and Genaera Corporation. He received a Medical Science degree from MCP Hahnemann University School of Medicine in 2002 and a BS in Biology from Stony Brook University in 1997. He is a former Research Fellow of the Wills Eye Hospital Ocular Oncology Service.

"It has been rewarding to observe the continued growth of Jeff within the organization", stated John N. Hendrick, President and CEO of NeoVista, Inc. "Through Jeff's guidance, we were able to recently complete patient enrollment in our company's initial Pivotal Trial, the CABERNET Study, comparing our technology to today's standard of care. It is our hope that upon one-year follow-up, the trial data will support FDA approval in a most timely manner so that retinal surgeons, patients, and health care systems in the US and around the world will have a cost effective option available for treating this dreadful disease."

About NeoVista, Inc.

NeoVista, Inc. is a privately held medical device company based in Fremont, California. The company's first commercial product, the VIDION® ANV® Therapy System, is now being commercialized in various countries that accept a CE Mark.

NeoVista, Inc is hoping to begin commercial activity in the US in early 2011. For more information about the company, or the company's novel neovascular AMD therapy, please visit the company's Web site at [www.neovistainc.com](http://www.neovistainc.com).

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## Eye Surgeon Broadcasts own Surgery

*Internationally recognised refractive surgeon Dr Con Moshegov will undergo iLASIK procedure in a free live broadcast. He will talk the audience through each step of the procedure as the laser treatment is being conducted on his own eyes.*

Sydney, Australia (PRWEB) -- Internationally recognised refractive surgeon Dr Con Moshegov will undergo iLASIK procedure in a free live broadcast. He will talk the audience through each step of the procedure as the laser treatment is being conducted on his eyes.

This world-first event was masterminded after Dr Moshegov noticed that many of his were still afraid of the complications of [laser eye surgery](#), especially going blind. So to demonstrate his confidence in the iLASIK treatment, he will sit in the patient's chair.

"I have no reservations whatsoever," said Dr Moshegov. "Most patients don't realise that not a single person has ever gone blind as a result of laser vision correction in the decades this treatment has been performed.

This world-first event will happen in January, with the surgery being performed by Sydney's Dr John Males. When asked how he would manage speaking to an audience while receiving the treatment, Dr Moshegov said he hasn't thought twice about it.

"Most, if not all, patients are surprised at how quick the actual treatment is," said Dr Moshegov. "The surgery is so precise that you generally don't feel a thing while under the laser."

iLASIK is the only [laser vision correction](#) treatment approved by NASA and US Navy. The unique combination of iris recognition and Intralase has made it the technology of choice of elite athletes such as Tiger Woods and LeBron James.

"Every iLASIK treatment is custom-fit to the unique condition of the patient's eyes to achieve the best possible vision results," said Dr Moshegov.

If you are interested in laser vision correction, or would like more information about the iLASIK procedure, please visit [PerfectVision.com.au](http://PerfectVision.com.au)

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### **Contact Information**

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You can read the online version of this press release [here](#).



## **CTL to Offer the Intel® Reader**

*CTL is Proud to Work with Intel in Offering a Mobile Handheld Device for People with Reading-based Disabilities, Such as Dyslexia, Low-Vision or Those Who Are Blind*

Portland, Oregon (PRWEB) November 10, 2009 -- Starting today CTL adds the Intel® Reader to their product offering. CTL will be working with Intel to introduce this assistive technology—a mobile handheld device designed to increase independence for people who have trouble reading standard print.

“We are happy to work with CTL to provide an innovative solution for communities of people who have difficulty accessing standard print because of learning disabilities or vision problems that can make reading a challenge,” said Louis Burns, vice president and general manager of Intel’s Digital Health Group. “The Intel Reader can help people more easily access information that many of us take for granted every day, such as a job offer letter or even the menu at a favorite restaurant, improving their quality of life and helping them reach their full potential.”

The Intel Reader is a mobile handheld device designed to increase independence for people who have specific learning disabilities such as dyslexia, or have vision problems such as low-vision or blindness, or anyone who struggles with reading standard print. Its unique design combines a high-resolution camera with the power of an Intel® Atom™ processor, allowing users to point, shoot and listen to printed text. When the Intel Reader is used together with the Intel® Portable Capture Station, large amounts of text--such a chapter or a book--can be easily captured for reading later. With the Intel Reader, users have convenient and flexible access to a variety of printed materials, helping to increase their freedom, enjoyment and confidence in their daily lives, and to improve their productivity and efficiency at school and work.

Mike Mahanay, CTL’s Sales and Marketing General Manager, said, “The Intel Reader is one of the most exciting technology products that we’ve seen in years and we’re incredibly excited to be able to offer it to our government and education customers. Its potential to transform the lives of our customers’ clients and students is monumental, and we are thrilled to be part of the solution to support people who struggle with reading standard print. Further, the Intel Reader is an important product strategically for CTL because it complements our existing offerings from education-oriented notebooks to public sector hardware.”

For more information about the Intel® Reader or CTL please visit [CTL's Intel Reader website](http://www.ctlcorp.com/go/IntelReader) ([www.ctlcorp.com/go/IntelReader](http://www.ctlcorp.com/go/IntelReader))

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You can read the online version of this press release [here](#).



## **Kapsys Signs an Agreement with Independent Living Aids**

*KAPTEN, the first voice-controlled GPS, will be distributed in the USA through Independent Living Aids, retailer of blind, low vision, and hearing loss products.*

(PRWEB) November 9, 2009 -- Kapsys, an innovative French company and inventor of the first voice-controlled GPS, announces a partnership with Independent Living Aids, one of the largest distributors of products for the blind and visually impaired in the US. This agreement is intended to develop distribution and market share in the United States. Launched in October 2008 in France, Kapten is currently distributed in western European countries such as the UK, Spain, Italy and Germany. Now, the first voice interactive GPS for smart urbanites will be available for larger networks of distribution in the US.

“Our collaboration with Independent Living Aids sets the path of our development in the US. We are confident that we have the right partner to expand our distribution network in America”, says Marc Tastayre, Kapsys’ Sales and Marketing Director.

Irwin Schneidmill, President of ILA says, “We are excited to have this opportunity to work with Kapsys. The Kapten voice-controlled GPS is the most innovative product developed for the blind and low vision community in recent years. We are confident the Kapten will be well received and anticipate tremendous sales in the US market.”

### The revolution

- Kapsys has revolutionized the market by introducing the very first smart urban navigator with no screen.
- The ultra-compact Kapten is 100% voice interactive, weighs 50 g and has a credit card format.
- Kapten is more than a GPS. It’s a multi-transport navigator.
- Kapten adapts to the way you get around—on foot, bicycle, motorcycle, public transportation or car. It automatically adjusts your itinerary and directs you using the navigation mode you choose with a simple voice command.
- Kapten is also an MP3 player, an FM radio and a hands-free kit for your mobile phones.

### About Kapsys

Created in 2007 by Aram Hekimian, Kapsys is a young, innovative company based in Southeast France. Kapsys designs, develops and markets voice-centric solutions for personal mobility and navigation. Kapsys launches Kapten, the first voice GPS for smart urbanites featuring: multi transport navigation, geo-tagging, audio guide, MP3 player, FM radio, and community website platform.

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### About Independent Living Aids, LLC

Independent Living Aids, LLC is the oldest privately-held mail-order company in the United States with products for individuals who are visually impaired or blind. With over 30 years of experience providing essential aids with



superb service, ila has become a trusted source of products for this community. All items offered are carefully selected, quality products sold at reasonable prices. Helping customers remain independent is the goal, and every item is chosen with that goal in mind.

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## Natural Formulas for Results in Cancer Therapy

### *Bionutraceutical Company Focuses on Health Benefits of Green Tea as a Result of New Research Findings*

Mount Kisco, N.Y. (Vocus) November 6, 2009 -- Green Tea Extract, a powerful antioxidant and herbal derivative from green tea leaves, may help prevent oral cancer, according researchers at The University of Texas M.D. Anderson Cancer Center as a result of the study published online in [Cancer Prevention Research](#). This news follows findings from The National Health and Medical Research Council about the efficacy of green tea and mushrooms in reducing the risk of breast cancer in Chinese women published in the October issue of [International Journal of Cancer](#).

Researchers believe that green tea might be promising as a cancer preventative agent for oral cancer patients with a pre-malignant condition known as oral leukoplakia, as over half of the patients in this small study taking green tea extract had a clinical response. Green Tea and Green Tea Extracts has also been used and studied in treatment of a wide variety of diseases including Alzheimer's, Parkinson's, heart disease, and cancer, in addition to providing energy.

These exciting research results follow findings earlier this month from a study published in the [British Journal of Cancer](#). The study found that the "curry spice" curcumin, a powerful component of turmeric and a popular Indian spice, demonstrated to help kill cancer cells in patients with esophageal cancer. Researchers believe that curcumin can inhibit the growth and metastasis of tumors in certain types of cancers.

Essence of Life, LLC™, a bionutraceutical company based in Mount Kisco, N.Y., has been at the forefront of the movement to promote the health benefits of natural supplements like green tea and curcumin, developing innovative products based on green tea, curcumin, fermented soy and other herbal spices. "It is gratifying to see that the latest research confirms the efficacy of these safe and natural preventative therapies," Nair said. The news of these two study results on green tea and curcumin in less than two weeks is very exciting as they continue to show the benefits that Dr. Vijaya Nair, co-founder and CEO, discovered years ago and has implemented in her company's line of Jiva™ natural nutritional supplements.

Nair's background includes training in both Eastern and Western medical traditions, including a post-doctoral fellowship at Harvard Medical School. She developed Essence of Life's line of supplements after conducting extensive clinical research on alternative therapies from Eastern medicinal approaches such as Ayurveda and traditional Chinese medicine.

The company's line of Jiva™ natural nutritional supplements includes green tea capsules, along with curcumin and fermented soy capsules, and a fermented soy and curcumin nutritional beverage. The Jiva™ Green Tea Plus Formula contains powerful all natural antioxidants from green tea blended with a Vitamin B complex to help support a healthy immune system and inflammatory response, as well as enhance the body's natural energy and stamina levels.

"Today's research has shown that the underlying cause of arthritis, heart disease and cancer is chronic low-grade



levels of inflammation in the body,” Nair said. “By combining the power of natural supplements like green tea, curcumin and fermented soy, we can help prevent and reverse inflammation and its associated health risks.”

For more information about the benefits of green tea or curcumin, visit [www.jivasupplements.com](http://www.jivasupplements.com).

#### About Dr. Vijaya Nair and Essence of Life

Dr. Vijaya Nair is the CEO and co-founder of Essence of Life, LLC™, a bionutraceutical company based in Mount Kisco, N.Y. Dr. Nair earned her medical degree from the National University of Singapore, completed her post-doctoral fellowship at Harvard Medical School and received a master’s degree in epidemiology from Columbia University, where she lectured and conducted research at the School of Public Health. An international teacher and lecturer, she recently was a featured speaker at the Cancer Control Society’s 37th Annual Cancer Convention in Universal City, Calif. She is the author of *Prevent Cancer, Strokes, Heart Attacks and other Deadly Killers!* (Sheffield, MA; Safe Goods Publishing, 2009) and co-host of the online radio program, “Kiss Your Life Hello,” on the Health & Wellness station of VoiceAmerica.com.

Essence of Life produces the Jiva™ line of nutritional supplements, including Fermented Soy and Curcumin Nutritional Beverage and Curcumin & Fermented Soy Plus, Lutein Plus, Ginger Plus, Ashwagandha Plus, Green Tea Plus capsules and Resveratrol Plus capsules. For more information, visit [www.jivasupplements.com](http://www.jivasupplements.com).

Editor’s note: Photos, video and product samples available on request. Dr. Nair is also available for broadcast or print interviews. Please contact Ashley Rio at 518-966-5600 x108 or Ashley (at) kathoderay (dot) com.

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## **Updegraff Vision Proudly Supports The Pediatric Cancer Foundation**

*October 23-25th marked the 12th annual tournament bringing together anglers and celebrities fighting the battle against pediatric cancer. Stephen Updegraff, MD, has supported the foundation and it's efforts for many years.*

St. Petersburg, Fla. (Vocus) November 7, 2009 -- The weekend of October 23-25 marked the 12th annual tournament bringing together anglers and celebrities fighting the battle against pediatric cancer-- Top anglers teamed with celebrities to raise money for the Pediatric Cancer Foundation (PCF) October 23-25 at the 12th annual Grand Slam Celebrity Fishing Tournament, presented by Nestle Purina PetCare. Major League Baseball Hall of Famer Wade Boggs will once again be the honorary host for the event.

[Stephen Updegraff, MD](#), has supported the [PCF's mission](#) for many years. The Pediatric Cancer Foundation exists to raise money to fund pediatric cancer research. The focus is to fund research to find less toxic, more targeted treatments which will lead to the elimination of pediatric cancer worldwide.

The festivities took place at the Renaissance Vinoy Resort Hotel in St. Petersburg and has long been considered the premier fishing tournament on Florida's West Coast. Celebrities and avid fishermen gathered in their quest to snag the biggest fish while raising money to "reel in a cure" for childhood cancer.

The tournament is a favorite among master fishermen, sponsors and celebrities.

### Event highlights:

The Steve Yerrid Kids' Fishing Derby -- Held at the Vinoy Basin on Friday morning, October 23, children with cancer and their families will learn to fish, have the chance to put their lines in the water in search of the ultimate catch and eat lunch with tournament celebrities.

The Fishermen's Ball -- This invitation only tropical reception was held Friday evening, October 23, at the Vinoy. Guests enjoyed hors d'oeuvres and cocktails, tropical music, along with a live and silent auction that boasts numerous sought-after items.

Inshore fishing -- On Saturday, October 24, the action on the water began as boats loaded with celebrities, fishing guides and fishermen participated in two full days of inshore angling. Competitors departed from the Vinoy Yacht Basin, with fishing taking place in Tampa Bay tributaries for redfish, snook and trout. Inshore boats typically carry two anglers, a celebrity and professional fishing guide.

Awards -- Inshore anglers competed for beautiful trophies that were awarded during a cookout Sunday afternoon at 5 p.m. at the Vinoy.

Sponsorship and angler entries for the tournament are available for next year by contacting PCF at 813-269-0955. Coastal Conservation Association officials provided scoring, and their organization benefitted partially from event proceeds.



#### About the Pediatric Cancer Foundation

With its national headquarters in Tampa, the Pediatric Cancer Foundation is a nonprofit organization dedicated to funding research to eliminate childhood cancer through The Sunshine Project, the Foundation's collaborative research program. By employing doctors and researchers from the country's top institutions, The Sunshine Project is fast-tracking the development of new drugs and therapies that will ultimately lead to the cure of childhood cancers. For more information log on to [www.fastercure.org](http://www.fastercure.org).

#### About Stephen Updegraff, MD, FACS

Stephen A. Updegraff, MD, FACS, is the Medical Director of Updegraff Vision Precision LASIK and Cataract Center (formerly Updegraff LASIK). To learn more about Dr. Updegraff, to "meet the staff", or to learn more about Updegraff Vision, please visit [www.lasik4me.com](http://www.lasik4me.com).

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### News Image





## Spicing Up Cancer Therapy

### *Bionutraceutical Company Focuses on Health Benefits of “Curry Spice”*

Mount Kisco, N.Y. (Vocus) November 4, 2009 -- Curcumin, a powerful component of turmeric, a popular Indian spice, has been demonstrated to help kill cancer cells in patients with esophageal cancer, according to a study published last month in the [British Journal of Cancer](#). This news follows findings from Ohio State University about the efficacy of curcumin in treating colorectal cancer published in [BMC Cancer](#) in June.

Researchers believe that curcumin can inhibit the growth and metastasis of tumors in certain types of cancers. Curcumin has also been used and studied in treatment of a wide variety of diseases, from cardiovascular disease, Alzheimer’s disease, and type II diabetes to Crohn’s disease, psoriasis and arthritis.

Essence of Life, LLC™, a bionutraceutical company based in Mount Kisco, N.Y., has been at the forefront of the movement to promote curcumin’s health benefits, developing innovative products based on curcumin, fermented soy and other herbal spices including bioperine, ginger, cardamom and cinnamon. According to co-founder and CEO Dr. Vijaya Nair, “Independent research studies show that in Asian countries where consumption of natural herbs and spices such as fermented soy and curcumin is integral to traditional diets, we see a much lower cancer rate in the population.” Nair’s background includes training in both Eastern and Western medical traditions, including a post-doctoral fellowship at Harvard Medical School. She developed Essence of Life’s line of supplements after conducting extensive clinical research on alternative therapies from Eastern medicinal approaches such as Ayurveda and traditional Chinese medicine at Columbia University’s School of Public health. “It is gratifying to see that the latest research confirms the efficacy of these safe and natural preventative therapies,” Nair said.

The company’s line of Jiva™ natural nutritional supplements includes curcumin and fermented soy capsules, along with a fermented soy and curcumin nutritional beverage.

Soy contains high amounts of protein, including all essential amino acids, and is also a rich source of calcium, iron, zinc, phosphorus, magnesium, B-vitamins, omega 3 fatty acids and fiber. Fermentation of the soy makes these nutrients more available and digestible. Research at the [Karmanos Cancer Institute](#) at Wayne State University has shown that genistein, a key isoflavone in cultured soy, works synergistically with curcumin, enhancing the anti-inflammatory and antioxidant effects of the two ingredients.

