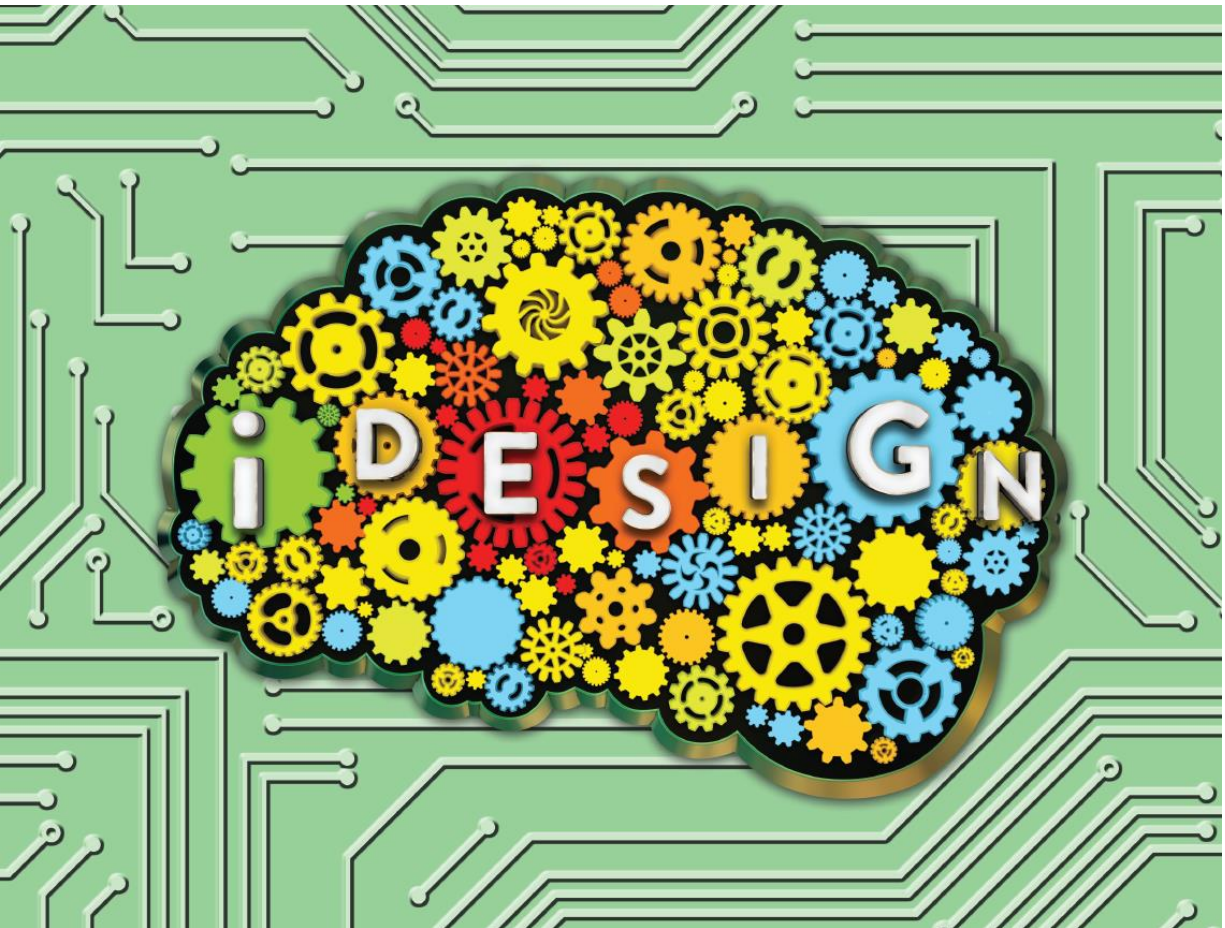


## Differentiate Your Practice with the *iDESIGN*® *Advanced WaveScan Studio* System Driven LASIK

Johnson & Johnson Vision supports your commitment to provide advanced technology to correct your patients' vision imperfections. Use this guide to help promote your practice and inform your patients of the benefits of LASIK with the *iLASIK*® technology suite and its innovative *iDESIGN*® *Advanced WaveScan Studio (iDESIGN*®) system.

