

Florida Eye Center
1515 9th Avenue North
St. Petersburg, FL 33705

Phone (727) 895-2020

Official Eye Doctors
of the Tampa Bay
Devil Rays



Coming Up...



Watch for upcoming *Eye Health Today* newsletters including information on:

- Macular Degeneration • Dry Eye
- Laser Treatments • Lens Implants

Visit us on the web at www.floridaeyecenter.com
and download a **\$25 Optical Center
Gift Certificate!**



Free Custom LASIK Seminars

**Forget About Looking At Life
Through Rose-Colored Glasses...
...How About *No Glasses At All?***

If you've been thinking that Custom LASIK laser vision correction surgery could transform your life, come to our free seminar & learn more about how this amazing procedure has freed millions of patients from the need to wear glasses or contact lenses!

When: Tuesday, September 26 at 6:00 P.M. &
Wednesday, October 18 at 6:00 P.M.

Where: Florida Eye Center
1515 9th Avenue North, St. Pete

Who: Dr. Mark A. Sibley, MD, FACS

What: The Answers to All of Your
Questions About Custom LASIK Surgery:
Cost, Safety, Success Rate, and more...

The seminar will last about an hour and refreshments will be served. Seating is limited, so please call for reservations.

Please RSVP to us at (727) 895-2020.

\$300 Off*
**One Custom LASIK Laser Vision
Correction Surgical Procedure**
We at Florida Eye Center want everyone
to enjoy the freedom and clarity of
Life After Custom LASIK!

Present this coupon to:

**FLORIDA
EYE
CENTER®**
P.A. **Florida Eye Center**
1515 9th Avenue North
St. Petersburg, FL 33705
(727) 895-2020

Mark A. Sibley, MD, FACS
Board Certified Custom LASIK Surgeon

Offer expires 12/01/2006
Offers cannot be combined.

*\$150 per eye

THE PATIENT AND ANY OTHER PERSON RESPONSIBLE FOR PAYMENT HAS THE RIGHT TO REFUSE TO PAY, CANCEL PAYMENT OR BE REIMBURSED FOR ANY PAYMENT OR ANY OTHER SERVICE, EXAMINATION OR TREATMENT WHICH IS PERFORMED AS A RESULT OF AND WITHIN 72 HOURS OF RESPONDING TO THE FREE, DISCOUNTED OR REDUCED FEE, SERVICE, EXAMINATION OR TREATMENT.



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Custom LASIK Hotline

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www.floridaeyecenter.com

OUR DOCTORS



Mark A. Sibley, MD, FACS



Dana M. Deupree, MD



Peter Shriver, DO



Edgar Buren, MD

OUR OPTOMETRISTS Family Eye Care Specialists



Robert Melby, OD, FAO
Dr. Rebecca J. Sims

Commitment to Excellence

For 26 years, Florida Eye Center has been helping Tampa Bay area patients enjoy the best that life has to offer by preventing blindness.

Welcome to the first issue of *Eye Health Today*, a quarterly forum for sharing health tips, news and information pertaining to eye care. At Florida Eye Center (FEC), our entire staff is dedicated to providing you with the finest eye care through a combination of knowledge, experience and state-of-the-art technology. We believe that by improving your eye health and vision, we truly help to improve your overall quality of life.

A REPUTATION FOR SERVICE

Since 1980, FEC has been one of Pinellas County's premier providers of expert adult eyecare. With six specialists and our support staff of highly trained professionals, we take pride in exceeding expectations in the treatment of a wide range of eye problems, including glaucoma and diabetic eyecare, cataracts, macular degeneration, blurred vision, dry eyes, eye strain and eye pain, as well as Custom LASIK laser vision correction surgery. Both Dr. Mark Sibley and Dr. Peter Shriver are among the most successful and widely respected Custom LASIK surgeons in the country (*see article on page 3 for more information about our Custom LASIK services*).

NEW PATIENTS WELCOME

We're particularly proud that our practice has grown through referrals. We value the confidence that our other medical colleagues in the area have shown in us by entrusting their patients to us for specialized care. New patients

have always been—and continue to be—welcome at Florida Eye Center.