“Today’s research has shown that the underlying cause of arthritis, heart disease and cancer is chronic low-grade levels of inflammation in the body,” Nair said. “By combining the power of curcumin and fermented soy, we can help prevent and reverse inflammation and its associated health risks.”

For more information about the benefits of curcumin, visit [Jiva Supplements](#).

#### About Dr. Vijaya Nair and Essence of Life

Dr. Vijaya Nair is the CEO and co-founder of Essence of Life, LLC™, a bionutraceutical company based in Mount Kisco, N.Y. Dr. Nair earned her medical degree from the National University of Singapore, completed her



post-doctoral fellowship at Harvard Medical School and received a master's degree in epidemiology from Columbia University, where she lectured and conducted research at the School of Public Health. An international teacher and lecturer, she recently was a featured speaker at the Cancer Control Society's 37th Annual Cancer Convention in Universal City, Calif. She is the author of *Prevent Cancer, Strokes, Heart Attacks and other Deadly Killers!* (Sheffield, MA; Safe Goods Publishing, 2009) and co-host of the online radio program, "Kiss Your Life Hello," on the Health & Wellness station of VoiceAmerica.com.

Essence of Life produces the Jiva™ line of nutritional supplements, including Fermented Soy and Curcumin Nutritional Beverage and Curcumin & Fermented Soy Plus, Lutein Plus, Ginger Plus, Ashwagandha Plus, Green Tea Plus capsules and Resveratrol Plus capsules. For more information, visit [www.jivasupplements.com](http://www.jivasupplements.com).

Editor's note: Photos, video and product samples available on request. Dr. Nair is also available for broadcast or print interviews. Please contact Ashley Rio at 518-966-5600 x108.

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You can read the online version of this press release [here](#).

## Leading Vision Correction Experts in Trusted LASIK Surgeons Directory Educate Fellow Doctors at AAO Annual Meeting

*LASIK Surgery and vision correction experts listed in the Trusted LASIK Surgeons directory were actively involved at the recently concluded American Academy of Ophthalmology (AAO) 2009 Annual Meeting in San Francisco, California. Dr. Stephen Brint, MD, Dr. Frederick Fraunfelder, MD, Dr. Jonathan Davidorf, MD, Dr. Peter Rapoza, MD, Dr. Michael Raizman, MD, Dr. James McCulley, MD, Dr. R. Wayne Bowman, MD, Dr. Edward Manche, MD, and Dr. Parag Majmudar, MD, all leading vision correction surgery specialists were actively involved in educating their fellow surgeons on the latest developments in LASIK, cataract surgery, and eye care through their presentations, lectures, courses, training, and panels.*

San Francisco, CA (PRWEB) November 5, 2009 -- Trusted LASIK Surgeons, Inc. (Trusted LASIK Surgeons) is pleased to highlight the many contributions made by surgeons listed in its LASIK Surgeon Directory at the recently concluded Annual Meeting of the American Academy of Ophthalmology (AAO) and the International Society of Refractive Surgeons (ISRS/AAO). This yearly meeting of the American Academy of Ophthalmology is the largest gathering of ophthalmologists and eyecare professionals held in the world. Over 13,000 ophthalmologists, technicians and industry representatives attended the meeting. Dr. Stephen Brint, Dr. Frederick Fraunfelder, Dr. Jonathan Davidorf, Dr. Peter Rapoza, Dr. Michael Raizman, Dr. James McCulley, Dr. R. Wayne Bowman, Dr. Edward Manche, and Dr. Parag Majmudar, all proven LASIK Surgery, refractive surgery, laser eye doctors and cataract surgery experts, were among the many surgeons at Trusted LASIK Surgeons who were actively involved as lecturers, instructors, and panel participants and moderators at the AAO Annual meeting.

[New Orleans LASIK surgery and cataract expert surgeon](#) Dr. Stephen Brint, of [Brint Custom Vision](#), lectured on "LASIK for Patients with High Astigmatism." Dr. Brint, a true pioneer in laser vision correction surgery who performed the first LASIK surgery with Dr. Stephen Slade, explained how high amounts of astigmatism can be effectively treated with the Allegretto Laser. "Now patients with large amounts of astigmatism can be accurately corrected with LASIK," he explained.

Dr. Frederick Fraunfelder, M.D., Associate Professor of Ophthalmology at the [Casey Vision Correction Center of the Oregon Health & Science University](#), presented "Drug-Related Adverse Effects of Clinical Importance to the Ophthalmologist". This course is consistently ranked in the top 10% of all courses at the AAO Annual Meeting every year and he has been the senior instructor for the last 5 years. Attendees will be able to identify and treat drug related adverse ocular events after completing this course. Dr. Fraunfelder will also be presenting at the Brymill Cryogenics booth on liquid nitrogen cryotherapy for surface eye tumors. Dr. Fraunfelder treats patients seeking [LASIK and other vision correction surgery as well as cataract surgery in Portland and throughout Oregon](#).

Leading [Los Angeles LASIK surgery and cataract expert surgeon](#), Dr. Jonathan Davidorf, was a featured speaker and instructor at the recent AAO meeting in San Francisco. Dr. Davidorf, who practices at [Davidorf Eye Group](#), located in the Greater Los Angeles is a frequent participant in clinical studies aimed at advancements in

ophthalmology, including LASIK, lens implants, and cataract surgery. Dr. Davidorf's presentation at the AAO meeting was entitled "Presbyopic IOL Calculations: The Aspheric ReSTOR D3 and Crystalens HD". This study examined the predictability of intraocular lens implant calculations in patients undergoing cataract surgery and implantation of these the ReSTOR D3 and Crystalens HD lenses. Dr. Davidorf concluded that the data demonstrated good predictability of IOL calculations in both lenses. Dr. Davidorf was also a featured instructor for "Astigmatism in the Cataract Patient". This skills transfer course was designed to teach cataract surgeons techniques to correct astigmatism in patients undergoing cataract eye surgery -essentially helping them to see without glasses.

Refractive surgeons Dr. Peter A. Rapoza and Dr. Michael B. Raizman [Ophthalmic Consultants of Boston](#) or OCB, were co-authors on a presentation demonstrating that wavefront-guided and conventional PRK followed by the application of Mitomycin C are both effective procedures to treat residual hyperopia or myopia with and without astigmatism following prior LASIK with a mechanical keratome or the IntraLASE. These [http://www.trustedlasiksurgons.com/boston\\_lasik\\_surgeons.htm](http://www.trustedlasiksurgons.com/boston_lasik_surgeons.htm)

[Boston laser eye doctors and cataract surgery experts found that PRK, as an enhancement technique over LASIK flaps, is also effective in patients that have undergone cataract extraction following their original LASIK surgery. According to Dr. Rapoza and Dr. Raizman, PRK is becoming increasingly important as an enhancement tool for the patients with prior LASIK that need a refractive correction long after their original surgery and in patients that may develop cataracts and developed refractive error after lens implantations surgery. (The difference between LASIK and PRK laser eye surgery is that no corneal flap is made in PRK).

Proven [Dallas LASIK Surgery, vision correction and cataract surgery experts](#) James McCulley, M.D., and R. Wayne Bowman, M.D., who practice at the [UT Southwestern Medical Center's Laser Center for Vision Care of Texas](#), were among the co-authors for two poster presentations that were made at the International Society of Refractive Surgeons (ISRS) segment of the AAO meeting. The first, "Accuracy of LASIK Flap Thickness Created by Femtosecond Laser and Microkeratome Measured by Anterior Segment OCT", evaluated the precision of the IntraLase Femtosecond laser in comparison to microkeratomes in creating the LASIK flaps using the anterior segment OCT. The results showed that both technologies were accurate and predictable, although the IntraLase Femtosecond laser was superior. In the second poster, "Wavefront-optimized LASIK Retreatment for Residual Refractive Errors," the authors sought to know how predictable and safe the wavefront-optimized LASIK was in the cases of retreatment. The wavefront-optimized LASIK has the advantage of keeping the corneal surface prolate, which decreases the spherical aberrations. The researchers concluded that wavefront-optimized LASIK is safe, predictable, and efficient in retreating residual refractive errors.

[Palo Alto, San Jose and San Francisco Bay Area LASIK surgery expert](#) Dr. Edward Manche, Director of Cornea and Refractive Surgery at the [Stanford Eye Laser Center](#) and Professor of Ophthalmology at the Stanford University School of Medicine made two presentations and served on two panels, one as a moderator and one as a panelist. In the first study, Dr. Manche looked at the effect of preoperative pupil size on postoperative quality of vision and night vision effects such as glare, halos in eyes undergoing wavefront-guided LASIK surgery. His study showed that preoperative pupil size was not correlated with an increase in glare and halos one year postoperatively. A second study compared dry eye findings in eyes undergoing wavefront-LASIK with either a mechanical keratome vs. a femtosecond laser. According to Dr. Manche, this study showed that there was no difference in dry eye symptoms between the two groups and there was a return to pre-operative levels of dryness



by postoperative month three.

Parag A. Majmudar, M.D., a respected Chicagoland Corneal Specialist and LASIK surgeon, senior partner of [Chicago Cornea Consultants](#) and Associate Professor of Ophthalmology at Rush University Medical Center in Chicago, was an active contributor at the AAO meeting in several capacities across various sub-specialties, including LASIK and other laser vision procedures as well as cataract surgery. He served as Invited Faculty at the "Cornea and Anterior Segment Disasters: Bringing Them back from the Precipice" meeting and was an invited instructor for the "LASIK Course". During 2009, Dr. Majmudar has served as Chairman of the AAO Refractive Surgery Subcommittee and as a member of the AAO Annual Meeting Program Committee. He is one of 4 international surgeons to be invited to the Annual Meeting of the Refractive Implant and IOL Society to be held in Agra, India in December 2009. Of special note, Dr. Majmudar was one of the first refractive surgeons in the United States to perform the Veriflex phakic implant procedures, which is used for patients with high myopia (nearsightedness) that cannot have LASIK, and helped pioneer the use of MMC, a drug used for the prevention and treatment of corneal scarring in association with certain refractive surgical procedures. Dr. Majmudar serves patients seeking [LASIK Surgery and other vision correction procedures as well as cataract surgery is based in Chicago, Illinois](#).

Los Angeles LASIK Surgeon Dr. James J. Salz, CEO of Trusted LASIK Surgeons summarize the AAO meeting as follows: "the most impressive aspect of the AAO annual meeting is the continued advancements in high technology instruments. Speakers, including the many experts listed at Trusted LASIK Surgeon, as well as industry exhibits emphasized improved excimer laser systems, improved femtosecond laser systems, and improved diagnostic instruments. This high tech explosion will produce better and safer outcomes for patients interested in not just refractive surgery procedures like LASIK, and intraocular lens implants (IOLs), but cataract eye surgery as well."

The refractive eye surgeons listed and profiled in the Trusted LASIK Surgeons Directory are among the most highly qualified LASIK Laser Eye Surgery refractive surgeons in the US. The online web directory includes many of the true pioneers in vision correction surgery, not just in LASIK eye surgery, but other procedures such as lens implants, phakic implants, conductive keratoplasty, and cataract eye surgery.

To find a highly accomplished LASIK Surgery and refractive specialist in your local area who has been qualified and listed in the Trusted LASIK Surgeons directory, please visit [Trusted LASIK Surgeons Directory](#)

For more on why consumers should consider surgeons listed in the Trusted LASIK Surgeons directory for their vision correction needs, please visit:

[Why choose a Laser Eye Surgeon from the Trusted LASIK Surgeon's Directory](#)

The screening process and standards used by Trusted LASIK Surgeons are located at [How Are LASIK Eye Surgeons Qualified at Trusted LASIK Surgeons?](#)

About Trusted LASIK Surgeons

Trusted LASIK Surgeons, Inc. (Trusted LASIK Surgeons) is a premier LASIK, laser eye surgery, refractive eye



and cataract surgery directory service whose primary mission is to assist consumers in finding the best and most qualified LASIK surgery, Laser eye doctors, and vision correction surgeons in their local area in the United States. To accomplish this, Trusted LASIK Surgeons uses a unique screening process where each prospective LASIK Laser eye surgeon must meet the minimum required qualifications set by Trusted LASIK Surgeons. These qualifications for these doctors are based on experience (not just in LASIK but complete refractive care), research (including FDA approval studies for manufacturers and academic appointments at major universities), publications and lectures (to their peers, not to the public via infomercials) and patient care standards (treating other eye professionals and managing complications from patients first operated on by someone else). All refractive eye surgeons listed at Trusted LASIK Surgeons have qualified, been accepted, and have subscribed to our services. For more information on why we believe consumers interested in LASIK should consider an eye surgeon listed in the Trusted LASIK Surgeon's directory, please visit our website at [www.TrustedLASIKSurgeons.com](http://www.TrustedLASIKSurgeons.com).

Trusted LASIK Surgeons  
(800) 483-8028  
news at [TrustedLASIKSurgeons.com](http://TrustedLASIKSurgeons.com)

#### About the American Academy of Ophthalmology (AAO)

AAO is the world's largest association of eye physicians and surgeons--Eye M.D.s--with more than 27,000 members worldwide. Eye health care is provided by the three "O's" - opticians, optometrists and ophthalmologists. It is the ophthalmologist, or Eye M.D., who can treat it all: eye diseases and injuries, and perform eye surgery. For more information, visit the Academy's Web site at [www.aao.org](http://www.aao.org).

SOURCE: Trusted LASIK Surgeons

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### Online Web 2.0 Version

You can read the online version of this press release [here](#).

### News Image





## **Acumen Fund Announces Two Investments Providing Advanced Eye Care Services in India and Kenya**

### *Investments to Help Develop Global Models for Delivering Eye Care to the Poor*

(PRWEB) November 5, 2009 -- Acumen Fund, a nonprofit venture capital firm that invests in entrepreneurs who are building businesses to serve the poor, announced today two new investments, Pushpagiri Vitreo Retina Institute (PVRI) in India and Upper Hill Eye and Laser Centre (UHEAL) in Kenya, both of which provide advanced eye care services to the poor. PVRI and UHEAL provide access for all to specialized eye care services and operate mobile outreach units that conduct eye camps to screen for diabetic retinopathy, a disease that leads to blindness if left undiagnosed and untreated.

Acumen Fund's USD 2,000,000 investment in PVRI through Pushpagiri Health Care Hospitals Pvt. Ltd. will enable the business to build two additional hospitals and expand its reach to approximately 50% of Andhra Pradesh, India's fifth most populous state with 75 million people. Acumen Fund's USD 300,000 investment in UHEAL will provide the burgeoning business with the necessary funding to purchase specialized eye equipment and meet working capital costs.

"PVRI and UHEAL exemplify Acumen Fund's continued commitment to invest in scalable businesses that provide critical goods and services to the world's poor," said Acumen Fund CEO Jacqueline Novogratz. "Both will teach us valuable lessons about how best to deliver eye care services to low-income communities as we seek to build a global model to provide sight-saving services to consumers at the base of the economic pyramid."

Loss of eye sight has a tremendous economic and social impact on low-income families, eliminating the ability of at least one person to earn an income and often requiring substantial assistance from at least one other family member. The prevalence of blindness is partly a symptom of underlying development challenges of nutrition and lack of access to health care, particularly preventative care.

"Blindness often has devastating economic impacts on poor families in India, so with our investment in PVRI through Pushpagiri Health Care Hospitals Pvt. Ltd, Acumen Fund is looking to support organizations that are helping prevent blindness by providing more widespread access to treatment and encouraging preventative care," said Varun Sahni, Acumen Fund's India Director. "Having two investments with similar models for delivering advanced eye care to the poor creates a unique opportunity for collaboration, and we look forward to sharing best practices across geographies as we work to bring these solutions to scale."

PVRI was founded with the philosophy of "an eye for affordable services," focusing primarily on diabetic blindness, childhood blindness and corneal blindness, apart from existing causes of blindness due to cataracts and glaucoma. Its central hospital located at Secunderabad is used as a hub, with outreach clinics, screening and treatment camps serving as spokes to maximize its reach and ensure that its services are accessible to rural markets. Since its inception in 2007, PVRI has treated more than 25,000 patients, performed over thousands of surgeries and I.P. procedures, and conducted over 100 comprehensive eye care camps in the state of Andhra Pradesh.



Similarly, in Kenya, UHEAL mobile eye units will operate fifteen eye camps a year to screen for diabetic retinopathy and provide non-invasive procedures, eye examinations, follow-up care, and laser treatment at an affordable rate for low-income communities. UHEAL and Acumen will experiment with different pricing models to find the right balance between financial sustainability and social impact, while PVRI will subsidize eye care to low-income communities by charging higher margins to high-income customers.

Dr. Kibata Githeko, an ophthalmologist specializing in pediatrics and retina care, founded UHEAL based on his experience as a doctor working at PCEA Kikuyu eye centre, one of the major eye care hospital facilities in Kenya, where there is a two-month wait for an appointment and a two-to-four month wait for surgery. Often, a wait of such duration causes a condition to worsen until it becomes inoperable, leading to irreversible loss of sight. Dr. Githeko watched his father go blind from diabetic retinopathy. UHEAL will work to help prevent that from happening to others through its services, mobile eye units and training.