To set your practice apart and promote your services and technology, incorporate the *iDESIGN*® system web content provided below with your current practice branding. This content provides a consistent voice for improved promotional reinforcement and consumer retention, so that your patients will correlate your practice with the latest advancements in vision correction technology.



*Advanced CustomVue* LASIK is a customized wavefront-guided laser surgery procedure that uses the *iDESIGN*® *Advanced WaveScan Studio* system to measure visual imperfections of your eye and the *STAR S4 IR*® excimer laser to reshape the cornea.

## Practice Website Content

### **See Clearly Without the Hassle of Contacts or Glasses Your LASIK Procedure Just Got Smarter with the *iDESIGN*® System**

**We value your vision as much as you do, that's why your eyes deserve one of the most advanced laser technologies available today**

When it comes to your vision, only the best will do. That's why we remain committed to staying at the forefront of vision correction technology. There are many LASIK options to choose from, but only the *iDESIGN*® system driven LASIK procedure offers an advanced, high-definition method of measurement that assesses your unique vision imperfections to help us create a 100% personalized vision treatment plan just for you.

#### **LASIK with the *iDESIGN*® System 100% personalized just for you**

LASIK powered by the *iDESIGN*® system uses a unique process to map the eye's entire visual pathway, not just the front of the eye (cornea), to make the procedure 100% personalized. This technology makes it possible to reduce or eliminate refractive errors-including higher order aberrations-of the full optical system.

Our practice believes in providing patients with the best technology available. Technologies used worldwide and trusted by organizations with the highest safety standards, including NASA and the U.S. Military. Their elite personnel, including astronauts and fighter pilots, have relied on advanced technologies to improve their vision and reduce the need for glasses and contact lenses.

# The *iDESIGN*<sup>®</sup> System – The Brain of the Wavefront-guided Treatments

## Your LASIK Procedure Just Got Smarter

### What is the *iDESIGN*<sup>®</sup> System?

Working like a computer “brain,” the *iDESIGN*<sup>®</sup> system precisely measures and analyzes each eye’s imperfections as the first step in your LASIK procedure to help us create a 100% personalized treatment plan.

### How does the *iDESIGN*<sup>®</sup> System work?

Because no two eyes are alike, it’s important to capture each eye’s exact vision imperfections. The *iDESIGN*<sup>®</sup> system uses a high-definition sensor that has 5x the resolution of previous technology\*, capturing over 1,200 data points from each eye to create a detailed picture of your eye’s unique imperfections and accurately plan a treatment for you.

### What can *iDESIGN*<sup>®</sup> System-driven LASIK mean for me?

Your eyes are a gift. They help you experience life’s moments and navigate the world. No one understands this better than us, which is why we offer the latest in laser vision correction for the best possible results. Whether you are nearsighted, farsighted, or have mixed astigmatism, the *iDESIGN*<sup>®</sup> system-driven LASIK can result in clear, sharp vision you will enjoy day and night.

Patients in the FDA myopia clinical trials who had LASIK powered by the *iDESIGN*<sup>®</sup> system reported significant improvements in ALL measures of visual functioning and well-being, including<sup>1</sup>:



In fact, studies further support high patient satisfaction with LASIK powered by the *iDESIGN*<sup>®</sup> system, including<sup>2,3,4</sup>

- ≥96% of patients were willing to recommend the procedure to their friends and family<sup>2,3,4</sup>
- ≥91% of patients were satisfied to very satisfied with their vision<sup>2,3,4</sup>

You can rely on our practice to assess your vision and provide you with a treatment plan designed specifically for you. Ask us if LASIK with the *iDESIGN*<sup>®</sup> system is an option for you.

