



Welcome to our Summer Newsletter



Happy New Year!

The year 2009 has come to an end and what a year it was. For HLV, 2009 was a year of change. We introduced you to a myriad of new staff, and while we welcomed a number of new faces to HLV, we had to say a sad goodbye to others. We had staff adventure off to travel the globe and we had others relocate to fulfil their chosen career paths, putting their university degrees to good use. We also introduced you to two new ophthalmic surgeons, who joined our team of experienced and professional staff.

It looks like 2010 will be another exciting year for us at HLV and we look forward to keeping you up to date with all the latest news and gossip

from the team. In this edition of our seasonal newsletter we will introduce you to the latest laser refractive technology, Intralase, a 100% blade-free approach to laser vision correction. We at HLV reviewed the results of this Femtosecond technology for a number of years before deciding to invest in it and having witnessed the positive outcomes experienced by our patients, we are convinced the results are extremely beneficial.

Read on to hear about our latest sponsorship and charity efforts, as we strive to continue to support our local and regional community. We have begun our preparations for the annual Newcastle Regional Show, which will run from the 26th to 28th March, 2010. As major sponsors of the art and photographic exhibition, we encourage you to come in, have a look around and meet some of our friendly staff.

Also in this edition, you can read all about Peta's latest sailing expedition. Peta Lawrence, HLV's adventurous in-house optometrist, recently set off sailing on a 45ft yacht, travelling a lengthy 4650km from Southern Turkey to the Canary Islands. See inside for her exciting personal account of the voyage.

In each newsletter we feature a new exciting competition and in this edition we are giving away a fabulous prize package valued at \$469. Do you remember Carol King and James Taylor? Send in your entry form for the chance to see them live at Hope Estate.

We would like to take this opportunity to wish all of our readers the best for this New Year and we look forward to all that 2010 has in store.

Cheers
Sue Quadrelli
Business Manager

HLV in the Community

2009 saw many changes for Hunter Laser Vision and with another year having ended, all too quickly, we once again find ourselves looking to the future with anticipation.



Throughout 2010 HLV will continue to support the local community through sponsorship and fundraising. For the tenth year running, HLV will be supporting the Newcastle Regional Show, which is scheduled to run over three days, from Friday 26th March, till Sunday 28th March 2010. As major sponsors of the Art and Photographic exhibition, we are heavily involved in the coordination of the event and each year we look forward to viewing the range of entries coming from our local, talented artists. This is an opportunity for budding local and regional artists to showcase their work and we encourage anyone interested in entering to contact the Newcastle

Regional Show Office on (02)4961 2085 to find out more about the exhibition. Alternatively, you can visit the Newcastle Show website at www.newcastleshow.com.au and download an entry form. Entries close 11th March, 2010.



As part of our commitment to support our community, HLV will continue to assist the Lions Club with the Lions Recycle for Sight program. This partnership is part of a continuing effort to support underprivileged people in need of prescription glasses and as part of this worthy initiative we are asking the community to donate previously loved prescription glasses and sunglasses to the cause.

It is estimated that there are 153 million people worldwide with uncorrected refractive errors and millions in undeveloped nations lack access to basic eye care services (World Health Organisation, 2008). Donated glasses help millions to experience corrected vision for the first time, enabling them to read, attend school, gain employment and take care of their families.

If you have been wondering what to do with your old glasses, why not donate them to this worthwhile cause. You can leave these with our reception staff, who will ensure they are distributed to those in need.



Intralase for a blade free LASIK experience

We know the decision to have LASIK surgery is a big one, so we take great care to determine what's best for you as our patient. That's why we are now excited to offer blade free LASIK treatment using Intralase.

About LASIK

LASIK is a popular vision correction procedure commonly associated with the excimer laser. LASIK however, is traditionally not an "all-laser" procedure due to the use of the microkeratome - a hand held device with an oscillating razor blade - which is used to create the flap of corneal tissue that is lifted prior to performing your laser treatment.

Only LASIK procedures that use Intralase for this first step can be considered "all-laser".

LASIK with Intralase

With Intralase, pulses of laser light create your corneal flap, which is then lifted so the next step of LASIK – the reshaping of your cornea – can be performed. When your LASIK treatment is over, the flap is securely repositioned in to place.

