



FOR IMMEDIATE RELEASE

CLIENT: GREGG FEINERMAN, M.D./F5003

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**EYE SURGEON INTRODUCES “OPERATION IN-SIGHT” OFFERING  
CLEAR VISION TO PUBLIC SERVANTS AND THOSE IN NEED  
(One Candidate Each Month To Receive Free Vision Correction Procedure)**

Nationally renowned eye surgeon Gregg Feinerman, M.D., founder and medical director of the Feinerman Vision Institute in Newport Beach, Calif., has announced the formation of “Operation In-Sight,” a program offering free eye surgeries to needy individuals who do not have the means for vision correction surgery or public servants who rely on excellent vision to perform their jobs. Feinerman, who has earned international attention in the medical community for his revolutionary work in the area of laser eye surgery, developed the program when he learned how difficult it is for many public servants to wear eyeglasses on the job. For instance, firefighters cannot wear eyeglasses when using their face protection gear and lifeguards must be able to see long distances, but some cannot tolerate contact lenses and wearing eyeglasses is impractical if they must go into the water to save a life.

“I offered to perform laser correction surgery at no cost on one of my patients, a firefighter, when I learned that he was in a tight financial situation. That case got me thinking that there may be other people in similar situations who really have a need and may not have the means to pay for vision correction,” said Feinerman. “I formed ‘Operation In-Sight’ to reach out to those in the community who are most in need and offer them the gift of perfect vision.”

Procedures that Feinerman will offer through the new program:

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- LASIK, which works for individuals who can see up close, but have trouble seeing objects at a distance without the use of corrective lenses. LASIK (an acronym standing for “Laser-Assisted In Situ Keratomileusis”) is a procedure that permanently changes the shape of the cornea (the clear covering of the eye). A cut is made to the cornea, the surgeon folds back the flap exposing the stroma (the midsection of the cornea) and a computer-controlled laser sends pulses to vaporize any irregularities. Afterward, the surgeon replaces the flap.
- Verisyse, which treats visually impaired individuals who suffer from extreme nearsightedness and depend on “Coke bottle lenses” to observe their surroundings. (The procedure will soon be offered for those with extreme farsightedness.) This procedure is effective for those who are not candidates for more common laser procedures such LASIK as it leaves the patient’s natural internal lens intact. The procedure involves placing an intra-ocular lens in the eye either in front of the iris or between the iris and crystalline lens. Unlike laser vision correction procedures that permanently change your vision, it is possible to remove the Verisyse lens. The procedure is generally geared for those under the age of 45.
- Crystalens procedure, which involves the surgical implantation of prosthetic lenses that works like the eye’s natural lens. Because the implanted lenses are flexible, patients are able to focus seamlessly on objects whether near or far. Up until now, ophthalmologists have relied on the use of rigid artificial lenses, which still render cataract patients reliant on corrective lenses. The Crystalens procedure is generally geared toward individuals over 45 years of age who suffer from either near and farsightedness or cataracts. Approximately 20 percent of the population who rely on corrective lenses are candidates for this procedure.
- Toric, a lens replacement procedure that corrects astigmatism, a condition caused when the cornea is shaped like a football, instead of a basketball, and leaves the patient with distorted vision. In some cases, astigmatism may be corrected with laser surgery.

“Through ‘Operation In-Sight,’ I hope to offer my services so that we can provide a new lease on life for those most in need,” said Feinerman.

Those interested in Operation In-Sight are encouraged to submit a one-page document describing why they believe they are the most qualified candidate to receive the free surgery.

Submissions should be made to [operationinsight@frankgroffinc.com](mailto:operationinsight@frankgroffinc.com).

Feinerman Vision Institute is one of Southern California’s premiere vision correction clinics. Under the direction of its namesake, Feinerman has embarked on an active campaign to educate other

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eye surgeons as to these new advancements in the field. He has been extensively published in prestigious medical journals including the leading publication in his field, "Ophthalmology," as well as in numerous textbooks read by physicians throughout the world.

Feinerman Vision Center is located at 320 Superior Avenue, Suite 350, in Newport Beach. For more information, call (949) 631-4780 or visit <http://www.feinermanvision.com>.

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