



SEASONAL GREETINGS AND BEST WISHES FOR THE NEW DECADE TO ALL OUR CLIENTS AND FRIENDS



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Welcome to our Winter 2009/10 Newsletter.

I am especially proud to celebrate the 5th anniversary of Viewpoint. It has been my privilege to meet so many wonderful people and make so many good friends in the last five years. During this harsh economic climate Viewpoint has adapted. Our commitment to our core service i.e. Corrective eye surgery remains undiminished. Yet we now offer a much wider range of eye services. In this Newsletter we highlight Punctal plugs which is a quick, simple and highly effective treatment for dry eyes. Viewpoint offers the full range of punctual plugs as well as other dry eye treatments. On the following page there is a list of treatments available in the clinic. In the last two years we have seen a significant shift away from laser eye surgery to Lens based Implant surgery. This is reflected by the increased number of lens types avail-

able and the excellent outcomes from surgery. In this issue we also highlight Toric lenses. These lenses are the most effective and accurate means of correcting astigmatism. Viewpoint remains the only centre in the North West offering the Staar Implantable Contact lens, a contact lens that is permanently placed within the eye for correcting short sight, long sight and astigmatism. In an effort to become more streamlined and efficient we have now moved our LASIK laser eye surgery to our sister hospital In Kettering, the Woodland Hospital. With so many options now available for corrective eye surgery this is a perfect time to take advantage of our very Special Offer of 25% discount on all surgeries during January and February as part of our 5th anniversary celebrations. I would like to wish each and every one of you a very Happy Christmas and New Year. I take this opportunity to thank everyone for your support and in particular Anne Walsh my Clinic Manager for her unwavering support and loyalty throughout these last 5 years. 2010 promises to be another exciting year.

Deepak Chitkara

5th Anniversary Special Offer

25% Off



All Surgeries in January and February 2010

Tel:0161 8480811 www.viewpointvision.com

Offer expires 28th February 2010

Code WA2510

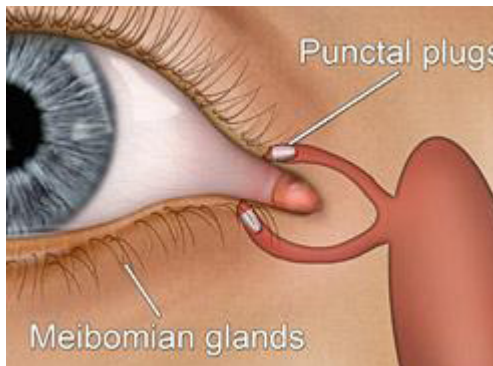
PUNCTUAL PLUGS—NATURAL APPROACH TO DRY EYE MANAGEMENT

Dry Eyes is one of the most common reasons to visit an eye specialist and affects over 2 million people in UK alone.

Quite apart from minor symptoms of Itching, burning and gritty sensation, dry eyes can seriously affect vision as well as causing glare and haloes at night and difficulty with reading, watching TV or computer work.

Tears not only lubricate the eyes but are the most important aspect of correct focusing as well as providing nutri-

tion to the front of the eye and combating harmful microbes in the air. Tear substitutes or Artificial Tears is one way of replacing lost tears but means constant eye drops. Obviously if the natural tears can stay on the eye longer before draining away in the tear ducts then this is even better.



Punctal plugs help keep moisture on the eye by keeping tears from draining

Punctal plugs are novel treatment for this precise thing. These stay in the tear ducts and allow the natural tears to work its wonder for longer. Viewpoint has a range of punctal plugs available

ranging from temporary to permanent and some that mould to the precise shape of the tear ducts to provide a perfect fit. Prices range from £60 for simple silicon plugs to £85 for the Form Fit mouldable plugs .

AVAILABLE TREATMENTS AT A GLANCE

Refractive Lens Exchange with:

- A) Monofocal Implants
- B) Toric lens implants
- C) Accommodative Implants
- D) Multifocal Implants

Implantable Contact Lenses

LASIK/LASEK

EpiLASIK

Cataract Surgery

Intacs

Astigmatic Keratotomy

DRY EYE

Corneal Transplants

Glaucoma

Diabetic Screening

Eyelid cysts and Cosmetic eyelid surgery

For the full range of available treatments and to find out your suitability please call Anne on 0161 8480811.

Viewpoint Vision, Adamson House, Pomona Strand, Old Trafford, Manchester M16 0TT

PATIENT'S PERSPECTIVE—LETTER OF THE MONTH

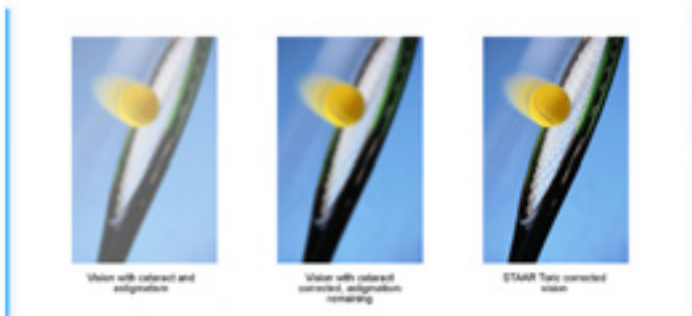
Dear Deepak,

Thank you so much for your hard work in treating my eyes, its made all the difference in the world not having to go through the trouble and stress of wearing contact lenses or losing and finding my glasses!, I was very confident in your work and I am even happier that my eyes are fine even though I didnt come and see you after the surgery, that shows how much confidence I had in you!, I just hope my eyesight remains good for several years, I have an appointment in January and look foward to seeing yourself and having a nice chat with Anne. Thank you again. Take Care

Kind Regards

Rubena Ahmed

ASTIGMATISM CORRECTION - A NEW APPROACH



Unlike short sight or long sight astigmatism is a more difficult concept to understand for most people including ophthalmologists. As a result it is also more difficult to treat. If Astigmatism is left uncorrected any treatment for shortsight or longsight will be incomplete and will seriously affect the quality of vision. In the past we have relied on rather crude surgical means such as making tiny cuts on the cornea (Astigmatic Keratotomy) or laser surgery to correct this focusing problem. These procedures have very limited

applications and are often shortlived. In recent years advances in lens technology have seen the development of TORIC lens implants. These allow us to very precisely correct the full range of astigmatism with a very simple procedure. For older patients over 50 Years the Toric Implant from Human Optics provides

excellent results that are permanent. For younger patients who are suitable for Implantable contact lens surgery The Toric ICL is ideal . Viewpoint as always remains at the fore front of these lens technologies and have all the options on offer to our patients.

'Toric lenses provide excellent results that are permanent'