“Tackling loss of sight due to diabetes in low-income communities before irreversible damage occurs is challenging because patients generally do not identify the problem early enough and often seek treatment after it is too late,” said Biju Mohandas, Acumen Fund’s East Africa Manager. “UHEAL and Acumen seek to intervene in this cycle with new solutions, and we look forward to sharing our lessons learned with the world.”

To learn more about Acumen Fund, PVRI and UHEAL, and to follow PVRI and UHEAL’s progress, visit [www.acumenfund.org](http://www.acumenfund.org).

#### About Acumen Fund

Acumen Fund is a nonprofit venture fund that invests in market-oriented approaches to deliver critical, affordable goods and services to the world’s poor. Acumen Fund focuses on the convergence of philanthropic capital and business expertise to produce sustainable, scalable enterprises that reach underserved markets and increase access to the opportunities of the global economy. Acumen Fund’s average investments range from \$300,000 to \$2 million in size. Acumen Fund has been investing in India and East Africa since 2001, focusing on a wide range of sustainable, scalable businesses that use market-based approaches to deliver products and services to millions of rural and urban poor. Investments made by Acumen Fund India in local enterprises include high-quality maternal and pediatric healthcare services; safe water for consumption and livelihood; and clean energy. Investments made by Acumen Fund East Africa in local enterprises include a manufacturer of insecticide-treated bednets that are providing protection against malaria to millions of Africans; public sanitation facilities in Kenya’s underserved urban centers; microfranchises for quality healthcare and drug distribution; and a microfinance institution that is creating affordable, legal housing for former slum-dwellers. For more information on Acumen Fund’s activities and investments, visit [www.acumenfund.org](http://www.acumenfund.org) and [www.acumenfundblog.org](http://www.acumenfundblog.org).

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### **Online Web 2.0 Version**

You can read the online version of this press release [here](#).



## **Dr. Michelle Lewis Joins Koch Eye Associates in Rhode Island**

*Koch Eye Associates with offices in Warwick, Providence, Johnston, East Providence, North Kingston and Woonsocket Rhode Island is pleased to announce that Optometrist Dr. Michelle Lewis has joined the professional eye care eye care staff at their practice.*

Warwick, R.I. (PRWEB) November 5, 2009 -- Koch Eye Associates with offices in Warwick, Providence, Johnston, East Providence, North Kingston and Woonsocket Rhode Island is pleased to announce that Optometrist Dr. Michelle Lewis (<http://www.kocheye.com/staff/lewis.htm>) has joined the professional eye care eye care staff at their practice. Paul Koch, M.D., Founder and Medical Director of Koch Eye Associates commented, "Dr. Lewis is a welcome addition to Koch Eye (<http://www.kocheye.com>) and to our Johnston office to help us to bring world class eye care to Rhode Island patients."

A Rhode Island native, Dr. Lewis is a graduate of Rhode Island College in Providence, Rhode Island. She received her Doctor of Optometry from the New England College of Optometry in Boston, Massachusetts and completed an extensive externship program with honors at the Newport Naval Base in Newport, Rhode Island, the Providence V.A. Hospital, Dimock Community Health Care Center and the New England Eye Institute.

Prior to joining Koch Eye Associates in October 2009, Michelle Lewis, O.D. spent 10 years as an eye doctor in practice in the Attleboro, Massachusetts. At Koch Eye Associates, Dr. Lewis will provide the full scope of primary care optometry including general eye care and eye exams, contact lens fitting and examinations for all types of contact lenses such as spherical, astigmatism correcting toric, bifocal and multifocal contact lenses, dry eye care, pediatric eye care, anterior segment disease and therapeutic management as well as pre- and post-operative co-managed care of LASIK Laser Eye Surgery (<http://www.seewithlasik.com>) and Cataract Surgery (<http://www.aboutcataractsurgery.com>) patients.

Koch Eye Associates is a leading Rhode Island eye care practice staffed by a team of Ophthalmologists and Optometrists who provide eye examinations for adults and children, cataract surgery and lens implants, laser vision correction such as LASIK, care for diseases of the retina including diabetes and age related macular degeneration and diagnosis and treatment of glaucoma as well as contact lenses and eyeglasses.

For additional information, contact:

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### **Online Web 2.0 Version**

You can read the online version of this press release [here](#).



## **Kiss Your Life Hello Radio Show with Special Guest: Nationally Renowned Clinician Michael A. Samuel, MD Talks About Macular Degeneration on November 4, 2009 at 10AM EST**

*Dr. Vijaya Nair, M.D., CEO of JIVA Essence of Life, and Dr. Howard Peiper, a national expert on holistic counseling, speaks with their next guest, nationally renowned clinician Michael A. Samuel, MD about Macular Degeneration including how to avoid and treat it.*

Mount Kisco, NY (Vocus) November 2, 2009 -- Dr. Michael A. Samuel is a nationally renowned clinician, surgeon and researcher. Dr. Samuel has published over 25 peer-reviewed research articles, a number of book chapters for medical text, and is a section editor for the Retina Times Magazine, a publication of the American Society of Retinal Specialists. He has also authored the leading book, Macular Degeneration: A Complete Guide for Patients and Their Families.

Dr. Samuel specializes in the diagnosis and treatment of various retinal diseases, including diabetic retinopathy, age related macular degeneration, macular hole, epiretinal membrane, and retinal vascular diseases. Surgically, Dr. Samuel has special expertise in the management of complex pediatric retinal disorders. He has operated on hundreds of patients from around the world who were referred for second opinions.

Upon completion of his two fellowships at the prestigious Children's Hospital of Los Angeles and at the Doheny Retina Institute of the University of Southern California, he accepted an academic position at Wills Eye Institute in Philadelphia, an internationally recognized eye hospital. He was a member of the Retina Service and an assistant professor of ophthalmology for three years. Here, Dr. Samuel trained numerous residents and retina fellows in surgical and medical retinal diseases in one of the largest and most highly regarded programs in the nation.

He is certified by the American Board of Ophthalmology and is a member of the American Academy of Ophthalmology, American Medical Association, and the American Society of Retinal Specialists.

In this compelling program listeners will learn and be able to call in to discuss:

- Who is a retina specialist and how can they help you?
- Age-Related Macular Degeneration (AMD) including who is at risk, the effects of AMD, how it's contracted and how to avoid as well as treat it
- Eye vitamins and their use as a defense to AMD
- The genetic factors behind AMD

Listeners are welcome to join the conversation during the show by calling (866) 472-5792. Be sure to tune into the live, Internet talk radio show, Kiss Your Life Hello on Wednesday at 7 AM PT / 10 am ET on the VoiceAmerica.com Health & Wellness Channel. Log on to Listen: <http://www.voiceamerica.com>. Missed the Live Show? Past episodes are available on demand and podcast ready.



For advertising and sponsorship opportunities regarding Dr. Vijaya Nair or Dr. Peiper, contact Stephan Jacob, Senior Executive Producer; 480-294-6423.

#### About Kiss Your Life Hello

Kiss Your Life Hello is a provocative internet talk show offering choices and focusing on solutions to all of life's health challenges in today's complicated world. Kiss Your Life Hello is a show about relationships...from personal relationships to health, business, family and love. Each hour we will be presenting the most up-to-date information on all aspects of mind, body, and spirit wellness. <http://www.kissyourlifehello.com>

#### About Essence of Life

Essence of Life, distributes JIVA products, a science-based, patent pending and medically sound line of nutritional supplements that are carefully formulated according to scientific guidelines. Products are available to the public through <http://www.jivasupplements.org> and natural health food stores nationwide.

#### About VoiceAmerica / Modavox

(OTC.BB MDVX), Modavox is the leading producer and distributor of online talk radio content, streaming approximately 250 hours of live programs and scheduled replays weekly on its Modavox VoiceAmerica™ Network (<http://www.voiceamerica.com>). Modavox, Inc. (<http://www.modavox.com>) is a pioneer in internet broadcasting, producing and syndicating online audio and video, and offering innovative, effective and comprehensive online tools for reaching targeted niche communities worldwide. Through its patented Modavox Central™ technology, Modavox takes the search out of search, delivering content straight to desktops and internet-enabled devices. Through its proprietary StreamSafe™, Webcast Wizard™ and Stream Syndicate™ tools, Modavox provides managed access for live and on-demand internet broadcasting and syndication, content management, online meetings, event management, enterprise communications and distance learning.

#### Forward-Looking Statements:

This release contains 'forward-looking statements' for purposes of the Securities and Exchange Commission's "safe harbor" provisions under the Private Securities Litigation Reform Act of 1995 and Rule 3b-6 under the Securities Exchange Act of 1934. These forward-looking statements are subject to various risks and uncertainties that could cause Modavox's actual results to differ materially from those currently anticipated, including the risk factors identified in Modavox's filings with the Securities and Exchange Commission.

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### **Online Web 2.0 Version**

You can read the online version of this press release [here](#).



## **November is Diabetes Awareness Month – Arizona Vision Care Practice Teams with Other Health Providers for Free Diabetic Forum**

A leading [Phoenix vision care](#) practice is teaming up with two other prominent Arizona health providers to offer a free educational forum in recognition of Diabetes Awareness Month. The event will bring doctors and the public together to discuss diabetes prevention, management, and the disease's effect on the eyes, heart, and feet.

Phoenix, AZ (Vocus) November 3, 2009 -- In recognition of Diabetes Awareness Month, Barnet Dulaney Perkins Eye Center - a practice offering general vision care treatment and [LASIK in Arizona](#) – is partnering together with the Arizona Heart Institute and the Arizona Institute of Footcare Physicians, to offer a unique patient forum to help take the mystery out of diabetes. “Vision, Heart, and Sole, a Diabetic Forum”, is being presented on Thursday, November 5th and again on Saturday, November 7th. This special educational program will begin at 9:00am on both days, in the Arizona Heart Institute Translational Research Center, located inside the Arizona Heart Foundation building, 1910 E. Thomas Road, 2nd Floor, Phoenix, AZ 85016. Reservations are required and can be made by calling 602.508.4756, or at [www.visionheartsole.com](http://www.visionheartsole.com).

Dr. Jordan Graff, of Barnet Dulaney Perkins Eye Center, will be speaking on Heart Disease in the Eye. Dr. Gabriel Hilkovitz, of Arizona Heart Institute will discuss Diabetes in the Eyes, Diabetes in the Feet and Dr. Kerry Zang of Arizona Institute of Footcare Physicians will talk about Painful Feet and Neuropathy. Exhibits and free screenings will also be available. Participants will learn about diabetes prevention, diagnosis and management, and how it can affect their eyes, heart, and feet.

Millions of Americans have been diagnosed with Diabetes, and many more remain undiagnosed. If diabetes prevalence rates remain at current levels, the Census Bureau estimates that the number of people diagnosed with diabetes would increase to nearly 14.5 million by 2010 and to 17.4 million by 2020. In hopes of helping to reverse these alarming statistics, Barnet Dulaney Perkins Eye Center, Arizona Heart Institute and Arizona Institute of Footcare Physicians are co-sponsoring the “Vision, Heart, and Sole” Diabetes Wellness Forum to promote diabetes awareness and to provide diabetes patients with important information and resources about the disease and its care.

### About the Practices:

VISION: Barnet Dulaney Perkins Eye Center, a [Phoenix LASIK](#), cataract surgery, and vision care practice with locations throughout Arizona including Phoenix, Tucson, and Flagstaff, is committed to providing quality eye care. The doctors at the practice have helped many patients improve their vision with advanced techniques including LASIK vision correction, implantable contact lenses, cataract surgery and specialty intraocular lenses. In addition, Barnet Dulaney Perkins Eye Center's [Arizona eye disease treatment](#) practice offers subspecialty care for Retinopathy, Macular Degeneration, Glaucoma and other eye health diseases.

Contact information for Barnet Dulaney Perkins Eye Center can be found on [www.goodeyes.com](http://www.goodeyes.com). On this website, individuals can also learn more about the procedures and technology that the practice offers, as well as



read biographies on the practice's doctors and surgeons.

HEART: Arizona Heart Institute, (AHI) is among the world's leading providers of cardiovascular care. This visionary organization was founded in 1971, quickly evolving into the country's first freestanding outpatient clinic solely dedicated to the prevention, diagnosis and treatment of heart and blood vessel disease. Since then, Arizona Heart Institute has grown to expand treatment and research options with the opening of Arizona Heart Hospital in 1998 and the dedication of Arizona Heart Institute Translational Research Center in 2007. Through these unique facilities, Arizona Heart Institute offers the most contemporary and comprehensive approach to cardiovascular medicine and an unmatched level of specialty care. Contact information for Arizona Heart Institute can be found on [www.azheart.com](http://www.azheart.com).

SOLE: Since its establishment in 1970, the Arizona Institute of Footcare Physicians has drawn together prominent and caring podiatrists who focus on providing their patients with the most advanced and comprehensive treatment for a wide variety of foot problems affecting both children and adults. Each physician is committed to personalized patient care, with specialties in the fields of diabetes, arthritis, sports medicine and surgery. Contact information for Arizona Institute of Footcare Physicians can be found on [www.azfeet.com](http://www.azfeet.com).

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**Online Web 2.0 Version**You can read the online version of this press release [here](#).

## Six Tips for Buying Eyeglasses from Theyedoctor.com

*Follow these tips from Theyedoctor.com to keep your eyes healthy, save money, and see your best with eyeglasses. Savvy customers are using the power of the internet to save health care expenditure dollars by purchasing eyeglasses online. If you wear glasses, you will want to read these eyeglass tips.*

Wisconsin Rapids, WI (PRWEB) October 23, 2009 -- Eye care has been and continues to be one of the few bargains left in health care. In the age of the internet it is becoming even more so. The following eyeglass buying tips will demystify the components of eyeglasses, the eyeglass frame, lenses and your eyeglass prescription. Follow these tips from Theyedoctor.com to keep your eyes healthy, save money, and see your best with eyeglasses.

Tip 1. Safety first. Protect your eyes from the harmful effects of ultraviolet (UV) sunlight. The same ultraviolet (UV) sunlight that burns your skin can also accelerate certain eye conditions such as macular degeneration and cataracts. Any eyeglasses worn during active sports, for job safety, and especially any eyeglass lenses worn by children should be made from materials that resist shattering upon impact. Eyeglass lenses can be made from different materials, but lenses made from trivex are amongst the most shatter resistant lenses and, as an added bonus, trivex lenses inherently absorb UV light thereby protecting your eyes in two ways.

Tip 2. Would you be unable to function without your glasses? Eyeglasses may be broken or lost. If you would be unable to drive to work without your glasses, or do your work once you have arrived, then you certainly shouldn't be without another pair of glasses in your current prescription, not the out of date pair that spent the last few years in your drawer. .

Tip 3. See your best and keep your eyes healthy with regular eye examinations from your eye doctor. Save yourself headaches and eyestrain by keeping your eyeglass prescription up to date. Obtain your eyeglass prescription at the time of your exam, you have a right to do so, in order to shop for your eyeglasses. [Understanding your eyeglass prescription](#) is not as difficult as it may seem.

Tip 4. You can [identify a specific eyeglass frame](#) from information found on the frame. Four pieces of information are required to identify a specific eyeglass are, the manufacturer or designer, the frame name or number, the frame size, and the frame color. All of these are found on the frame itself allowing you to shop and compare prices.

Tip 5. The index of refraction measures a material's ability to bend light. Higher index lens materials result in thinner, lighter, more comfortable and attractive eyeglass lenses. High index lens materials are a great choice for stronger prescription dress eyeglass lenses.

Tip 6. Savvy consumers are ordering their [eyeglasses online](#). They save 30-70% off retail prices. The same name brand, high quality eyeglasses found throughout the country, can be found online at Theyedoctor.com.



[Theyedoctor.com](http://Theyedoctor.com), has been an online vendor of prescription eyeglasses since 1997. They believe in providing you with the information you need to make the correct prescription eyeglasses buying decisions.

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**Online Web 2.0 Version**

You can read the online version of this press release [here](#).

**News Image**



## **NeoVista, Inc. Announces Initial VIDION Shipments**

### *Hospital in Pisa, Italy is First in World to Receive Revolutionary Epimacular Brachytherapy System*

Fremont, CA and Pisa, Italy (PRWEB) October 30, 2009 -- NeoVista, Inc. announced today that the first VIDION® ANV Therapy System for epimacular brachytherapy has been sold and shipped. Unlike anti-VEGF therapy, which requires frequent costly eye injections for an indefinite period of time, NeoVista's novel therapy delivers a one-time dose of radiation via a very commonly used surgical procedure called 'vitrectomy'. NeoVista's epimacular brachytherapy has been shown to be safe and effective in preliminary clinical trials and may offer a cost effective solution to the current treatment burden posed by continuous injections of anti-VEGF therapy.

Dr. Stanislao Rizzo, a world-renowned retinal surgeon from S. Chiara Hospital, Azienda Ospedaliero Universitaria Pisana, Pisa, Italy, said, "We are very excited to be the first hospital to receive this innovative one time treatment procedure, which can help to treat a devastating disease that otherwise requires chronic treatment for an indefinite period of time. NeoVista's targeted epimacular brachytherapy treatment may provide us the ability to improve vision by offering a distinct mechanism of action to conventional anti-VEGF therapy that affects multiple disease pathways, and may dramatically change the patients' quality of life by eliminating frequent eye injections. This promising treatment could very well be a cost-effective alternative to treating neovascular AMD," continued Dr. Rizzo. "Monthly injections can become quite expensive for our health care system, whereas a single procedure will potentially allow our specialists to treat more patients and bring down the costs associated with ongoing treatments while still providing satisfactory outcomes."