Intralase is 100% blade-free, exceptionally advanced, and has been shown to improve outcomes, especially among custom/wavefront patients. This method has been used successfully on hundreds of thousands of eyes and we trust this advanced technology to deliver exceptional results.

Our commitment is to provide you with the ultimate in comfort, safety and outstanding vision. LASIK with Intralase can help you achieve all of this – while delivering the added assurance of knowing you're being treated with the most advanced technology available.

Additionally, due to the superior accuracy of Intralase, certain patients who were ineligible for LASIK may now be able to have treatment. If you would like to explore this blade-free option further, call our free call number 1800 44 20 20 to book your consultation.

How the Intralase method of LASIK works

There are two steps in the LASIK procedure. First, the surgeon creates a micro-thin corneal flap, which is lifted to expose the inner cornea for step two, tissue ablation by the excimer laser. The Intralase Femtosecond (FS) laser introduced the concept of blade-free LASIK in 2001 and today it is one of the fastest growing refractive surgical techniques.

Unlike mechanical instruments, Intralase technology is uniquely able to program the dimensions of your corneal flap based on what's best for your eye. The Intralase laser then creates the corneal flap from below the surface of the cornea, without ever cutting it.

Step 1

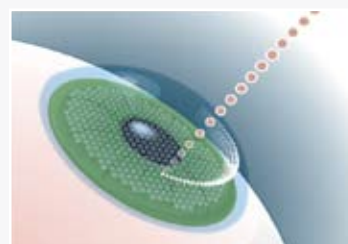
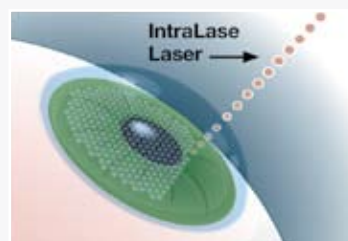
Only takes 15-30 seconds

The ultra-fast laser uses an infrared light beam, generating up to 60,000 pulses per second, to prepare an optimal corneal architecture below the surface.

Using an "inside-out" process, the Intralase laser is precisely focused to a point within the cornea, where thousands of microscopic bubbles are formed to define the architecture of the intracorneal surface and the resulting flap.

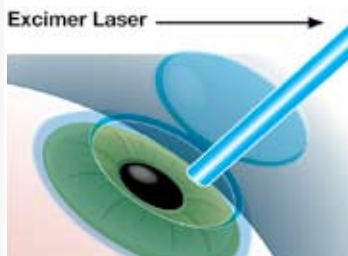
The surgeon controls flap diameter, depth, hinge location and width, and side-cut architecture. The Intralase FS laser allows the surgeon to vary these factors to suit each individual patient.

Bubbles are then stacked along the edge up to the corneal surface, completing step one.



Step 2

The physician then exposes the prepared corneal bed for excimer laser treatment by lifting the flap. The LASIK procedure is complete when the flap is securely repositioned on its bevelled edge.



Olympic Swimmer Seeks Visual Freedom



For years Olympic Swimming Champion Justin Norris suffered with Myopia and Astigmatism. After a positive consultation he had Lasik surgery performed here at Hunter Laser Vision and Justin was so impressed with the experience that he offered to spread the word.

“One incident that gave me the final push to investigate Lasik surgery was when I was out surfing and one of my contact lenses fell out. It was such a shock. What if I lost both lenses at the same time, or if I was swimming with the kids and this happened? I realised there were a lot of little things that needed my attention more than ever.

The whole procedure was carefully explained and I felt at ease every step of the way. Straight after the Lasik surgery the results were amazing, these were my new eyes! The first thing I threw away was my prescription goggles I used in the pool and now I don't miss any of the smiles from my wife Brooke and the kids”.

Justin and his daughters star in our new television commercial which is based on Justin's journey to 'see clearly'. The commercial was shot on a balmy November afternoon at the iconic Canoe Pool and Newcastle Beach. We all had a lot of fun and Hunter Laser Vision would like to sincerely thank Justin and his wonderful family for their time.