## Is LASIK with the *iDESIGN*® System affordable?

You may be surprised to learn that LASIK is more affordable than you think. Rather than spending \$12,000 to \$18,000 for contacts and glasses over the course of your lifetime\*\*, you can invest \$3,000 to \$5,000 on a one-time LASIK procedure, which typically includes all pre-surgery evaluations and post-surgery follow-up exams.

Ask us about insurance, financing options, and Flexible Spending Account coverage.

## It's Important to Include Safety Information

*Most patients are very pleased with the results of their refractive surgery. However, there are risks involved with this medical procedure. Potential side effects to LASIK may include dry eye, halos, glare, as well as other visual anomalies. It's important to discuss the risks and benefits with our surgeon so you can make an informed decision. Please ask for a copy of the Patient Information Booklet at your consultation.*

\*\*Contact lens costs are estimates and provided for comparison purposes only (based over 20 years). Your personal contact lens cost will vary. LASIK with the *iLASIK*® technology suite cost is based on an estimated fee of \$3,000 to \$5,000 for both eyes.

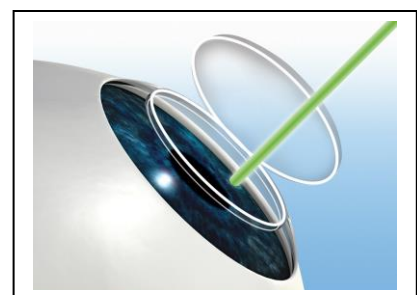
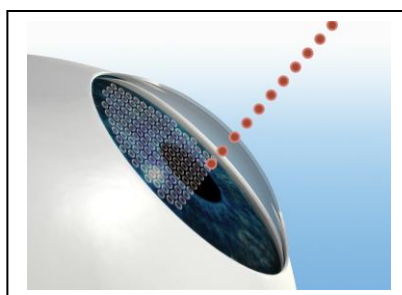
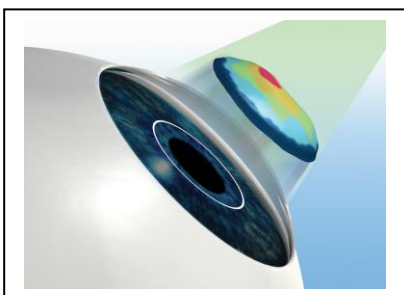
Use the *iDESIGN*® system image library elements to help create awareness of your new technology offering on your current website.

## Image Package

### *iDESIGN*® System Images



### LASIK with *iLASIK*® Technologies – Steps Images



# How Does Your LASIK Procedure Using Modern LASIK Technologies Work?

## STEP 1: CREATING YOUR EYE MAP

- The first step is to create a 3-D map of the imperfections of your eye using eye-mapping technology that measures how your eye processes light
- This technology captures more data (over 1,200 data points) than ever before to measure your eye's unique imperfections and accurately plan a treatment that is uniquely yours
- It's 25x more precise than conventional measurements, it even measures and captures imperfections that are not detected by conventional technology\*

## STEP 2: PREPARING YOUR EYE

- The procedure uses an ultra-fast laser for creating a thin flap to prepare the cornea for treatment

## STEP 3: DELIVERING YOUR PERSONALIZED TREATMENT

- Next, an ultra-precise laser gently reshapes the cornea (front of your eye) to the desired curvature, based on the precise plan created by your personalized eye map

Whether it's because you want to see in the middle of the night, to wake up to a clear view of your clock, participate in sports, or not to have lenses interfere with your daily activities, you have your own reasons for wanting your vision corrected.