Unlike previous radiation therapies for wet AMD, NeoVista's innovative device delivers the peak dose of strontium-90 beta ionizing radiation directly to the lesion minimizing exposure to the surrounding tissue. The minimally invasive procedure utilizes a device similar in size to a needle, to deliver a highly targeted dose of beta radiation directly to the area of the retina affected by wet AMD. Importantly for patients, the systemic radiation exposure is minimal, as the effective dose to the entire body from NeoVista's epimacular brachytherapy device is comparable to a routine chest x-ray.

"This is a pivotal milestone for NeoVista, as the impact of VIDION's launch will greatly benefit patients, physicians, caregivers, and health care systems world-wide," stated John N. Hendrick, President and CEO of NeoVista. "We are looking forward to bringing the VIDION ANV Therapy System to millions of European patients with wet AMD who are seeking a more cost-efficient option that we expect will be as effective, if not better, than the current standard of care."

#### About Wet AMD

Wet AMD occurs when abnormal blood vessels behind the retina start to grow under the macula, where they leak blood and fluid, causing scar tissue to form and vision to become impaired. With wet AMD, vision loss may occur faster and be more noticeable than with dry AMD. The longer the abnormal vessels leak or grow, the more detail vision will be lost. The earlier wet AMD is diagnosed, the better the patients' chance of preserving some or much of their central vision.



About NeoVista, Inc.

NeoVista, Inc. is a privately held medical device company based in Fremont, California. NeoVista's epimacular brachytherapy procedure is currently being studied in a definitive Phase III clinical study to support eventual filing for regulatory approval to market the product in the United States. For more information about the company or this novel wet AMD therapy, please visit the company's Web site at <http://www.neovistainc.com>

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### **Contact Information**

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### **Online Web 2.0 Version**

You can read the online version of this press release [here](#).



## Leading LASIK Laser Eye Cataract Surgery Experts of Baylor Vision in Houston Join Trusted LASIK Surgeons Directory

*Trusted LASIK Surgeons* launched its revolutionary *Trusted LASIK Surgeons* directory service and website at [www.TrustedLASIKSurgeons.com](http://www.TrustedLASIKSurgeons.com) in order to provide a resource for consumers seeking to improve their vision and find a highly qualified eye surgeon who can help improve their chances of attaining 20-20 vision. What sets the *Trusted LASIK Surgeons* directory apart is a unique screening process ensuring that only those who are among the best in LASIK eye surgery and laser eye surgery in the United States are listed. Refractive eye surgeons, such as Dr. Douglas D. Koch, Dr. Stephen C. Pflugfelder, Dr. M Bowes Hamill, Dr. Mitchell P. Weikert, and Dr. Elizabeth Yeu, M.D of Baylor Vision, are screened based on their experience, research, publications, lectures, and patient care standards. *Trusted LASIK Surgeons* believes each of these surgeon's professional credentials and achievement in the field of refractive surgery place them among the top LASIK Laser and Cataract surgeons in the United States. Baylor Vision treats patients seeking LASIK and other vision correction treatments in Houston, as well as patients from throughout Texas, the United States, and all over the world.

Houston, TX (PRWEB) October 30, 2009 -- [Trusted LASIK Surgeons](http://www.TrustedLASIKSurgeons.com) announced today that the LASIK Laser Cataract and vision correction experts at [Baylor Vision of Houston](http://www.BaylorVision.com) have joined the [Trusted LASIK Surgeons Directory](http://www.TrustedLASIKSurgeons.com), an informational resource for consumers seeking to improve their vision through laser eye surgery or other refractive surgery procedure and to find highly qualified refractive surgeon to perform their eye surgery. [Baylor Vision](http://www.BaylorVision.com) treats serves patients seeking [LASIK and other vision correction surgery in Houston, the greater Gulf Coast region, including Sugarland, Galveston, Pasadena, Spring, the Woodlands, and Baytown](http://www.BaylorVision.com). The Baylor Vision experts regularly treat patients seeking [laser eye surgery ,refractive procedures cataract surgery from throughout Texas](http://www.BaylorVision.com). In addition, patients from other parts of the United States as well as from all over the globe often seek Baylor Vision for their vision correction surgery needs.

Our mission is to serve consumers by listing only those vision correction surgeons in our *Trusted LASIK Surgeons Directory* who are among the top laser eye surgeons and experts in the United States. Each eye surgeon is screened based on experience, premier patient care, and professional credentials. *Trusted LASIK Surgeons* believes the refractive eye surgeons of Baylor Vision have outstanding credentials and achievements that place them among the best vision correction experts in the United States. The top LASIK and refractive experts from Baylor Vision profiled at *Trusted LASIK Surgeons*, include [Dr. Douglas D. Koch, M.D.](http://www.TrustedLASIKSurgeons.com), [Dr. Stephen C. Pflugfelder, M.D.](http://www.TrustedLASIKSurgeons.com), [Dr. M Bowes Hamill, M.D.](http://www.TrustedLASIKSurgeons.com), [Dr. Mitchell P. Weikert, M.D., M.S.](http://www.TrustedLASIKSurgeons.com), and [Dr. Elizabeth Yeu, M.D.](http://www.TrustedLASIKSurgeons.com)

Baylor Vision has always played an important role in several major clinical and scientific advances, including scanning Excimer laser technology, devices used to measure and treat the eyes with laser vision correction, methods to treat astigmatism, new surgical instruments, clinical evaluation and development of devices that are required for measuring the shape of the cornea, and methods to prevent complications of LASIK and PRK surgery. Baylor Vision physicians teach extensively in the United States and throughout the world and remain at

the forefront of research and education in refractive surgery.

All of the Baylor Vision experts listed in its directory meet or exceed the standards used by Trusted LASIK Surgeons to screen surgeons for inclusion in our directory. Each of these surgeons is a faculty member of the Department of Ophthalmology at the Cullen Eye Institute of the Baylor College of Medicine in Houston and teaches and trains other surgeons in the use of lasers and other devices used in vision correction surgery. In addition, each surgeon has participated as an investigator in at least one FDA clinical trial for lasers or another ophthalmic device or product, published peer-reviewed research, has given at least 15 lectures at major eye meetings, managed and treated patients who have complications from a refractive surgery performed by another surgeon, and performed surgery on other eye doctors, eye care professionals and their family members. All of them are certified by the American Board of Ophthalmology.

The collective accomplishments of these Baylor Vision surgeons ably demonstrate the proven experience that patients can trust with confidence to treat their vision correction needs. Together, these physicians have over 80 years experience in refractive eye surgery, including LASIK and have performed over 9,000 laser eye surgery procedures. In addition, they have participated on over 20 FDA clinical trials, published 11 textbooks, 110 textbook chapters, contributed to over 250 scientific articles reviewed by their peers. They have also made over 300 presentations (including numerous honorary lectures) at major eye meetings throughout the world as well as hundreds of lectures at regional and local meetings.

Baylor Vision has played an important role in several major clinical and scientific advances, including scanning Excimer laser technology, devices used to measure and treat the eyes with laser vision correction, methods to treat astigmatism, new surgical instruments, clinical evaluation and development of devices that are required for measuring the shape of the cornea, and methods to prevent complications of LASIK and PRK surgery. Baylor Vision physicians teach extensively in the United States and throughout the world and remain at the forefront of research and education in refractive surgery.

Recently, Baylor Vision doctors organized, moderated, and taught extensively at the Ophthalmic Symposium, which was given in San Antonio, Texas in August 2009. Attendees included over 170 ophthalmologists and over 230 ophthalmic technicians. The meeting organizers were Dr. Douglas D. Koch, M.D. and Dr. Mitchell P. Weikert, M.D.

Dr. Weikert talked about pearls and the use of the excimer laser and how to maximize the accuracy of the correction and the quality of vision in patients undergoing both LASIK and PRK. Dr. Elizabeth Yeu talked about the indications of PRK versus LASIK and provided important pearls about selecting the ideal patients for each procedure. Dr. Koch discussed techniques for performing laser surgery on patients who previously had radial keratotomy, sharing results of his study on this topic that was published in the journal Ophthalmology. Dr. Koch also described advances in accommodating IOLs that can be used in patients undergoing refractive lens exchange and cataract surgery. Accommodating IOLs flex or move in the eye, so that they often can provide both distance and near vision in the eyes that are implanted with them. He also talked about how to calculate lens implant power in patients who undergone LASIK or PRK surgery. Dr. Hamill talked about new techniques of corneal transplant surgery, repair of the iris in eyes that have iris injury or congenital defects, and management of other corneal problems. Dr. Stephen Pflugfelder discussed the best methods for selecting patients for LASIK surgery



and offered several suggestions for preventing complications from both LASIK and PRK. Dr. Weikert, Dr. Yeu, and Dr. Koch also discussed ethical considerations that ophthalmologists must consider in their interactions with industry. They reviewed new guidelines for proper collaboration between physicians and industry and emphasized the key elements of the ethical ways of managing these relationships.

Baylor Vision has long provided exceptional and personal vision care with excellent outcomes for their patients. Baylor Vision offers patients seeking laser eye surgery premier patient care including use of IntraLase system for "All-Laser" or "Bladeless" LASIK, Wavefront Based or "Custom" LASIK and PRK, and the iLASIK Procedure, which consists of WaveScan Technology, IntraLase, and Visx Advanced CustomVue treatments. At Baylor Vision patients can find a complete range of options when it comes to choosing the procedure that best fits them including not just LASIK and other laser vision correction procedures, but lens implants such as RLE/CLE, phakic implants (the Visian ICL), cataract lens implant surgery, and limbal relaxing incisions.

The eye surgeons at Baylor Vision are experienced in managing complications of surgery for new patients who had problems from a LASIK or another vision correction procedure performed by another doctor. Other eye surgeons, eye doctors and their family members have had their LASIK or other refractive surgeries performed by a Baylor Vision refractive specialist.

These surgeons are active and have served in leadership positions in numerous professional organizations dedicated to improving eye care including the American Academy of Ophthalmology (AAO), the International Society of Refractive Surgery, the American Society of Cataract and Refractive Surgery, the Houston Ophthalmological Society, the Texas Ophthalmological Society, the Harris County Medical Society, the Texas Medical Association, and the Cornea Society (formerly the Castroviejo Society). Baylor Vision's surgeons also serve in an editorial capacity as board members and referees for several ophthalmology journals, including American Journal of Ophthalmology, the Journal of Cataract and Refractive Surgery, Cornea, Journal of Refractive Surgery, Ophthalmology Times, and Investigative Ophthalmology, among others.

The vision experts at Baylor Vision provide ophthalmic services to the NFL Houston Texans and the NBA Houston Rockets team players. Baylor Vision was featured in the PBS documentary 20/10 by 2010 hosted by Walter Cronkite and in the television special "American Health Front". Baylor Vision doctors have been recognized by their peers by being selected as America's Top Doctors, Best Doctors in America, Texas Monthly Super Doctors, and Houston Top Docs.

"Baylor Vision surgeons have been at the forefront of research and development of refractive surgery techniques including LASIK, PRK, and lens implants for cataract surgery. These experts in vision correction surgery have participated in numerous FDA studies for LASIK, PRK, and lens implants and are actively involved in teaching and certifying other surgeons in the Houston area in the latest techniques and have published their contributions in hundreds of peer reviewed articles," continued James J. Salz, M.D., Chief Executive Officer of Trusted LASIK Surgeons stated. "This group of surgeons is frequently consulted by patients and other surgeons for advice in the management of complicated cases. In my opinion, the Baylor Vision surgeons, like the other experts listed in our Trusted LASIK Surgeons directory in Houston, are truly among the best when it comes to quality, care, and professional achievements in the field of refractive surgery."



"We believe that quality of vision, safety, and the highest scientific standards are the hallmarks of providing the best care possible to our patients," said Dr. Douglas Koch, M.D., of Baylor Vision.

[Baylor Vision profile page at Trusted LASIK Surgeons](#)

To learn more about the vision correction specialists at Baylor Vision, please visit [Baylor Vision Expert Eye Surgeons](#)

Click to [Contact the Baylor Vision LASIK Experts in Houston, Texas](#)

For more on why consumers should consider surgeons listed in the Trusted LASIK Surgeons directory for their vision correction needs, please visit:

[Why choose a LASIK Laser Eye Surgeon. Cataract surgery Doctor from the Trusted LASIK Surgeon's Directory](#)

The screening process and standards used by Trusted LASIK Surgeons are located at [How Are LASIK Laser Eye Surgeons Qualified at Trusted LASIK Surgeons?](#)

To find a highly accomplished LASIK Laser Eye surgeon, refractive surgery and cataract surgeon specialist in your local area who has been qualified and listed in the Trusted LASIK Surgeons directory, please visit [Trusted LASIK Surgeons Directory](#)

About Trusted LASIK Surgeons, Inc.

Trusted LASIK Surgeons, Inc. (Trusted LASIK Surgeons) is a premier LASIK, laser eye surgery, refractive eye surgery and cataract surgery directory service whose primary mission is to assist consumers in finding the best and most qualified LASIK and vision correction surgeons in their local area in the United States. To accomplish this, Trusted LASIK Surgeons uses a unique screening process where each prospective LASIK eye surgeon must meet the minimum required qualifications set by Trusted LASIK Surgeons. These qualifications for these doctors are based on experience (not just in LASIK but complete refractive care), research (including FDA approval studies for manufacturers and academic appointments at major universities), publications and lectures (to their peers, not to the public via infomercials) and patient care standards (treating other eye professionals and managing complications from patients first operated on by someone else). All refractive eye surgeons listed at Trusted LASIK Surgeons have qualified, been accepted, and have subscribed to our services. For more information on why we believe consumers interested in LASIK should consider an eye surgeon listed in the Trusted LASIK Surgeon's directory, please visit our website at [www.TrustedLASIKSurgeons.com](http://www.TrustedLASIKSurgeons.com).

Trusted LASIK Surgeons, Inc.  
(800) 483-8028

About Baylor Vision



For more than 100 years, Baylor College of Medicine has provided quality patient care, and Baylor Vision continues that tradition by providing superior and personal patient care with excellent outcomes. Patients meet their doctor before the day of surgery to ensure he or she receives personal attention. The physicians at Baylor Vision are leaders in clinical practice, education, and research in refractive procedures. Our goal is to provide the safest and most effective procedures tailored to individual needs. The physicians at Baylor Vision have played an important role in several major clinical and scientific advances, including scanning excimer laser technology, devices used to measure and treat the eyes with laser vision correction, methods to treat astigmatism, new surgical instruments, and clinical evaluation and development of devices that are required for measuring the shape of the cornea. Baylor Vision physicians teach extensively in the United States and throughout the world and remain at the forefront of research and education in refractive surgery. For more information about Baylor Vision, please visit: [www.baylorvision.org](http://www.baylorvision.org).

Baylor Vision  
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Houston, TX 77030  
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#### About Baylor College of Medicine

Baylor College of Medicine in Houston, Texas, the only private medical school in the Greater Southwest, is recognized as a premier academic health science center and is known for excellence in education, research and patient care. For 2010, U.S. News & World Report ranked BCM 17th overall among the nation's top medical schools for research and for primary care. BCM is listed 13th among all U.S. medical schools for National Institutes of Health funding, and No. 2 in the nation in federal funding for research and development in the biological sciences at universities and colleges by the National Science Foundation.

For more information about Baylor College of Medicine, please visit [www.bcm.edu](http://www.bcm.edu).

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SOURCE: Trusted LASIK Surgeons

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### Online Web 2.0 Version

You can read the online version of this press release [here](#).

### News Image





## **Do You Know the ABCs of Diabetes and Eye Health?**

*EyeCare America Works to Protect Seniors with Diabetes from Vision Loss during November's Diabetes Eye Health Month with Free Eye Exams*

San Francisco, CA (Vocus) October 30, 2009 -- Did you know that an estimated 17.9 million Americans have been diagnosed with diabetes and another 57 million people are at risk of getting the disease?

What many of these individuals may not know is that all people with diabetes - both type 1 and type 2 - are at risk for getting diabetic retinopathy, a leading cause of vision loss among adults in the United States. In fact, people with diabetes are 25 times more likely to lose their vision than those without the disease.

November is Diabetes Eye Health Month and during this month-long health observance EyeCare America is asking Americans with diabetes to know the ABCs of diabetes and eye health.

A - Alert your Eye M.D. if you have been diagnosed with diabetes;  
B - Be sure to have your eyes examined regularly; and  
C - Call 1-800-272-EYES (3937), if you are 65 or older and without an ophthalmologist, to see if you qualify for a no-cost dilated eye exam through EyeCare America's Diabetes EyeCare Program.

By following these simple steps EyeCare America hopes to help protect seniors from preventable vision loss caused by diabetes.

"Diabetes causes up to 24,000 new cases of vision loss each year," said C. Pat Wilkinson, MD, ophthalmologist and chairman of EyeCare America's Diabetes EyeCare Program. "What people don't know is that early detection, timely treatment and appropriate follow-up care can reduce their risk of blindness by 95 percent even for people with established and significant diabetic retinopathy."

