

Press Release

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Gallup Poll Shows People Avoid LASIK Benefits Because Of Unfounded Fears About Side-Effects

TLC Eyecare and Laser Centers of Michigan Offers Latest Technology To Produce Safe Results

Farmington, MI-- People who would like to have LASIK surgery to eliminate the need for eyeglasses or contacts decide against it due to fears of negative side effects. Thanks to advances in technology, these fears can be dramatically reduced.

"A new Gallup Poll shows that people have fears about LASIK that are completely unfounded because they simply aren't informed," says Paul H. Ernest, M.D., founder of the TLC Eyecare & Laser Centers of Michigan.

The new Gallup Poll was taken of 1,000 men and women who wear eyeglasses or contacts and who have never had laser eye surgery. The survey, commissioned by Alcon Incorporated, shows that:

85% of all respondents who have considered LASIK say it is somewhat important or very important to be less dependent upon eyeglasses or contacts.

86% who considered LASIK appear to be waiting for a safer procedure and roughly 20% are actually fearful of side effects.

73% of respondents admit they know nothing at all about advances in the field and 56% of those who considered LASIK admit they have never spoken with a doctor about it.

"In the past, there were significant concerns about side effects such as night vision problems, halos and glare," says Dr. Ernest. "However, due to wavefront-guided technology at TLC Eyecare and Laser Centers, the potential of experiencing these side effects have been significantly reduced."

Wavefront technology was introduced in Michigan by TLC and is called True CustomLASIK. The wavefront analyzer maps both lower and higher-order aberrations of

the eye by projecting waves of light into a patient's eyes and mapping the waves that bounce back.

The precise measurement generated produces a custom map of the eye, much like a human's unique fingerprint. A 3D map of the exact corneal reshaping needed is then transmitted to the laser surgery equipment.

"These higher-order aberrations are often associated with glare, halos and night vision problems," says Dr. Ernest. "Laser vision procedures can now truly be customized to the specific vision needs of the patient, without the common side effects of the past."

For more information or to schedule an appointment call 800-551-7347 or visit the TLC web site at www.tlcmi.com. TLC Eyecare & Laser Centers have offices in Lansing, Jackson, Battle Creek, Chelsea, Ann Arbor, Farmington Hills and Kalamazoo, Michigan.

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