## It's Important to Include Safety Information (example below)

**CONTRAINDICATIONS:** You should not have LASIK if you have collagen vascular (e.g., rheumatoid arthritis), autoimmune (e.g., lupus), or immunodeficiency diseases (e.g., AIDS) because they affect the body's ability to heal. You should not have this procedure if you are pregnant or nursing; show signs of corneal abnormalities or corneal thinning; have symptoms of significant dry eyes; advanced glaucoma; and uncontrolled diabetes. If you have severely dry eyes, LASIK may increase the dryness, may delay healing after surgery, may or may not go away and it may result in poor vision after LASIK. **WARNINGS AND PRECAUTIONS:** LASIK is not recommended if you have cataracts, corneal scars, or dry eye syndrome; glaucoma; diabetes; severe allergies; history of Herpes simplex or Herpes zoster keratitis; are taking Isotretinoin (Accutane®), Sumatriptan (Imitrex®), Amiodarone hydrochloride (Cordarone®) or antimetabolites for any medical conditions; history of crossed eyes; previous corneal, intraocular surgery, LASIK or refractive surgery; family history of degenerative corneal disease; and history of inflammation of the eye. Your doctor will examine your eyes to determine if you are a candidate for this procedure. Talk to your doctor about any eye-related conditions, injuries, or surgeries you have had, any medications you are taking, and any changes to your vision in the past year. After surgery, you may find it more difficult to see in conditions such as dim light, rain, snow, fog, or glare from bright lights at night. Future measurements of your eye pressure or future cataract surgery can be affected by this procedure. Tell your future doctor you've had **Advanced CustomVue** LASIK surgery. **RISKS:** As with any surgical procedure there are risks associated with **Advanced CustomVue** LASIK treatments. It is important to discuss these risks with your doctor before you make any decision to have the surgery. If the results of the surgery are not satisfactory, your doctor may want to perform additional laser treatment in either one or both eyes. Talk to your doctor about what is best for you. Some risks are related to the creation of the corneal flap. Corneal flap complications include but are not limited to: cutting an incomplete, irregular flap or free flap; misalignment of the flap; and perforation of the cornea. Corneal flap complications range in severity from those that simply require the treatment to be postponed for several months, to those which create corneal irregularities resulting in permanently blurred vision. You may need reading glasses even if you did not wear them before. Your vision may not be perfect, and you may need to wear glasses or contact lenses for some activities even after laser vision correction. **SIDE EFFECTS:** Possible side effects include loss of vision and visual disturbances such as double vision, sensitivity to bright lights, increased difficulty with night vision, fluctuations in vision, and other visual irregularities that may be debilitating. Please consult with your eye care professional and carefully review the Patient Information Booklet regarding the potential risks and benefits of this procedure. Results may vary for each individual patient.

Reference:

1. FDA approval P930016/S044, S045, S048. *The National Eye Institute-Refractive Error Quality of Life instrument (NEI-RQL-42) was administered to subjects at the periodic study exams.*
2. Schallhorn SC, Venter JA, Hannan SJ, Hettinger KA. Outcomes of Wavefront-guided Laser in situ Keratomileusis Using a New-Generation Hartmann-Shack Aberrometer in Patients with High Myopia. *J Cataract Refract Surg* 2015; 41:1810–1819  
\*Compared to the WaveScan WaveFront® System.
3. Schallhorn SC, Venter JA, Hannan SJ, Hettinger KA. Wavefront-guided Photorefractive Keratectomy with the Use of a New Hartmann-Shack Aberrometer in Patients with Myopia and Compound Myopic Astigmatism. *J. of Ophth, volume 2015.*
4. Schallhorn SC, Brown M, Venter JA, Teenan D, Hettinger KA, Yamamoto H. Early Clinical Outcomes of Wavefront-Guided Myopic LASIK Treatments Using a New-Generation Hartmann-Shack Aberrometer. *J Refract Surg.* 2014;30(1):14-21.

\*A phoropter is used for vision correction and measures errors in 0.25 diopter increments. *iDESIGN*® system wavefront measurements are in 0.01 diopter increments, making it 25x more accurate. These precise corrections are applied to the right spots on the cornea according to correction needed.

### ***iDESIGN*® System with STAR S4 IR® Laser**

#### **Indications and Important Safety Information**

**CAUTION:** U.S. Federal Law restricts this device to sale, distribution, and use by or on the order of a physician or other licensed eye care practitioner. **ATTENTION:** Reference the Operator’s Manual for a complete listing of Indications and Important Safety Information.