Diabetic retinopathy is caused by changes in the blood vessels of the retina. In some people with diabetic retinopathy, blood vessels may swell and leak fluid. In other people, abnormal new blood vessels grow on the surface of the retina. In its early stages, diabetic retinopathy usually has no warning signs. Over time, however, the vision blurs and everyday tasks become more difficult. Vision loss cannot usually be regained.

EyeCare America's Diabetes EyeCare Program is designed for people who:

- Are age 65 and older
- Are U.S. citizens or legal residents
- Have not seen an ophthalmologist in three or more years
- Do not have insurance through an HMO or the VA

People eligible for a referral through the program receive a comprehensive, medical eye exam and up to one year of care at no out-of-pocket cost for any disease diagnosed during the initial exam. Volunteer ophthalmologists



accept Medicare and/or other insurance reimbursement as payment in full. Individuals without insurance are seen at no charge.

For a Diabetes EyeCare Program referral, those interested may call 1.800.272.EYES (3937) toll-free, 24 hours a day, every day, year round.

To learn more about diabetic retinopathy, its risk factors and treatment options; view informative videos; and to learn how your vision would be affected by diabetic retinopathy, visit [www.eyecareamerica.org](http://www.eyecareamerica.org).

#### About EyeCare America

Founded in 1985, EyeCare America, a public service program of the Foundation of the American Academy of Ophthalmology, is committed to the preservation of sight, accomplishing its mission through public service and education. EyeCare America's (ECA) public service programs provide eye care services to the medically underserved and for those at increased risk for eye disease through its corps of 7,000 volunteer ophthalmologists dedicated to serving their communities. More than 90 percent of the care made available is provided with no out-of-pocket cost to the patients. Public service includes programs for seniors, glaucoma, diabetes, AMD and children. EyeCare America, the largest program of its kind in American medicine has helped more than 1 million people since its inception in 1985. More information can be found at: [www.eyecareamerica.org](http://www.eyecareamerica.org).

**MEDIA CONTACT:** Allison Neves, Director of EyeCare America Communications, 415.561.8518, [aneves\(at\)aaoo\(dot\)org](mailto:aneves@aaoo.org)

**NOTE TO EDITORS AND PRODUCERS:** High-resolution images available in the EyeCare America Press Room at [www.eyecareamerica.org](http://www.eyecareamerica.org). B-roll as well as interviews with EyeCare America spokespeople available upon request.

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### Contact Information

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### Online Web 2.0 Version

You can read the online version of this press release [here](#).

### News Image





## **LASIK Eye Surgeons in San Diego Announce Launch of New, State-of-the-Art Website**

*The Gordon & Weiss Vision Institute, a prominent [San Diego LASIK](#) and cataract surgery practice, announces the launch of its new home on the Internet. Featuring detailed procedure information, patient testimonials, and a vision correction blog, the practice's new website provides visitors with an array of resources to learn about its vision correction treatments.*

San Diego, CA (Vocus) October 29, 2009 -- According to statistics from the National Eye Institute and Prevent Blindness America, cataracts affect 20.5 million Americans over the age of 40 and half of all Americans by age 80. Millions more Americans of all ages have poor vision caused by nearsightedness, farsightedness, and astigmatism and are forced to wear glasses or contact lenses in order to see clearly.

The Gordon & Weiss Vision Institute, a comprehensive vision care practice offering procedures such as LASIK and [cataract surgery in San Diego](#), is launching a new website to educate visitors on the many treatments available that can improve their vision and slow the progression of debilitating eye diseases. The new website is also designed to be a virtual portal into the practice itself, offering overviews of the facility, its doctors, and their philosophy of care. One of the practice's top ophthalmologists, Dr. Jack Weiss, says that personal, individualized care is an important aspect of treatment at Gordon & Weiss. "When a patient walks away, we want them to tell their friends about the experience that they had in our practice. We want to make this a life-enhancing type of experience."

The Gordon & Weiss Vision Institute's new website features detailed descriptions of the procedures that the practice offers - including premium intraocular lenses for individuals with cataracts, implantable contact lenses, and state-of-the-art [LASIK in San Diego](#). The practice offers some of the latest laser vision correction treatments, such as Custom Wavefront LASIK, Blade Free LASIK, and other advanced technologies, all illuminated on the new website. Drs. Weiss, Michael Gordon, and David Geffen say they wanted the website to convey a fully interactive look at the practice so that prospective patients can learn about the treatments, doctors, and technology that set the Gordon & Weiss Vision Institute apart.

The new website is equipped with web video documentaries featuring interviews with the practice's eye care specialists, as well as a financing information page for patients who are considering [vision care in San Diego](#) and would like some assistance bringing the cost of treatment into their budget. The website also includes patient testimonials, including one from local celebrity 'Sam the Cooking Guy', and a vision correction blog where visitors can stay updated on the latest updates and news.

Overall, Gordon & Weiss Vision Institute's new website - co-developed with [San Diego website design](#) firm Rosemont Media® - is designed to give detailed information on treatments available to those who suffer from debilitating eye conditions and those who are just tired of dealing with corrective eyewear to see clearly. And Dr. Gordon says that, with San Diego's mild weather, beautiful beaches, and outdoor opportunities, people may be able to enjoy themselves a lot more without the burden of corrective lenses. "In San Diego, we have surfing,



water activities, beach activities, biking...some of those things are very difficult to do with glasses and contact lenses. And the enjoyment that people get out of doing (these activities) without glasses and contact lenses sometimes is overwhelming.”

#### About Drs. Gordon, Weiss, and Geffen

Drs. Michael Gordon, Jack Weiss, and David Geffen are [LASIK surgeons in San Diego](#) and are all considered to be leaders in the fields of refractive surgery and laser vision correction. In 1989, Dr. Gordon became the first surgeon in the United States to use the Summitt excimer laser to correct nearsightedness, and in 2003 he performed the first all-laser High-Definition Wavefront-guided laser procedure in the world.

Dr. Weiss has served as the Corneal Consultant to the US Navy and the Chief of Ophthalmology for Scripps Encinitas Hospital, Sharp Memorial Hospital, and Sharp Rees-Stealy Medical Group. A graduate of UCLA and the University of Chicago Pritzker School of Medicine, Dr. Weiss has been honored by the American Academy of Ophthalmology for his outstanding research presentation at its annual meeting.

Dr. Geffen is a prominent speaker, author, and researcher on contact lenses and refractive surgery and has achieved national recognition for his clinical work on contact lens products. He has participated in numerous studies for Bausch & Lomb, Johnson & Johnson, Allergan, Ciba, Biomedicals, and other contact lens manufacturers.

The Gordon & Weiss Vision Institute is located at 8910 University Center Lane, Suite 800, San Diego, California, 92122. For more information, the practice can be reached at 858-455-6800 or via website, [www.gordonweissvision.com](http://www.gordonweissvision.com).

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**Online Web 2.0 Version**You can read the online version of this press release [here](#).



## **Silkin Management Group Completes Fall Management Training Seminar to a Group of 125**

*Silkin Management Group had one hundred and twenty five clients and their staff of enjoy four days of management group training and beautiful scenery at Mt. Hood, Oregon. Silkin Management has been hosting events like this for 25 years. Larry Silver and Fred King Silkin Management Executives were very pleased with the attendance of this event.*

Portland, OR (PRWEB) Oct 23, 2009 -- [Silkin Management Group](#) just completed its Fall Symposium with tremendous success. Silkin, a leader in Practice Management Consulting for over 25 years, bi-annually presents Symposium Workshops and Management Training courses for clients and their staff. Events are held in the Spring and Fall on the East and West Coast. This year's Fall event was held at the Resort At The Mountain on Mt. Hood, Oregon.

[Silkin Management Group](#) has been delivering practice management training and consulting to privately owned health care practices in the US and Canada since 1982. With over 4000 offices delivered to over the years, the bi-annual Symposium and practice management workshops have always proven to be one of the most desired services offered by Silkin.

Silkin surveys doctors throughout the country weekly to find out how practices are doing, what management problems they are experiencing and what areas they want the most help with. With the results of these surveys in mind, Silkin designs its workshops and training to concentrate on the most common areas of practice management difficulties.

This year's Fall Symposium covered a variety of areas designed to help its clients during these difficult economic times. A popular workshops covered the subject "Emotions in the Workplace". This interactive seminar covered in detail how people relate to each other in the workplace. Silkin Management Group has found this information to be vital training for hiring the right personnel, dealing with patients and interacting with staff. Both doctors and staff found the data extremely beneficial.

The next morning Silkin clients and staff attended a Marketing Workshop covering the most effective internal and external marketing techniques. The information included how to survey patients to find out their needs and wants, demographic studies of patient files, how to reactivate past patients, how to ask for referrals, how to put effective brochures and ads together so that they actually produce interest and response and a variety of other cost effective methods to bring new patients into the practice. [Silkin Management Group](#) has developed and implemented a large variety of very successful internal and external marketing actions over the many years it has been in business, and these activities were taught in detail to the Symposium attendees.

Next the staff spent the afternoon in Silkin's Working As A Team seminar. This workshop helps staff as they learn how to best interact with each other, increase the efficiency of the office and make the office a fun and pleasant place work in.

The doctors attended a Financial Strategy seminar presented by Mr. Gray Von Adelung, a very successful



investment advisor who has helped many of Silkin Management Group's clients take control of their finances and retirement planning.

"These are very tough economic times" said Silkin Management Group's CEO, Fred King. "That is why we bring Mr. Von Adelung to our management Symposium so that he can cover the various topics vital to the financial well being of our clients. We want to make sure our clients know how to properly plan for their future, no matter their age or how long they've been in practice. Despite the economy, the great majority of our clients are growing, not contracting like many others are, and we want to make sure that they take advantage of this by implementing proper financial planning procedures."

The final day included more staff seminars on office efficiency, training for doctors and office managers on how to find, hire and train good staff and a final round table with Silkin's clients, answering common practice management questions, solving problems and sharing successful actions.

Final surveys showed an extremely positive response about the value of the several days' worth of management training from [Silkin Management Group](#). It was probably best summed up by this doctor's success:

"I realized today, in looking back at how my practice was run prior to Silkin, that we were not functioning as a group. We all had different or no goals and we were doomed for failure. My staff now works together as a TEAM with common goals and work is no longer work - it is achievement of goals and something we really take pride in." Dr. J.M.

For further information on how [Silkin Management Group](#) is helping doctors throughout the United States and Canada, visit: [Silkin Management Group on the Web](#).

Larry Silver, President  
Silkin Management Group

More Information About [Silkin Management Group](#):

[Silkin Management Group](#) has been in business for over a quarter of a century. Having delivered its program to well over 4000 offices, Silkin has learned that a practice will grow only up to the level of the doctor's management skill. If you are interested in accomplishing similar goals to Dr. J.M. above, please contact us at 800-695-0257 or [mailto:info\(at\)silkinmanagementgroup.com](mailto:info(at)silkinmanagementgroup.com).

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### **Contact Information**

**Larry Silver**

Silkin Management Group

<http://www.facebook.com/pages/Tigard-OR/Silkin-Management-Group/43128037585>

503-726-1810

### **Online Web 2.0 Version**

You can read the online version of this press release [here](#).



## **PHSI, INC. Develops Revolutionary Vision-Hearing Program**

### *Ophthalmology Receives Stimulus from Experienced Hearing Healthcare Provider*

Bonita Springs, FL (PRWEB) October 28, 2009 -- [PHSI](#) (Physician Hearing Services Inc.), the unquestioned leader in Vision-Hearing programs, has made unprecedented advances in providing ophthalmologists with the tools needed to care for an ever-growing demographic of patients. The company has just launched an intuitive new website aimed at providing even more information and heightening the user experience.

Deemed "The Original Hearing and Vision Company", PHSI already works with the most progressive ophthalmic practices in the nation, both large and small, to combine hearing loss diagnosis and treatment with premier vision services. PHSI provides comprehensive guidance in all facets of their [hearing and vision program](#) which not only increases the patient's quality of life, but is also immensely profitable for the ophthalmology practice itself. Estimates range 30 to 55 million people in the U.S. have undiagnosed, clinically significant [hearing loss](#), and PHSI has developed a proven method for vision professionals to add essential hearing services to their offerings. 80% of patients with hearing loss never receive treatment, therefore providing this service gives patients assistance they both need and want.

"A hearing program is a natural and simple extension of your ophthalmic practice and requires little effort on your part," states John Olive, President of PHSI, LLC. "It will provide a much needed service to your patients and sorely needed profits to your bottom line. Vision and hearing together is a natural fit"

PHSI is and will remain at the forefront of this exciting new business model. Physician's Hearing Service, Inc. provides you with a step-by-step, 'out-of-the-box' solution to building and operating a successful hearing program. From day one, you will be guided through the process of equipping, setting up, staffing, stocking, opening, and operating your hearing program, all while retaining complete ownership. With little effort on your part, you can increase your bottom line without changing locations or searching for a new client base. Utilizing your current patients, PHSI will provide action plans, forms, script notes, marketing materials, strategies, and ongoing consultation towards your successful venture into adding a [hearing program](#) to your clinic.

PHSI management will welcome your questions and interests at the AAO Show in San Francisco, Booth # 5023.

About Us: Physician's Hearing Service, Inc was founded by Reg Garratt and John Olive, two Senior partners that have identified the need for more hearing health professionals. Garratt and Olive joined forces in the year 2000 when they served together as Chairman and Executive Director of the Better Hearing Institute in Washington, DC. Their extensive backgrounds in healthcare marketing and planning, as well as hearing aids and hospital management, have fostered their continuing prosperous relationship into the hearing healthcare industry.

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### **Online Web 2.0 Version**

You can read the online version of this press release [here](#).

## **NeoVista Presents Interim Study Results of Novel Therapy for the Treatment of Neovascular Age-Related Macular Degeneration**

*Data suggests that Epimacular Brachytherapy may reduce the burden of treatment and further improve Visual Acuity*

San Francisco, CA (PRWEB) October 27, 2009 -- NeoVista, Inc. made public at the American Academy of Ophthalmology meeting the company's interim study results from the preliminary study MERITAGE-I. The study was designed to examine the company's novel epimacular brachytherapy procedure when used in patients that require chronic therapy with anti-VEGF agents on an ongoing basis to control their neovascular AMD. The study enrolled patients that had as many as 23 injections of anti-VEGF therapy before receiving epimacular brachytherapy. All patients that entered the study were required to have received a minimum of 8 injections in the past 12 months or 6 injections in the past 6 months preceding enrollment. Preliminary study results (n=16) suggest that a single procedure of epimacular brachytherapy can further improve visual acuity in a majority of this patient population while decreasing the number of injections required based on Optical Coherence Tomography imaging after the brachytherapy procedure. Most importantly, 63% of patients enrolled in the study experienced improvement in their visual acuity while 50% of patients gained 5 or more letters of visual acuity at 6 months.

"MERITAGE-I is the first of its kind study designed to evaluate the potential role of our device in decreasing the current burden of treatment while maintaining or improving visual acuity," said John N. Hendrick, President and CEO of NeoVista. "Data from recent randomized trials suggest that most patients suffering from neovascular AMD will require treatment on an ongoing basis for an indefinite period of time. We are very excited that our device has the potential to significantly decrease the number of injections administered in this patient population and may also improve visual acuity in a majority of cases."

In contrast to other forms of radiation therapy for wet AMD, NeoVista's approach delivers a focused dose of energy directly to the choroidal neovascular lesion without damaging the adjacent healthy retinal vasculature. Utilizing strontium 90, the targeted energy is delivered to an area up to 3 mm in depth and up to 5.4 mm in diameter. Importantly for patients, the systemic exposure to radiation is minimal, as the effective dose to the entire body from NeoVista's epimacular device is less than that from a typical chest x-ray.

The ongoing multicenter MERITAGE study enrolled 50 trial participants (with a mean age of 79 years) at two centers in the US, one in UK, and two in Israel. These patients, with predominantly classic, minimally classic, or occult (with no classic) choroidal neovascularization (CNV), received a single exposure of epimacular brachytherapy after having received a minimum of 8 injections of anti-VEGF therapy in the past 12 months or 6 injections of anti-VEGF therapy in the past 6 months preceding enrollment. Additional anti-VEGF therapy was delivered based upon strict re-treatment criteria and the investigator's evaluation of disease activity.

There were a limited number of adverse events in the trial which were related to the vitrectomy procedure (subconjunctival hemorrhage, vitreous hemorrhage, and cataract formation), rather than the epimacular brachytherapy. To date, no instances of radiation toxicity have been reported.

The data were presented by Pravin U. Dugel, MD, managing partner, Retina Consultants of Arizona, Phoenix,



AZ. "The potential of this treatment is enormous," said Dr. Dugel. "I believe that epimacular brachytherapy, unlike anti-VEGF therapy alone offers a broad spectrum of activity and may therefore inhibit the multiple disease processes involved in the pathology of neovascular AMD."

NeoVista recently completed enrollment in the company's first pivotal trial, CABERNET (CNV Secondary to AMD Treated with BEta Radiation Epiretinal Therapy). CABERNET is a multicenter, randomized, controlled study that has enrolled over 450 subjects at 45 sites worldwide, and is evaluating the safety and efficacy of NeoVista's therapy delivered concomitantly with the FDA-approved anti-VEGF therapy Lucentis® (ranibizumab) versus Lucentis alone.

About NeoVista, Inc.