For your convenience, we also offer a full service Optical Facility, featuring some of the finest selections and most competitive prices in Pinellas County. We are also able to accept Eye Wear & Contact Lens benefits that many insurance carriers are now offering through your medical plans. No appointment is necessary at our Optical Facility, simply stop in at your convenience.

RESTORE YOUR VISION FOR EVERYDAY LIFE

We invite you to visit our clinic, where we can help you better enjoy reading, watching TV, driving and other activities. At FEC, all cataract surgery patients qualify to receive free courtesy transportation. We also offer flexible payment options and free Custom LASIK consultations. Call the Custom LASIK hotline at (727) 895-2020 today for free information on blindness prevention, glaucoma care, and Custom LASIK, Cataract and Laser surgery.



New SLT Laser Treatment: Safe Help for Glaucoma Sufferers



Glaucoma is an eye disease that causes damage to the optic nerve, gradually decreasing sight without warning. In early stages of the disease, there are no symptoms. In fact, experts estimate that half of the people affected by glaucoma may not even know they have it. Early detection, through regular and complete eye exams, is the key to protecting your vision from damage caused by glaucoma.

MANAGEMENT OF THE DISEASE

Although older people are more apt to get glaucoma, everyone—from babies to senior citizens—is at risk for the condition, and it is a leading cause of blindness. Yet there is no known cure. However, with medication and/or surgery, it is possible to halt further loss of vision.

Glaucoma is usually controlled with the daily use of eye drops. Some patients cannot tolerate these medications, or sometimes the medications are not enough to control the glaucoma pressure and damage continues. If this happens, it becomes necessary to take the next step and save your eyes by adding more drugs or using laser surgery.

ADVANCED SLT LASER TREATMENT

Florida Eye Center is pleased to offer Selective Laser Trabeculoplasty (SLT), one of the most significant and safest advancements in the history of glaucoma treatment. SLT revolutionizes your treatment by helping to control glaucoma without eye drops. SLT uses low-level, microscopic laser light to “open” the clogged drains of the eye and lower the glaucoma pressure back to a safe level

to prevent blindness. It treats specific blocked drains, leaving normal portions intact. For this reason, it is believed that SLT, unlike other types of laser surgery, may be safely repeated if necessary.

SAFE, EFFECTIVE AND CONVENIENT

SLT treatments are performed right here in our office with the newest and safest Selecta Laser. Our SLT equipment uses patented technology and is FDA-approved. It only takes a few minutes and all you need is a regular appointment. Thousands of our glaucoma patients have already received the therapy and it is proving to be simple, safe, and effective. It has been found to lower the eye’s pressure in nearly 100% of our patients and to improve the control of glaucoma.

SLT laser treatment is usually painless. It is similar to an eye exam with anesthetic eye drops used to numb your eye. It takes only a few minutes after which you will be allowed to go home immediately, with no restrictions or limitations on your activities, diets, etc.

SLT laser therapy is covered by almost every insurance company, including

Medicare. It is ideal for patients who want to get off their glaucoma medicines, or cannot afford them or tolerate their side-effects. There are no systemic side-effects with SLT.

NEW HOPE FOR MANY PATIENTS

Although it is “new” in the United States, SLT has been safely performed in Europe for over 10 years and can keep glaucoma controlled 365 days a year for up to 5 years. It is the ideal treatment for people over 40, African-Americans, Hispanic-Americans, and those with diabetes, high blood pressure or poor circulation.

SLT Laser Treatments are also a safe alternative for those patients whose glaucoma has not been successfully controlled with previous laser surgery or medications. SLT promotes the body’s own natural healing response and reduces any chance for bleeding, infection, or blindness.

For more details about glaucoma and SLT Laser Treatment, or to schedule an appointment, please call our office and talk to any of our friendly and helpful staff at (727) 895-2020.

Is It Time For CUSTOM LASIK?

Laser technology has transformed our lives in ways that we all take for granted. We could not listen to a CD or watch a DVD without lasers. Lasers have also brought an unprecedented level of precision and reliability to many industries, from car repair to construction...and, of course, surgery.

