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CLIENT: FEINERMAN VISION CENTER/F5007

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**LOCAL EYE SURGEON DEDICATES OCTOBER TO HURRICANE VICTIMS
(Simply Mentioning Support For Hurricane Victims To Translate Into Financial Support)**

One local eye surgeon has a clear vision for the future for those who have suffered the ravages of hurricanes Rita and Katrina. Vision correction specialist Gregg Feinerman, M.D., of the Feinerman Vision Center in Newport Beach, has dedicated October in support of these victims and the public can help by simply making an appointment to check their vision. Every time one schedules a consultation for vision correction, Feinerman Vision Center will make a \$25 contribution to the American Red Cross' Hurricane Relief Effort and those who subsequently undergo any type of vision correction procedure will take comfort in the fact that proceeds from their surgery will benefit the cause.

"It's imperative that all of us take action in some manner so that we can offer relief to our fellow Americans," said Feinerman, who is encouraging others in his field to implement similar financial support programs. "While I have personally made financial contributions to various relief organizations, I wanted to mount a more public program involving my practice that others in the community may wish to build upon."

Feinerman Vision Center offers a number of surgical procedures designed to correct vision problems including:

- **Nearsightedness** -- LASIK or custom LASIK surgery works for 65 percent of 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.

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- **“Coke Bottle Lens Wearers”** -- Newly approved by the FDA, Verisyse treats the 10 percent of the visually impaired 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.
- **Bifocal Wearers & Cataract Sufferers** -- Also newly approved by the FDA, the Crystalens procedure 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.
- **Astigmatism** -- This condition is caused when the cornea is shaped like a football, instead of a basketball, and leaves the patient with distorted vision. Astigmatism can be corrected either with the use of lasers or via a corrective lens replacement surgery known as the Toric procedure.

The Feinerman Vision Center in Newport Beach, Calif., is recognized as one of nation’s foremost medical practices dedicated to vision correction. Feinerman is one of only a handful of surgeons in the nation who is certified to perform a number of cutting-edge procedures that have proven effective in restoring the vision of those suffering from a wide range of vision problems. He also is a noted author and educator, presenting instruction to other eye surgeons and publishing articles and abstracts in such prestigious medical journals as “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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