NeoVista, Inc. is a privately held medical device company based in Fremont, California. The company's first commercial product, the VIDION® ANV® Therapy System, is cleared for commercial sale in all markets that accept a CE Mark. Initial orders for the product have been received.

NeoVista, Inc is planning to begin commercial activity in the US in early 2011 pending Food and Drug Administration (FDA) approval. For more information about the company, or this novel neovascular AMD therapy, please visit the company's Web site at [www.neovistainc.com](http://www.neovistainc.com).

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### **Online Web 2.0 Version**

You can read the online version of this press release [here](#).



## **iMagnify™ iPhone 3GS App Turns Your Cell Phone into a Magnifying Glass with an Option to Save a Digital Image**

*iMagnify(TM) turns the iPhone 3GS into a portable magnifier. A handy tool for viewing hard to see details when traveling, in restaurants, supermarkets, or when squinting at prescription labels. Convenient for stamp or coin collectors and hobbyists too.*

Greenwich, CT (PRWEB) October 26, 2009 -- iMagnifyApp.com today announced that its new handy magnifier, [iMagnify™](#), for the iPhone 3GS, is now available on [Apple's iTunes AppStore](#).

This unique iPhone 3GS app is one of the first such applications to take advantage of the more powerful new iPhone 3GS by allowing users a convenient way to, in effect, magnify small objects and fine print. With a slide control bar, objects are magnified up to 4X times in size. Captured images can be resized with a pinch and saved to the iPhone camera roll for later use.

View [iMagnify™ video on YouTube](#)

iMagnify™ inventor, Sheila Gallagher, commented, "Leaving your glasses at home is commonplace, but you are rarely without your handheld phone." This portable magnifier will be useful for viewing small objects and details when traveling, in restaurants, in supermarkets, or when squinting at tiny prescription labels. "It is also a convenient tool for stamp or coin collectors and hobbyists," said Gallagher.

iMagnify™ features include:

- Easy navigation
- Powerful 4x magnification
- Slide bar magnification control
- Pinch to re-size the image before saving
- Image save

Pricing and Availability:

iMagnify™ is available for download in the U.S., U.K., and Canada for the iPhone 3GS at the App Store for \$0.99 US. For more information about iMagnify™, please visit <http://www.imagnifyapp.com> or contact Sheila Gallagher 203 552 0748 or Sheila(at)iMagnifyApp(dot)com.

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**Online Web 2.0 Version**

You can read the online version of this press release [here](#).

**News Image**





## **ZyDoc Launches MediSapien Telephone Information Management Service Featuring Appointment Reminder System to Improve Efficiency, Reduce No-Shows**

*ZyDoc Medical Transcription, the technical leader in e-Transcription services has announced the launch of MediSapien™, a breakthrough telephony application designed to improve medical office efficiency. MediSapien will debut at the annual meeting of the American Academy of Ophthalmology, October 23 through October 27 at the Moscone Center in San Francisco.*

Hauppauge, NY (PRWEB) October 24, 2009 -- [ZyDoc Medical Transcription](#), the technical leader in e-Transcription services has announced the launch of MediSapien™, a breakthrough telephony application designed to improve medical office efficiency. MediSapien will debut at the annual meeting of the American Academy of Ophthalmology, October 23 through October 27 at the Moscone Center in San Francisco. Show attendees will have an opportunity for enrollment in the initial automated appointment reminder service backed by a one-month money back guarantee, by visiting ZyDoc in Booth 4016.

The initial MediSapien™ appointment reminder service from ZyDoc automates reminder phone calls to medical patients, increasing practice efficiency by reducing no-show rate. Patients appreciate the personalized calls and the office staff is free to handle other critical tasks. [ZyDoc™](#) is known for its excellent, user-friendly web-based platform. MediSapien utilizes the same ZyDoc state-of-the-art technology thousands of doctors use for daily dictation of their medical encounters.

The appointment reminder system is designed for quick initial setup, and is patient-friendly, HIPAA-compliant, and verifiable. A medical office can simply select message content once and the system uploads the appointment schedule. MediSapien makes the calls with the appointment reminder message, asking the patient to press the touchtone phone keypad to respond from a brief menu such as 1-confirm, 2-cancel, or 3-replay the message. When the calls are completed, authorized staff can then log in with a secure access code to track the responses on the Web and immediately update their appointment schedule.

"MediSapien utilizes our award-winning software platform and our state-of-the-art data center that already handles thousands of daily dictation calls and faxes without interruption," states ZyDoc Chairman James Maisel, MD. "With MediSapien, ZyDoc continues to improve office efficiency and leverage our technical expertise with telephone solutions for health care. These services save time for doctors and staff, filling a niche for user-friendly HIPAA-compliant message delivery. More importantly, MediSapien will dramatically alter the ability of a practice to interact automatically with patients to verify or acquire any data in their practice management or EMR system. ZyDoc provides the middleware to allow data interchange with simplified telephone interaction that patients can use."

MediSapien can also be used for new appointments, patient follow-up, pre-operation evaluation scheduling, or any customized messaging. Multiple languages and multiple scripts are available. Pricing is a flat rate of twenty cents per connected call, with no contract required, and ZyDoc transcription clients are eligible for an exclusive ten cent per call discount.

About ZyDoc and MediSapien



MediSapien is a division of ZyDoc Medical Transcription. Founded in 1993, ZyDoc is a full service, e-transcription (electronic transcription) company featuring HIPAA-compliant web-based records, e-signature, faxing, and EMR integration solutions. Physicians, transcription companies, and hospitals use ZyDoc services and software to produce, organize, and distribute multi-specialty patient documentation. ZyDoc solves the PC literacy, data entry bottleneck, implementation, and cost issues that plague other clinical documentation and EMR companies. The company uses award-winning technology, workflow enhancements, and the Internet with ASP applications. In 2004, ZyDoc was ranked third nationally in medical transcription by the Medical Records Institute and has also won awards from the medical informatics, speech recognition, and software industries. The technology platform is augmented by 24-hour U.S.-based support through the ZyDoc Operation Center. ZyDoc features unsurpassed medical documentation accuracy ensured by measurement and continuous quality improvement, backed by a large workforce of U.S.-based level II and III transcription editors, proofreaders, quality assurance professionals, and a technical support team of analysts, programmers, and software developers.

More information about MediSapien is available at ZyDoc Booth 4016 at AAO 2009, on the web at [www.MediSapien.com](http://www.MediSapien.com), or by calling (800) 546-5633. Email inquiries should be directed to sales@MediSapien.com.

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**Online Web 2.0 Version**

You can read the online version of this press release [here](#).



## **NeoVista®, Inc. Completes Enrollment in Pivotal CABERNET™ Study**

### *Endpoint Analysis Submission to FDA Upon Completion of One-Year Follow-up*

Fremont, CA (PRWEB) October 22, 2009 -- NeoVista, Inc. today announced the completion of enrollment in its global 450-patient randomized controlled study of their revolutionary epimacular brachytherapy procedure for the treatment of neovascular age-related macular degeneration (AMD). The Company will now begin the mandated one-year data follow-up before submitting the final clinical module of its Pre-Market Approval (PMA) submission to the FDA.

"It's exciting to reach this long anticipated milestone in the CABERNET Study," said John N. Hendrick, President and CEO of NeoVista. "Neovascular AMD affects hundreds of thousands of patients globally. It is our hope that upon one-year follow-up, the data will support FDA approval in a most timely manner so that retinal surgeons, patients, and health care systems in the US and around the world will have a cost effective option available for treating this dreadful disease in the immediate future."

The largest study of its kind to date, the multi-center CABERNET (CNV Secondary AMD Treated with BETA Radiation Epiretinal Therapy) Study assigned patients into one of two arms: a control arm where patients were administered regular Lucentis® (Genentech, South San Francisco, CA) injections and a one time surgical arm, where patients were administered a dose of strontium-90 beta radiation via a short surgical procedure, followed by concomitant injections of Lucentis when needed. The primary efficacy endpoint for the CABERNET Study is based on one-year follow-up of the surgical arm cohort when compared to the control group.

"The CABERNET Study has brought together multi-disciplinary clinical teams aligned around the mission of addressing the serious problem of neovascular AMD," said Pravin U Dugel, Managing Partner, Retinal Consultants of Arizona, Phoenix, Arizona and principal investigator for the CABERNET Study. "I look forward to the final results of this ambitious clinical trial. More than any other recent trial, this clinical trial has the potential of improving the quality of life and the overall treatment of patients with neovascular AMD. It could potentially have a significant impact on the practice patterns and economics of retinal physicians as well as global health care systems."

#### About NeoVista, Inc.

NeoVista, Inc. is a privately held medical device company based in Fremont, California. The company's first commercial product, the VIDION® ANV® Therapy System, is commercially available in all markets that accept a CE Mark. Initial orders for the product have been received.

NeoVista, Inc. is planning to begin commercial activity in the US in early 2011, pending Food and Drug Administration approval. For more information about the company, or this novel neovascular AMD therapy, please visit the company's Web site at [www.neovistainc.com](http://www.neovistainc.com).

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### **Online Web 2.0 Version**

You can read the online version of this press release [here](#).



## **Assara Laser Announces Strategic Alliance with Park Avenue Laser Vision**

*Assara Laser Cosmetic Services Centers and Park Avenue Laser Vision announce a new strategic alliance to strengthen and solidify their unwavering dedication to providing exemplary care in the cutting-edge laser cosmetics field. Assara Laser specializes in laser cosmetic services, including laser hair removal, laser spider vein removal and laser facials. Park Avenue Laser Vision performs only the safest and most effective type of laser eye surgery, LASEK and epi-LASEK.*

New York, NY (PRWEB) October 19, 2009 -- [Assara Laser Cosmetic Services Centers](#) and [Park Avenue Laser Vision Correction](#) announce a new strategic alliance to pool their resources and knowledge to better serve their vast clientele. The joint effort aims to strengthen and solidify their unwavering dedication to providing exemplary care in the cutting-edge laser cosmetics field. Assara Laser specializes in laser cosmetic services, including [laser hair removal](#), laser spider vein removal and laser facials. Park Avenue Laser Vision performs only the safest and most effective type of laser eye surgery, [LASEK](#) and epi-LASEK.

Dr. Emil Chynn, New York's most experienced no-cut, no-flap, all-laser LASEK surgeon, of Park Avenue Laser Vision, as well as Assara Laser's executive team were present for the announcement. The alliance was announced at the bi-annual Assara Laser Open House, hosted at Assara Laser's Rockefeller Center location in New York City. The event attracted just over 100 participants who received a free consultation and laser hair removal and who heard about Dr. Chynn's innovative no-flap LASEK vision correction.

Joseph Rechtshafer, executive manager of Assara Laser, praised Dr. Chynn's impressive abilities in social media and personal client interaction marketing initiatives. "Both companies provide a service using new laser technology, a field where prospective clients benefit greatly by hearing testimonials from satisfied customers. The improvement to our customer's overall quality of life is dramatic, and the best way to get that point across is to have one customer show another," said Rechtshafer. "To this end, Dr. Chynn has set up an open theatre-operating room where would-be patients can actually watch him perform surgery to see first-hand how quick and painless his LASEK laser surgery is."

Assara Laser also knows the power of a friendly face on the company, and has started hosting open house evenings with food and refreshments. Would-be customers can walk-in to receive no-pressure information about laser skin care services, such as laser hair removal and laser facials. Assara Laser has also cultivated a strong social media presence using a laser skin care blog and social media pages on Twitter, Facebook and YouTube.

"It's all about who you know and who you're connected to in this media-market age," said Dr. Chynn. "That's why the best-of-breed practitioners embrace strong connectivity with one another. With strong partners like Assara Laser, the sky's the limit."

About Assara Laser



Assara Laser is located at 7 West 51st Street, 2nd Floor, New York, NY 10019, across the street from Rockefeller Plaza. Assara Laser specializes in laser cosmetic services, including laser hair removal, facial rejuvenation and spider vein removal using only state-of-the-art FDA approved technology and highly-skilled specialists. Information on Assara Laser is available by calling 212.956.2691 or on the web at [www.assaralaserhairremoval.com](http://www.assaralaserhairremoval.com).

#### About Park Avenue Laser Vision

Park Avenue Laser Vision is located at 102 East 25th Street in New York City. Park Avenue Laser performs only the safest and most effective type of Laser Eye Surgery - LASEK and epi-LASEK . No cuts, no flaps - No complications. Information on Park Avenue Laser is available by calling 212.741.8628 or on the web at [www.parkavenuelaser.com](http://www.parkavenuelaser.com).

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**Online Web 2.0 Version**

You can read the online version of this press release [here](#).

**News Image**





## Clearlycontacts.ca Named as One of Bc's Top Employers

Vancouver based [ClearlyContacts.ca](http://ClearlyContacts.ca), the largest online retailer of eyeglasses and contact lenses has been named as one of the Top Employers in BC for 2010. The annual list outlines the best companies to work for in BC based on a number of categories including employee benefits, community involvement and work atmosphere.

Vancouver, B.C. (Vocus) October 19, 2009 -- Vancouver based [ClearlyContacts.ca](http://ClearlyContacts.ca), the largest online retailer of eyeglasses and contact lenses has been named as one of the Top Employers in BC for 2010. The annual list outlines the best companies to work for in BC based on a number of categories including employee benefits, community involvement and work atmosphere.

President and CEO of ClearlyContacts.ca, Roger Hardy comments "Being named as one of BC's Top Employers is a great honor for us as a company. We pride ourselves on our people and we work hard at making sure everyone feels like this is a home away from home."

[Winners of the BC's Top Employers](#) competition were selected from over 75,000 employers across Canada. From this initial group, editors at Mediacorp Canada Inc. invited 16,000 of the fastest-growing employers to apply, plus another 8,000 companies and organizations in industries that they wanted to examine more closely. Employers completed an extensive application process that included a detailed review of their operations and HR practices.

"We have an incredible environment here which is fueled by our people. They give so much everyday and we are happy to give back to them and celebrate their successes. Our people are the heart of ClearlyContacts.ca"  
Adds Hardy

Each of the applicant were graded on eight key areas: (1) Physical Workplace; (2) Work Atmosphere & Social; (3) Health, Financial & Family Benefits; (4) Vacation & Time Off; (5) Employee Communications; (6) Performance Management; (7) Training & Skills Development; and (8) Community Involvement. These criteria have remained consistent since the inception of the national competition, now in its 10th year.

ClearlyContacts.ca offers employee benefits such as a Zen room for relaxation, gym memberships, quarterly team building events, and their ClearlyContacts.ca Mini Cooper program, which awards the top performing employee in each department with a fully paid Mini Copper to drive for 3 months.

About ClearlyContacts.ca:

Coastal Contacts Inc. with subsidiary ClearlyContacts.ca ([www.clearlycontacts.ca](http://www.clearlycontacts.ca)) is the world's leading direct-to-consumer vision products company which designs, produces and distributes a diversified offering of contact lenses and eyeglasses. , Coastal Contacts is proud to provide an affordable, convenient option for high quality vision care products to more than 150 countries worldwide. As new markets for eyeglasses and contact



lenses evolve, the Company is positioned to become the vision product consumer's retailer of choice owing to its outstanding value and service. A leader in many of its markets, Coastal is rapidly advancing toward its goal of becoming the "World's Optical Store".

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### **Online Web 2.0 Version**

You can read the online version of this press release [here](#).

### **News Image**





## **Calling All Warrior Moms & Dads! The Stay-At-Home Moms March Takes To The Streets Beginning Friday, October 16**

*The "Freedom of Choice" rally, Friday, October 16 at William Paterson University demands vaccination choice. New Jersey was the first state to mandate the flu shot as a condition of daycare and preschool admission, and other states are lining up to join the effort to mandate flu shots. This is not acceptable!*

Fullerton, CA (PRWEB) October 16, 2009 --

### **NEW JERSEY VACCINATION CHOICE RALLY**

Welcome to the kickoff event of the Stay-at-Home Moms March. This Friday, October 16, starting at 4:00 pm in Wayne, New Jersey, at William Paterson University, [Life Health Choices](#) and the [New Jersey Coalition for Vaccination Choice \(NJVCV\)](#) in conjunction with Generation Rescue and AutismOne takes to the streets.

"The 'Freedom of Choice' rally demands vaccination choice," says Life Health Choices founder, Louise Kuo Habakus. "New Jersey was the first state to mandate the flu shot as a condition of daycare and preschool admission, and other states are lining up to join the effort to mandate flu shots. This is not acceptable! We will not stand for it."

### **CALL TO ACTION**

According to Habakus, "this is your chance to march for choice in New Jersey, the front lines of the vaccination choice debate. Join with us outside of the Shea Performing Arts Center on the William Paterson University campus. Rally with us outside of the New Jersey gubernatorial televised debate and send a strong and urgent message that we are no longer willing to have our health choices dictated to us." Learn more about the [rally here](#).

### **STAY-AT-HOME-MOMS MARCH**

[AutismOne](#) and [Generation Rescue](#) are delighted to join with you to begin a new era of autism advocacy that takes to the streets - your streets - to bring our message directly to the people who are causing - and profiting from - the epidemic.

Ed Arranga, co-founder of AutismOne states, "the Stay-At-Home-Moms March is the start of the biggest autism uprising ever. The March begins with the 'Freedom of Choice' event on Friday, October 16 . . . There is no end date - we are not going away. The March is a campaign that will continue as long as necessary to end the epidemic, find justice for our children, and hold those accountable responsible for their actions."