CAROLE KING JAMES TAYLOR

Troubadour Reunion

HOPE ESTATE WINERY | SATURDAY APRIL 3, 2010

Would you like the chance to see Carol King and James Taylor perform live at Hope Estate? It promises to be an exciting night of live entertainment, not to be missed.

With another edition of our seasonal newsletter hot of the press, HLV is once again offering you the opportunity to spend a spectacular evening of entertainment under the stars at Hope Estate Winery.

One lucky entrant will take home two silver seated tickets to see Carol King and James Taylor perform live as part of their Troubadour Reunion tour on Saturday 3rd April, 2010 (during the Easter long weekend).

The prize package is valued at \$469 and includes two silver seated tickets, as well as a gourmet hamper for two.

To enter, simply fill in your details below and send to Hunter Laser Vision at PO Box 188, The Junction 2291, marked Carol and James.

Name:..... Address:.....

Phone:..... Email:.....

Tickets are non transferable and cannot be redeemed for cash. Tickets are for Saturday 3rd April, 2010. Transport will be at winner's own expense. Competition will be drawn Friday 19th February, 2010 and winner will be notified by telephone.



Lunch is on us!



Present this voucher to Hunter Laser Vision for validation on the day of your surgery and receive a **FREE LUNCH** (valued up to \$30) from Lotus Espresso Bar. Offer ends 31st May, 2010.

*Conditions apply:
Must be validated. Non transferable and non redeemable for cash.
Lunch is for new patients having consultation and surgery on same day only.



HLV's Intrepid Sailor



Peta Lawrence, HLV's intrepid sailor, recently returned from a six week sailing adventure, having travelled the length of the Mediterranean Sea. The cruising yacht set sail from Southern Turkey on the 21st October, 2009 and travelled a distance of 4650km or 2506nm (nautical miles) before reaching the Canary Islands on the 13th November, 2009. Read ahead to hear her personal account of the exciting expedition.

"This year's sailing adventure was delivering a 45ft cruising yacht from Turkey to the Canary Islands. The owner, his first mate and I flew to Marmaris on the southwest coast of Turkey, where the yacht had been in storage for the past year. We spent 10 days readying her for the passage

across the Mediterranean to Gibraltar and then down the west coast of North Africa to Las Palmas on Gran Canaria. We had a crew of 7, the other 4 from England. The 6 boys were taking part in the ARC Atlantic Rally for Cruisers, taking about 3 weeks and with over 200 entries, leaving from Las Palmas and crossing the Atlantic Ocean to St Lucia in the Caribbean.

We discovered that the prevailing winds in the Mediterranean tend to blow strongly from the west, or not at all. As a result we did a lot more motoring and motor-sailing than actual sailing. This also meant that we needed to stop to refuel, and so we visited Hania in Crete, Pozzallo and Marsala in Sicily, and Alicante and Agudulce on the Spanish mainland. We spent

2 nights in Gibraltar before heading through the Straits of Gibraltar and turning southwest along the coast of Morocco. Once in the North Atlantic with the winds behind us we enjoyed 5 days sailing the 680nm to Las Palmas, where we received a warm welcome from the locals and multinational crews already partying hard in the lead up to the start of the Rally a week later.

All good things have to come to an end though, and after a short, but exciting 24 hours in Las Palmas, I left the other six crew members and boarded a plane headed for London. I spent four days in London before flying home to Australia on the 19th November. It's great to be back home with friends and family and I look forward to seeing some familiar faces in the New Year."

Congratulations Dr Allan Kirkpatrick

We would like to formally congratulate the lucky winner of our Spring 2009 newsletter competition, Dr Allan Kirkpatrick, who took home two tickets to see the wonderful Fleetwood Mac perform live at Hope Estate Winery.



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CareCredit™

See now, pay later, 24 months Interest Free

You can now pay for your bilateral surgery over time with 24 months Interest Free* from GE Money CareCredit.

Simply mention this newsletter to apply for Interest Free on bilateral surgery.

www.carecredit.com.au

* Available to approved applicants. Conditions apply. Fees and Charges are payable. Interest is payable after any interest free period. Credit provided by GE Finance Australasia Pty Ltd (ABN 88 000 015 485) trading as GE Money.


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