CUSTOM LASIK BRINGS FREEDOM

There has never been a better time for Custom LASIK laser vision correction surgery. Ophthalmologists have been reshaping corneas with traditional surgery for over 50 years, but with the use of high-precision lasers, Custom LASIK surgeons are able to reshape the human cornea with unparalleled accuracy and safety to correct such conditions as myopia (nearsightedness), hyperopia (farsightedness) and astigmatism. Custom LASIK patients at Florida Eye Center (FEC) are able to enjoy the freedom of excellent, high-definition vision without the inconvenience of wearing glasses or contact lenses.

Unlike PRK, another type of laser surgery which alters the surface of the cornea, Custom LASIK surgery goes beneath the protective layer of corneal tissue. The outer tissue of your eye then functions as a bandage during the healing process. There is less surface area to heal, less risk of scarring, less risk of corneal haze, less postoperative discomfort, less need for medications, and your vision returns more rapidly, often within a day or so.

IS CUSTOM LASIK RIGHT FOR YOU?

Some people are better candidates than others for Custom LASIK surgery. The ideal candidate is over 18 years of age with healthy corneas. To determine whether you are a good candidate for Custom LASIK surgery, Dr. Sibley and Dr. Shriver offer **free consultations**.

Dr. Sibley and Dr. Shriver are conservative physicians with strict guidelines regarding the ideal candidates for Custom LASIK. Their outcomes are excellent because they take every precaution. They can also discuss with you the many other types of refractive surgery offered at FEC, including PRK, Clear Lens Removal and Refractive Cataract Surgery.

SKILL, TECHNOLOGY AND SERVICE

Florida Eye Center uses the best, safest, state-of-the-art laser surgery equipment available. We check and recheck every variable and take every precaution to ensure the best results. In fact, human error is virtually eliminated—our machine will not even turn on unless it’s correctly calibrated.

LIFETIME COMMITMENT

One of the greatest benefits Florida Eye Center can offer you as a Custom LASIK surgery patient is a **Lifetime Commitment**. As a TLC-Custom LASIK VISION provider, your treatment is completely covered before, during and after your surgery—no hidden or additional costs. Qualified patients receive free follow-up treatments at any of the TLC facilities in the United States. In addition, we offer you financing, and we have achieved a 99% satisfaction rating.

Call the Custom LASIK hotline today at (727) 895-2020 for more information about Custom LASIK or refractive surgery, or to schedule your **free consultation with Dr. Sibley or Dr. Shriver**.



TOP 10 BENEFITS OF CUSTOM LASIK SURGERY

- 1. Feeling Better:** Improved vision contributes to total health and feeling of well-being.
- 2. Look Better:** People who see better are more alert and take better care of their personal appearance.
- 3. Reduce Stress:** Restored vision after Custom LASIK is a proven stress reducer.
- 4. Enjoy Greater Energy:** People with poor vision are less physically active. Improved vision may bring more energy.
- 5. Gain Confidence:** When you see better, look better and feel better, you will feel better about yourself, too.
- 6. Think Sharper:** Studies show that mental alertness and memory are directly related to your five senses, especially vision.
- 7. Reduce The Risks Of Injury & Add Years To Your Life:** Custom LASIK patients are more physically active and less prone to falling or driving accidents.
- 8. Reduce The Rise Of Other Health Problems:** Research has shown that other illnesses are less frequent in active, alert people.
- 9. Maintain Your Strength And Avoid Disability:** Clear vision from Custom LASIK will restore your confidence and depth perception to allow you to remain active.
- 10. Aging Symptoms May Be Postponed:** Increased physical activity with better vision slows down many of the symptoms of aging, helping to keep your muscle tone, energy, and “youth” longer.

TESTIMONIALS Here’s what some of our Custom LASIK Patients are saying:

“Thank you so much for my LASIK! I never knew how much I couldn’t see. I would definitely recommend Florida Eye ... the experience was great, I had NO pain and the staff made me feel very comfortable.”—*Ronald Sneed*

“My glasses are gone - I love my LASIK. I would do it all over again, I’m only sorry that I waited so long to have it done!”—*Bertha Desautels*

“Having LASIK has given me “new vision.” I can’t remember a time when I have seen this well. I consider it a miracle. And I especially appreciate how simplified my eyecare has become. I love my LASIK and, to me, it is worth any amount of money.”—*Amanda Blum*