"Autism is the number one pediatric health crisis in the world today," says Stan Kurtz, president of Generation Rescue. "Our community has waited and waited and waited for those in positions of power to protect the health of our children as the rates of autism and other chronic childhood diseases go up and up and up. We are not waiting any longer."

According to Habakus, "the March is a grassroots national neighborhood campaign holding events, seminars, and rallies to protest, picket, and fight to take back the health of our country. We will join with other like-minded



organizations and individuals to weave a tapestry of change."

"We recognize parents often do not have the option to travel to other parts of the country to fight for their rights," states Arranga. "It's not a liability, it's a strength - hence the name Stay-at-Home Moms March. In every town, city, village and hamlet across the country children are getting sicker and their parents are getting madder."

Next up is the, FIRST, DO NO HARM - SAFE VACCINE campaign. Details coming soon.

LEARN MORE [HERE](http://www.generationrescue.org/march/add-user.php). <http://www.generationrescue.org/march/add-user.php> CLICK HERE. [JOIN THE MARCH!

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### **Online Web 2.0 Version**

You can read the online version of this press release [here](#).



## **InventHelp® Client Patents "Add-A-Visor" - An Invention that Would Help Prevent Glare While Driving**

*InventHelp®, America's leading inventor service company, announces that two of its clients, inventors from White, Ga., have designed a visor attachment that could help prevent against glare while driving. This invention is patented and a prototype is available.*

Pittsburgh, PA (PRWEB) October 14, 2009 -- InventHelp®, America's leading inventor service company, announces that two of its clients, inventors from White, Ga., have designed a visor attachment that could help prevent against glare while driving. This invention is patented and a prototype is available.

The "Add-A-Visor" could help prevent eye strain caused by the glare of the sun while driving, and could help the driver to remain focused. The invention would minimize the risk of accidents and injuries, according to the inventor, and would be ideal for commuters and other commercial drivers. Easy to set up and use, the Add-A-Visor would be adjustable to fit different vehicles.

The invention would consist of a visor attachment measuring approximately 6-inches high and 21-inches long (dimensions would vary according to vehicle) that would expand on each side and slide up and down. The unit would attach to the visor via elastic straps featuring hook-and-loop fasteners. The back of the Add-A-Visor would feature two guides to ensure that the invention stays securely in place, and the guides allow the unit to be pulled downwards and then raised against the visor panel when not in use. Inside the main panel would be two additional plastic panels to provide extra protection. To use, the driver would attach the Add-A-Visor to the visor via the straps, then pulls the unit down and extends the tabs on each side as needed. Producing in various colors, the invention could also be made out of transparent plastic to provide a clearer view.

InventHelp® is attempting to submit the invention to companies for review. If substantial interest is expressed, the company will attempt to negotiate for a sale or royalties for the inventor. For more information, telephone Dept. 06-AAT-695 at (800) 851-6030. Learn more about InventHelp® and their Invention Submission services at <http://www.inventhelp.com>.

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**Online Web 2.0 Version**

You can read the online version of this press release [here](#).



## **NeoVista®, Inc. Announces Validation of Radiation Source Technology**

### *Key Milestone Achieved in Validating Product Design and Function*

Fremont, CA (PRWEB) October 14, 2009 -- NeoVista, Inc. ([www.neovistainc.com](http://www.neovistainc.com)), an ophthalmic medical device company today announced the publication of a seminal study highlighting the accuracy of their radioactive source wires, utilized to treat Wet Age-Related Macular Degeneration (AMD).

"The Company's strategy was to meet the requirements called out in the Nuclear Regulatory Commission's guidelines, specifically 10 CFR 35.432 (Calibration measurements of brachytherapy sources). We are very pleased to state that we accomplished this important objective," stated John N. Hendrick, President and CEO of NeoVista, Inc. "This will certainly give further credence to the design and function of our first commercial product, the VIDION® Anti-NeoVascular Therapy System."

NeoVista initiated the study of utilizing a (Standard Imaging) Well Chamber to meet all requirements under the NRC's guidelines found in 10 CFR 35.432. This required the specific design of a holding fixture and collimator for the VIDION device. This activity took over one year of development. Publication of the article, "Investigation of a 90Sr/90Y source for intra-ocular treatment of wet age-related macular degeneration" in the journal Medical Physics (scheduled for October 2009 publication) authored by the Medical Radiation Research Center at the University of Wisconsin-Madison, establishes the mechanism by which each source being utilized is directly traceable to NIST (National Institutes of Standards and Technology) absorbed dose to water standards. This work meets the medical physics requirements of having independent calibration laboratories verify methodology and calibration.

#### About NeoVista, Inc.

NeoVista, Inc. is a privately held medical device company based in Fremont, California. The company's first commercial product, the VIDION® ANV® Therapy System, is cleared for commercial sale in all markets that accept a CE Mark. NeoVista, Inc is hoping to begin commercial activity in the US in early 2011. For more information about the company, or this novel neovascular AMD therapy, please visit the company's Web site at [www.neovistainc.com](http://www.neovistainc.com).

###



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### **Online Web 2.0 Version**

You can read the online version of this press release [here](#).



## **No-Cost Surgery to Reduce or Eliminate the Need For Reading Glasses in Baby Boomers**

*Newport Beach, California TLC Laser Eye Centers is hosting a free seminar to discuss the latest in technology to reduce or even eliminate the need for reading glasses for baby boomers, and to see if you qualify for a no-cost surgery.*

Newport Beach, Calif. (PRWEB), October 11, 2009 --

### **WHAT:**

FREE Seminar to discuss the latest in technology to reduce or even eliminate the need for reading glasses in baby boomers (men and women who are 45-60), and to see if you qualify for a no-cost surgery.

### **WHO:**

Renowned eye surgeon Dr. Thomas S. Tooma will be the featured speaker at the seminar. Known throughout the nation for his skill as a refractive surgeon, Dr. Tooma offers the in latest technology for patients with reading glasses.

### **WHEN:**

Wednesday, October 28 from 6:30-8:00 p.m.

### **WHERE:**

TLC Laser Eye Centers ([www.TLCVision.com](http://www.TLCVision.com)) is located at 3501 Jamboree Rd., Ste. 1100, Newport Beach, CA 92660. Parking is at the Marriot Hotel.

### **HOW:**

To register, you must call 888-CALL-TLC to reserve your seat by October 23. Space is limited as only 40 seats are available, and seats will fill up quickly.

\*Individual results may vary and are not guaranteed.

###



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**JENNIFER HEINLY**

TLC Laser Eye Centers

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**Online Web 2.0 Version**

You can read the online version of this press release [here](#).

## **Optical Express overhauls career and sunglasses websites**

*Optical Express has revamped its website with overhauls to its career and sunglasses sections.*

(PRWEB) October 10, 2009 -- Optical Express has launched two major additions to its website: a fully comprehensive careers section and a new ecommerce site for sunglasses. With the launch of the sunglasses site, the Optical Express website now features both sunglasses and contact lenses available for purchase online.

The revamped Optical Express careers (<http://group.opticalexpress.com/careers.html>) section of the website includes descriptions of all teams under the Optical Express umbrella, from optometry, to the customer contact centre, to warehouse and distribution, to hospital services. This highlights the diversity of positions available at Optical Express, many of which are not usually associated with the business.

A number of employees from throughout Optical Express are profiled with testimonials describing their experiences with and motivations for joining the group. In addition, information about the recruitment process, training, rewards and benefits, and graduate programmes is available.

It is also possible to search and apply for jobs online, as well as simply submit a CV if there aren't currently any relevant openings. While applications had previously been accepted in-store, applications to Optical Express, The Dental Clinic, and The Cosmetic Clinic will now only be accepted online. This will expedite and simplify the application process, as well as give applicants an opportunity to learn more about Optical Express (<http://uk.opticalexpress.com/>), as well as the position that they are applying for.

The sunglasses (<http://uk.opticalexpress.com/sunglasses.html>) section of the website has undergone a major overhaul as well, moving from a simple description of Optical Express' offerings, to a full ecommerce site on which customers can purchase frames. The full range of frames offered from Optical Express will be available online, all with free shipping. This includes styles from Prada, Gucci, Dolce & Gabbana, Ray-Ban, YSL and Fendi.

### About Optical Express

The Optical Express Group was founded in 1991 and is now a global leader of selected healthcare services, specialising in opticians services. The group covers optical stores, refractive laser eye surgery (<http://uk.opticalexpress.com/laser-eye-surgery.html>), spectacles, contact lenses, dental clinics, state-of-the-art medical hospitals and cosmetic treatment centres.

Optical express provides trained specialists to help patients determine which laser eye surgery treatment is best suited to their unique needs and will explain the most advanced eye surgery treatments such as Advanced CustomVue Wavefront and Intralase as well as LASIK.

Optical Express optometrists are members of the General Optical Council; therefore patients can be assured that only quality lenses from Europe's top suppliers are sold through the group, and experience the convenience of being able to shop online with local aftercare and advice available through the Optical Express network of UK stores.



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###



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**Online Web 2.0 Version**

You can read the online version of this press release [here](#).



## **Encyclopaedia Britannica Grants Digital Rights to Bookshare -- Major Reference Collections Now Accessible for Individuals with Print Disabilities Worldwide**

*Encyclopaedia Britannica just signed an agreement with Bookshare to grant worldwide digital rights to its major reference collections. Bookshare is the world's largest accessible online library for people with print disabilities. These collections will add a wealth of academic resources to Bookshare that will enhance the research experience and independent study for tens of thousands of Bookshare members, many of whom are U.S. K-12 and postsecondary students.*

Chicago, IL and Palo Alto, CA (PRWEB) October 8, 2009 -- Encyclopaedia Britannica, Inc., today announced an agreement with Bookshare to grant worldwide digital rights to its major reference collections. Bookshare is the world's largest accessible online library for people with print disabilities. These collections will add a wealth of academic resources to Bookshare that will enhance the research experience and independent study for tens of thousands of Bookshare members, many of whom are U.S. K-12 and postsecondary students.

"Through Bookshare, we can enrich the learning environment for students who have not had digital access to important need-to-know reference works," said Michael Ross, senior VP of Encyclopaedia Britannica, Inc., and general manager of its education division. "Converting our encyclopedias and books into accessible formats will open a new world of information-rich resources for students to gain knowledge and research important facts."

The agreement will allow Bookshare to convert these fifty reference volumes from seven series into the latest DAISY 3.0 format (Digital Accessible Information System) and BRF (Braille Ready Format):

- Britannica Student Encyclopedia (16-volume set) for grade levels pre-K to 12
- Britannica Discovery Library (12-volume set) for early learners ages 4 to 6
- My First Britannica (13-volume set) for grades 4 and 5
- Learn and Explore: The American Presidency for grades 6 to 12
- Learn and Explore: Earth's Changing Environment for grades 6 to 12
- New Views of the Solar System for grades 6 to 12
- Britannica Book of the Year 2009 for grades 6 to postsecondary

Each Britannica series is expertly written to cover a wide range of curriculum-related subjects. The contents are organized for easy navigation so readers can browse a topic or subject area to find information quickly. Many of the books include short stories and 'Did You Know' facts to stimulate students' interests by grade level and age-appropriate content. For added learning support, mini-guides and glossaries provide vocabulary and definitions.

"Today we celebrate a leading academic publisher expressing their social responsibility and commitment to serve the education and the disability communities," said Jim Fruchterman, CEO of Benetech, the nonprofit organization that operates Bookshare. "Worldwide digital rights to these major reference collections will ensure that Bookshare members globally have access to highly-regarded, authoritative resource books from



Encyclopaedia Britannica."

#### About Bookshare

Bookshare, [www.bookshare.org](http://www.bookshare.org), is the world's largest accessible online library for people with print disabilities. Through its technology initiatives and partnerships, Bookshare seeks to raise the floor on accessibility issues so that individuals with print disabilities have the same ease of access to print materials as people without disabilities. In 2007, Bookshare received a \$32 million five-year award from the U.S. Department of Education, Office of Special Education Programs (OSEP), to provide free access for all U.S. students with a qualified print disability. The Bookshare library now has over 50,000 books and serves more than 60,000 members. Bookshare is an initiative of Benetech, [www.benetech.org](http://www.benetech.org), a Palo Alto, CA-based nonprofit that creates sustainable technology to solve pressing social needs. Bookshare offers a variety of membership options for schools, organizations, qualified students and individuals. Publishers interested in contributing to the Bookshare library should contact Robin Seaman, Publisher Liaison. View a list of partnering publishers.

#### About Encyclopaedia Britannica, Inc.

Encyclopaedia Britannica, Inc., [www.britannica.com](http://www.britannica.com), is a leader in reference and education publishing whose products can be found across all media, from the Internet to wireless devices to books. A pioneer in electronic publishing since the early 1980s, the company still publishes the 32-volume Encyclopaedia Britannica, along with services such as Britannica Online School Edition and new printed products such as Britannica Illustrated Science Library. Britannica's editorial operation is overseen by some of the world's most distinguished scholars. The company is headquartered in Chicago.

###

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**Online Web 2.0 Version**

You can read the online version of this press release [here](#).

**News Image**





## Electronic Merchant Systems Quality Benchmark

[Electronic Merchant Systems](#) sets the benchmark for quality, providing first class customer service to businesses and merchants for over 20 years.

Alexandria, VA (PRWEB) October 8, 2009 -- Electronic Merchant Systems was established in 1988 to serve the needs of retail merchants as they migrated from manual credit card processing to electronic terminal credit card processing. With its sole focus on credit card merchant account processing the company quickly grew its reputation and expanded its service areas. Today the company provides services to merchants and businesses nationwide and remains the undisputed leader in providing quality service and customer satisfaction. "From infancy the company has focused on superior customer service, as a result merchant account credit card processing customers have continued to process credit cards with the same company for over 20 years." Not satisfied with just providing typical customer service or having marginally trained team, employees offer knowledgeable support and average staff experience exceeds 5 years of credit card processing service know how. Electronic Merchant Systems customers remain among the loyalist clients in the merchant processing industry and state the reasons that they remain with Electronic Merchant Systems: Friendly service department, informative personnel, fair pricing and the knowledge that the company stands behind their products and services.

Electronic Merchant Systems offers a number of quality merchant processing solutions for small business at affordable prices. "Many nail salons, hair salons, day spas, and restaurants have found that the integrated gift card solutions offered by Electronic Merchant Systems are a great way to increase sales and claim repeat customers."

Electronic Merchant Systems medical focus assists: dental, veterinary, chiropractic, optometry, and other medical offices with the tools needed to integrate the billing co-pays into a routine to reduce receivables and improve the patient experience.

Check verification, check guarantee and remote check deposit programs provide multiple levels of check processing services to insure timely credit of funds to your business account, optimizing your cash flow.

"Regardless if it is cell phone credit card processing, electronic credit card terminals, internet web sites or specialized software Electronic Merchant Systems provides the credit card machines and the credit card processing services at affordable prices, essential tools to make your business thrive in a competitive marketplace."

[Electronic Merchant Systems](#)

[www.elect-mer.com](http://www.elect-mer.com)

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###



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### **Online Web 2.0 Version**

You can read the online version of this press release [here](#).



## **Renowned Southern California Eye Surgeon Dr. Thomas S. Tooma First to Perform Surgery**

*TLC Laser Eye Centers announced today they are offering an investigational surgery to men and women who are between the ages of 45 and 60 years old, and are looking to reduce or eliminate their need for reading glasses, at no cost, as part of a research study.*

Newport Beach, CA (PRWEB), October 7, 2009 -- TLC Laser Eye Centers ([www.TLCVision.com](http://www.TLCVision.com)) announced today that they are offering an investigational surgery to men and women who are between the ages of 45 and 60 years old, and are looking to reduce or eliminate their need for reading glasses, at no cost, as part of a research study.

The surgery uses an investigational corneal inlay device being developed by Acufocus ([www.Acufocus.com](http://www.Acufocus.com)). The inlay is placed in the eye's outer layer (cornea). The procedure takes less than 15 minutes and can be done in the eye surgeon's office. The corneal inlay is being developed to correct near vision problems caused by aging, a condition known as presbyopia.

In the past, presbyopia was treated with just Monovision LASIK so that one eye was corrected for distance and one eye was corrected for near vision. With the Acufocus Corneal Inlay, your distance vision isn't changed. The inlay actually blocks unfocused light into your eyes so that your overall ability to see objects up close could dramatically improve.

The TLC Laser Eye Center in Newport Beach is actively recruiting patients for the research study (<http://clinicaltrials.gov/ct2/show/NCT00850031>). Only twelve U.S. eye surgeons are involved in this national research study; and Dr. Thomas S. Tooma of TLC Laser Eye Centers is one of only three doctors participating in Southern California.

Dr. Tooma, Medical Director of TLC Laser Eye Centers in Southern California, has performed more than 100,000 laser and surgical vision correction procedures. Dr. Tooma will personally perform the surgery for patients with a loss of near vision. The research study is a part of several options that TLC offers to reduce the need for reading glasses over the age of 40.

"Nearly 1.5 billion people worldwide need reading glasses. I'm thrilled today to offer a possible solution for those who are tired of wearing them," said Dr. Tooma. "The options we have today are revolutionary, and are a break through in the technology that existed before."