**INDICATIONS:** The STAR S4 IR® Excimer Laser System and *iDESIGN*® Advanced WaveScan Studio (*iDESIGN*®) System is indicated for wavefront-guided LASIK in patients with myopia as measured by the *iDESIGN*® System up to -11.00 D SE, with up to -5.00 D cylinder, in patients with hyperopia as measured by the *iDESIGN*® System up to +4.0 D SE, with up to +2.00 D cylinder, and in patients with mixed astigmatism where the magnitude of the cylinder (1.0 D to 5.0 D) is greater than the magnitude of the sphere, and the cylinder and sphere have opposite signs; with agreement between manifest refraction (adjusted for optical infinity) and the *iDESIGN*® System refraction of 1) SE: magnitude of the difference is < 0.625 D, and 2) cylinder: magnitude of the difference is ≤ 0.5 D; with patients 18 years of age and older, and with refractive stability (a change of ≤ 1.0 D in sphere or cylinder for a minimum of 12 months prior to surgery).

**CONTRAINDICATIONS:** Laser refractive surgery is contraindicated for: patients with collagen vascular, autoimmune, or immunodeficiency diseases, pregnant or nursing women, patients with signs of corneal abnormalities including signs of keratoconus, abnormal corneal topography, epithelial basement membrane disease (EBMD) and degenerations of the structure of the cornea, patients with symptoms of significant dry eyes, patients whose corneal thickness would cause the anticipated treatment to violate the posterior 250 microns (µm) of corneal stroma, and in patients with advanced glaucoma, and uncontrolled diabetes. If the patients have severely dry eyes, LASIK may increase the dryness; this may or may not go away. Severe eye dryness may delay healing of the flap or interfere with the surface of the eye after surgery; it may result in poor vision after LASIK. **WARNINGS AND PRECAUTIONS:** LASIK is not recommended in patients who: have systemic diseases likely to affect wound healing, such as autoimmune connective tissue disease, diabetes or an immunocompromised status, have a history of Herpes simplex or Herpes zoster keratitis, have severe allergies or tendency rub their eyes often, have glaucoma, elevated IOP, ocular hypertension or being followed for possible glaucoma (glaucoma suspect), are taking the medication Isotretinoin (Accutane®), are taking antimetabolites for any medical conditions. The safety and effectiveness of this laser for LASIK correction have NOT been established in patients: with progressive refractive errors, ocular disease, corneal abnormality, previous corneal or intraocular surgery, or trauma in the ablation zone, who are taking the medication Sumatriptan (Imitrex®), or Amiodarone hydrochloride (Cordarone®), with corneal neovascularization within 1.0 mm of the ablation zone, over the long term (more than 1 year after surgery for myopia and more than 2 years for mixed astigmatism), for patients who engage in activities that could endanger or damage the LASIK flap, for patients who have a family history of degenerative corneal disease, history of inflammation of the eye, for patients who have a history of crossed eyes (strabismus) or who have undergone strabismus surgery, prior LASIK or Refractive Surgery, with history of any eye diseases or abnormalities such as corneal scars or active disease, and whose BSCVA is worse than 20/20. To reduce the risk of corneal ectasia, the posterior 250 microns (µm) of corneal stroma should not be violated. The treatment of highly myopic eyes necessitates the removal of significant amounts of corneal tissue. The *iDESIGN*® System calculates the estimated residual bed depth using the pachymetry and intended flap thickness entered by the user. Actual flap thicknesses may vary. If the estimated residual stromal bed is ≤ 320 microns, an in-the-bed pachymetric measurement should be performed. **ADVERSE EVENTS:** Possible adverse events include loss of best spectacle corrected visual acuity (BSCVA), serious Transient Light Sensitivity Syndrome, serious primary open angle glaucoma, miscreated flap, melting of the flap, severe glare, and severe dry eyes. Complications can include corneal edema, epithelial ingrowth, diffuse lamellar keratitis, foreign body sensation, and pain.

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