In order to receive the surgery at no cost, you must register before November 15, 2009. Book your surgery with TLC Laser Eye Centers by contacting 1-888-CALL-TLC.

### About TLC Laser Eye Centers in Southern California

With over 1,300 eye doctors referring their patients to TLC in San Bernardino, Riverside, Ventura, San Diego, LA, and Orange County, TLC Laser Eye Centers receives more doctor referrals than any other Lasik center in Southern California for vision correction.



Local celebrity patients include Tony Reagins, General Manager with the Los Angeles Angels of Anaheim who says, "Dr. Tooma performed LASIK surgery on me and several of our players. Are you ready to see 20/20 like the Angels?" (photo of Tony available at [www.DrTooma.com](http://www.DrTooma.com))

#### About Dr. Thomas S. Tooma

Known throughout Southern California and the nation for his specialization in refractive surgery, Dr. Tooma has been instrumental in four FDA research studies to approve LASIK laser vision correction in the United States, and uses the latest technology to correct presbyopia.

Editor's Note: Please visit our online press room at [www.DrTooma.com](http://www.DrTooma.com) for additional information including a photo of Tony Reagins; bio on Dr. Tooma and photos; a TLC Laser Vision Center fact sheet; AcuFocus Corneal Inlay Research Study FAQ; and photos of the AcuFocus Corneal Inlay. Dr. Tooma and the patients receiving surgery today are also available for interviews, photographs and filming.

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**Online Web 2.0 Version**

You can read the online version of this press release [here](#).



## Optical Express Launches Television Advertisement for the Cosmetic Clinic

*Optical Express is launching a new television advert to promote its cosmetic surgery brand, The Cosmetic Clinic*

Glasgow, UK, (PRWEB) October 6, 2009 -- Optical Express is currently launching its first television advertising campaign highlighting its cosmetic surgery brand, The Cosmetic Clinic. The advertisement - a 30 second television ad - was created in an effort to put the brand, as well as the Bridgewater Hospital, on the map, and to let the residents of Manchester know that they have a state-of-the-art hospital at their doorstep.

The advertisement features a series of women in their daily routines; shopping, swimming, and sitting down for drinks with friends. The theme is body confidence and feeling good about yourself, which is the message the company wants to promote with regards to The Cosmetic Clinic, and which fits with the motto of the clinic: Your body, your choice.

Bridgewater Hospital, where The Cosmetic Clinic is based, is a custom-built private medical hospital hailed for its advanced technologies, some of which are unique in the UK. The [cosmetic surgery](#) hospital ward consists of private cubicles to ensure privacy for patients, all centrally located around a nurses' station. The hospital's diagnostic suite is fully digitised for immediate transmission of information, and equipped with the latest diagnostic radiology equipment.

Each of the three operating theatres has been created to meet extremely high air quality specifications as to avoid airborne infections, and a closely observed recovery area has been created so that patients can be monitored as they wake up from their anaesthetic.

The Cosmetic Clinic offers a full range of procedures, from [breast enlargement](#), reduction and uplift, to [liposuction](#), tummy tucks, and [rhinoplasty](#). Though the current advertisement targets women, The Cosmetic Clinic offers procedures for both men and women. All surgeons are on the Specialist Register of the General Medical Council, and FRCS (Plas) accredited, to ensure the highest quality of care.

The hospital also offers other services such as orthopaedic surgery, and care with specialist treatments for sports injuries from some of the world's most eminent surgeons.

Consultations at The Cosmetic Clinic are free and available at six consultation centres across the UK.

About Optical Express:

The Optical Express Group was founded in 1991 and is now a global leader of selected healthcare services, specialising in opticians services. The group covers optical stores, refractive laser eye surgery, spectacles, contact lenses, dental clinics, state-of-the-art medical hospitals and cosmetic treatment centres.

Optical Express provides trained specialists to help patients determine which laser eye surgery treatment is best suited to their unique needs and will explain the most advanced eye surgery treatments such as Advanced CustomVue Wavefront and Intralase as well as LASIK.



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## Mercy Ships Surgeon Addresses Blindness Through Sutureless Technique

*Patients onboard Mercy Ship "Celebrate Sight" and World Sight Day*

Cotonou, Benin, West Africa (Vocus) October 4, 2009 -- Four-year-old Celine was born with congenital cataracts in both eyes. Her father, a tailor, wanted the best for her. However, he could not afford the \$180 (US) for surgery for each eye, plus the money required for hospital supplies in his country. Unable to begin school because she could not see, Celine faced an uncertain future.

A free five-minute cataract operation onboard the [Mercy Ship](#) has restored hope for Celine and more than 3000 others. They are receiving cataract surgery onboard the Mercy Ship during the hospital ship's 10-month stay in the port of Cotonou from February through December of this year.

Not only do approximately 150 patients each week participate in a "Celebrate Sight" event, but many more Africans are set to benefit from a new training program onboard the floating hospital. African ophthalmologists receive training in the specialized procedure to remove the very dense cataracts that are common in Africa.

According to Vision 2020, cataracts are the leading cause of blindness, and 80% of blindness is treatable, curable or preventable.\* Simple and effective strategies could address this inequity, claims Dr. Glenn Strauss. He gave up his eye practice in the US to serve fulltime with Mercy Ships as Chief of Ophthalmology Service with the charity.

Since 2004, Dr. Strauss has fine-tuned a procedure of cataract removal called MSICS (Manual Small Incision Cataract Surgery). The technique, which has been developed in Nepal, India, and onboard the Mercy Ship, requires no sutures. It is also cost-effective and efficient, and it allows for a high-volume turnover of patients. Strauss says he can serve approximately 40 patients per day.

Cape Town ophthalmologist Dr. Gcobane Tuswa has recently returned to Sabona Eye Hospital in Queenstown to implement the new techniques learned from Dr. Strauss onboard the Africa Mercy. He states, "The knowledge he [Dr. Strauss] has to share is invaluable and will increase capacity to address blindness."

Mercy Ships will also continue to run remote eye clinics throughout the year in Benin. Volunteer professionals will see more than 200 patients a day, thus expanding their service throughout local communities.

Watch a recent Mercy Ships "Celebration of Sight," held for patients who have completed their final checkups in Cotonou, Benin: <http://www.youtube.com/watch?v=V0ggCZZjEXg>

Celine's story can be seen at this link: <http://www.youtube.com/watch?v=FFNfBG2m-xw>

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#### About World Sight Day:

World Sight Day is an annual day of awareness to focus global attention on blindness, visual impairment and rehabilitation of the visually impaired. It is held on the second Thursday in October. This year, the focus is on eye health and equal access to care. Globally, visual impairment is most prevalent in men and women 50 years of age and older. While the majority of eye conditions, such as cataract, for this age group can be easily treated, in some parts of the world there is still the need to ensure that women and men receive eye care services on an equal basis. World Sight Day is observed around the world by partners involved in preventing visual impairment or restoring sight. It is also the main advocacy event for the prevention of blindness and for "Vision 2020: The Right to Sight," a global effort to prevent blindness, created by WHO and the International Agency for the Prevention of Blindness.

(\*) <http://www.v2020.org/page.asp?section=0001000100070013>

#### About Mercy Ships:

[Mercy Ships](#) uses hospital ships to deliver free, world-class health care services to those without access in the developing world. Founded in 1978 by Don and Deyon Stephens, Mercy Ships has worked in more than 70 countries, providing services valued at more than \$748 million, directly impacting more than 2.16 million beneficiaries. More than 1200 crew worldwide, representing more than 40 nations, are joined each year by 2000 short-term volunteers. Professionals including surgeons, dentists, nurses, health care trainers, teachers, cooks, seamen, engineers, and agriculturalists donate their time and skills to the effort. For more information or to make a donation, click on [www.mercyships.org](http://www.mercyships.org).

Interviews with Mercy Ships Eye Team crew members can be arranged on request. Hi-res photos and general Mercy Ships broadcast footage clips are available for download at [www.mercyshipsnews.org](http://www.mercyshipsnews.org) following a short online registration.

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### **Online Web 2.0 Version**

You can read the online version of this press release [here](#).



## Clearly Contacts CEO Awarded Bishops Top 10 After 10 Award

[Clearly Contacts](#) is proud to announce that President and CEO, Roger Hardy has been awarded the Bishops Top 10 After 10 award, for his accomplishments with Clearly Contacts, and his involvement in the community since graduating from Bishops University.

Vancouver, British Columbia (Vocus) October 2, 2009 -- [Clearly Contacts](#) is proud to announce that President and CEO, Roger Hardy has been awarded the Bishops Top 10 After 10 award, for his accomplishments with Clearly Contacts, and his involvement in the community since graduating from Bishops University.

The first-ever Bishop's Top 10 After 10 Award will be handed out today to the top ten alumni of Bishops University who have demonstrated superior leadership in business, education, science, community and volunteer services.

The award is meant to honor the recipients and share their success stories with prospective and current students at the University. The achievements of the winners demonstrate the quality of education they received as well as the pride that the University has in them.

"This group speaks to the merits of the liberal arts approach to education at Bishop's," said Principal Michael Goldbloom, "Having studied in a variety of academic disciplines, these remarkable individuals are now prominent business leaders, dedicated public servants, leading educators, researchers, and artists."

This is the inaugural year for the Bishops Top 10 After 10 award, honoring alumni who graduated between the years of 1988 and 1998. 140 alumni were nominated for the award, with the advisory and selection committee facing the daunting task of narrowing the field to the top 10.

Roger Hardy founded Clearly Contacts in 2000, and the company has been a great success since inception, making its way onto multiple fastest growing companies lists, and earning Hardy the Ernst & Young Entrepreneur of the Year Award in the Pacific, Business to Consumer category in 2006.

About Clearly Contacts:

Clearly Contacts, a subsidiary Coastal Contacts Inc. ([www.coastalcontacts.com](http://www.coastalcontacts.com)) is the world's leading direct-to-consumer vision products company which designs, produces and distributes a diversified offering of contact lenses and eyeglasses. , Coastal Contacts is proud to provide an affordable, convenient option for high quality vision care products to more than 150 countries worldwide. As new markets for eyeglasses and contact lenses evolve, the Company is positioned to become the vision product consumer's retailer of choice owing to its outstanding value and service. A leader in many of its markets, Coastal is rapidly advancing toward its goal of becoming the "World's Optical Store".

For Further Information:  
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### **Online Web 2.0 Version**

You can read the online version of this press release [here](#).



## **NeoVista Presents 24-month Visual Acuity Data Outcomes of Novel Therapy for the Treatment of Neovascular Age-Related Macular Degeneration**

### *Long-Term Data Continues to Highlight Potential of NeoVista's Epimacular Brachytherapy Procedure*

New York, NY (PRWEB) October 1, 2009 -- NeoVista, Inc. made public today at the Combined Retina Meeting, 24-month data from the company's Phase II study (NVI-111). The study was designed to examine the company's novel epimacular brachytherapy procedure when used in conjunction with Bevacizumab anti-VEGF therapy for the treatment of neovascular age-related macular degeneration (AMD). The long-term data from the study showed that a majority of patients maintained their visual acuity and at least 20% also experienced a marked improvement in vision at month 24. The data also showed that 76 percent of the patients only needed 2 protocol required injections of Avastin® throughout the 24-month period.

"We're excited with the latest data from this Phase II study, said John N. Hendrick, President and CEO of NeoVista. "Safety remains the primary purpose of this study and to date there is no evidence of long-term radiation toxicity at 2 years follow-up, with many patients being followed for as long as 3 years. A large majority of patients in the study maintained their visual acuity over the course of follow-up, while some patients in the trial experienced significant vision gain. We are encouraged by the reduction in the number of injections delivered to patients in this study (mean of 2.4 injections over the 24 month period). This therapy has the potential to decrease treatment burden both for patients and physicians, not to mention the overall financial burden for healthcare systems around the world."

In contrast to other forms of radiation therapy for wet AMD, NeoVista's approach delivers a focused dose of energy directly to the choroidal neovascular lesion without damaging the adjacent healthy retinal vasculature. Utilizing strontium 90, the focused energy is delivered to a target area up to 3 mm in depth and up to 5.4 mm in diameter. Importantly for patients, the systemic exposure to radiation is minimal, as the effective dose to the entire body from NeoVista's epimacular device is less than that from a typical chest x-ray.

The ongoing multicenter feasibility study enrolled 34 trial participants (with a mean age of 72 years) from June 2006 to April 2007 at two centers in Brazil and one in Mexico. These patients, with predominantly classic, minimally classic, or occult (with no classic) choroidal neovascularization (CNV), received a single exposure of epimacular brachytherapy in combination with two intravitreal injections of Avastin, one dose prior to or at the time of radiation delivery and another one month later, depending on which arm of the trial the patient was enrolled in. Additional therapy was delivered based upon the investigator's evaluation of disease activity.

There was an expected increase in the incidence (50%) of cataract formation related to the vitrectomy, the surgical procedure performed when administering epimacular brachytherapy. Comparative data was examined to look at outcomes of patients who entered the study with their natural lens versus those who had already undergone cataract surgery. This analysis showed that 80% of patients who had cataract surgery prior to study entry maintained their visual acuity and 30% gained significant vision at 24 months. When comparing to the cohort of patients that entered the study with their natural lens, 65% percent of patients maintained their visual acuity and 20% percent had significant vision gain, highlighting the fact that cataract formation played a role in

long term visual acuity data..

There were a limited number of adverse events in the trial which were related to the vitrectomy procedure (retinal tear, retinal detachment, subretinal hemorrhage, and vitreous hemorrhage), rather than the epimacular brachytherapy. To date, no instances of radiation toxicity have been reported with many patients followed for as long as 3 years.

The data were presented by Pravin U. Dugel, MD, managing partner, Retina Consultants of Arizona, Phoenix, AZ. "The potential of this treatment is enormous", said Dr. Dugel. "I believe that epimacular brachytherapy will be used in combination with the current standard of care to make this treatment more effective by offering a broad spectrum of action. In addition, epimacular brachytherapy may also improve the quality of life for our patients by relieving them from having to receive monthly intraocular injections. The potential impact of epimacular brachytherapy for patients, physicians and the entire healthcare system is prodigious".

NeoVista has recently completed enrollment in the company's first pivotal trial, CABERNET (CNV Secondary to AMD Treated with BEta RadiationN Epiretinal Therapy). CABERNET is a multicenter, randomized, controlled study that has enrolled 450 subjects at 45 sites worldwide, and is evaluating the safety and efficacy of NeoVista's therapy delivered concomitantly with the FDA-approved anti-VEGF therapy Lucentis® (ranibizumab) versus Lucentis alone.

#### About NeoVista, Inc.

NeoVista, Inc. is a privately held medical device company based in Fremont, California. The company's first commercial product, the VIDION® ANV® Therapy System, is cleared for commercial sale in all markets that accept a CE Mark. NeoVista, Inc is planning to begin commercial activity in the US in early 2011 pending Food and Drug Administration (FDA) approval. For more information about the company, or this novel neovascular AMD therapy, please visit the company's Web site at [www.neovistainc.com](http://www.neovistainc.com).

###



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### **Online Web 2.0 Version**

You can read the online version of this press release [here](#).



## **Clearly Contacts Director of Web Sales Named as One of Canada's Top Online Marketers of 2009**

*Braden Hoepfner, Clearly Contacts Director of Web Sales was named to Click! Weeklys' Top 40 Canadian Online Marketers of 2009 yesterday. The inaugural list recognizes the most effective, creative, and innovative online marketing professionals in Canada who have led the way in demonstrating the strength of Canadian online businesses.*

Vancouver, British Columbia (Vocus) September 30, 2009 -- Braden Hoepfner, Clearly Contacts Director of Web Sales was named to Click! Weeklys' Top 40 Canadian Online Marketers of 2009 yesterday. The inaugural list recognizes the most effective, creative, and innovative online marketing professionals in Canada who have led the way in demonstrating the strength of Canadian online businesses.

A judging panel of industry experts and Click! Weekly editorial staff chose the final 40 winners based on their creative strategies and passionate dedication for online marketing. Among the winning companies are Clearly Contacts, MSN Canada, Yahoo Canada, Staples Business Depot, Dell Canada, and Coca-Cola Canada .

"I am extremely happy to be considered among the top online marketing professionals in Canada, and I would like to commend Click! Weekly for recognizing the work that Canadians are doing in this field. Clearly Contacts along with all of the other companies on this list are online innovative leaders on a world stage and I am proud and excited to be a part of this field." stated Braden Hoepfner of Clearly Contacts.

The Click! Weekly Top Online Marketers of 2009 were recognized yesterday at the IAB Canada MIXX event in Toronto.

About Clearly Contacts:

Clearly Contacts, a subsidiary Coastal Contacts Inc. ([www.coastalcontacts.com](http://www.coastalcontacts.com)) is the world's leading direct-to-consumer vision products company which designs, produces and distributes a diversified offering of contact lenses and eyeglasses. , Coastal Contacts is proud to provide an affordable, convenient option for high quality vision care products to more than 150 countries worldwide. As new markets for eyeglasses and contact lenses evolve, the Company is positioned to become the vision product consumer's retailer of choice owing to its outstanding value and service. A leader in many of its markets, Coastal is rapidly advancing toward its goal of becoming the "World's Optical Store".

For Further Information:

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### **Contact Information**

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### **Online Web 2.0 Version**

You can read the online version of this press release [here](#).