



VisionFirst
EYE CENTER

We specialize in iLASIK™ with iDesign Technology

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STEPS TO CLEAR VISION

DISCOVER OUR CLEAR ADVANTAGE:

How to take your first step towards freedom from glasses or contacts.

Welcome to VisionFirst! You will soon discover iLASIK at a price that's affordable! Here are step-by-step instructions to achieve the vision you've always wanted!

STEP 1 - Free Screening

If you are unsure if you are a candidate for iLASIK, start here. The initial screening is free. We will start by measuring your prescription, measuring the thickness of your corneas, and showing you an informative video.

STEP 2 - LASIK Pre-Operative Examination/Counseling

If it appears that you may be a good LASIK candidate, the next step is to schedule an appointment for your pre-op examination. To assure you the best visual outcome, we ask you to discontinue soft contact lenses for 2 weeks and hard or rigid contacts lenses for 3 weeks prior to your pre-operative exam. For hard or rigid contacts, plan to have your measurements repeated every 1-2 weeks until they stabilize. The evaluation is an extensive examination that includes taking measurements of and assessing the overall health of your eyes. This typically includes a dilated exam. If you are a good candidate for iLASIK, your doctor will explain the benefits and risks of the procedure and answer any questions. At this appointment, you will fill out paperwork, sign consents, and a \$400 down payment will be due.

In the days leading up to your surgery date, our LASIK coordinator will call or e-mail you with pre-operative and post-operative instructions, and will explain your payment options. We will also provide you with the prescriptions that you will need to use after the procedure. Approximately two days before your surgery date you will be given your arrival time. If you are new to our facility, please plan to arrive 15 minutes early to register at our kiosk system.

STEP 3 - Day of Surgery

When you arrive at our Homewood office we will review your post-operative instructions with you and your family, and we will accept payment for the procedure. In some cases, additional testing may be needed prior to surgery. If we determine that you are not a qualified medical candidate for the iLASIK procedure, VisionFirst will refund your initial payment of \$400.00 for the iLASIK evaluation. If you decide not to have surgery after your pre-op is completed, we will only refund \$200 of your deposit. We perform iLASIK on Thursday afternoons.

STEP 4 - Surgical Procedure

Before performing the procedure, Dr. Hebson will review all of the test results and will meet with you and your family to discuss iLASIK and answer any questions. The procedure itself takes approximately 30 minutes and is done in our laser suite.

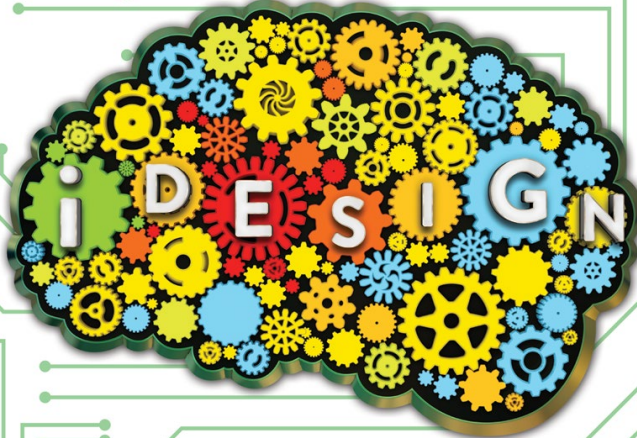
STEP 5 - Post-Operative Appointments

All of your post-operative follow-up appointments are provided for up to six months following your procedure. If you and your doctor decide that you need additional laser treatments to improve your vision, these additional treatments (enhancements) are provided by VisionFirst free of charge for two years, provided you complete all of your post-operative visits and your eye doctor clears you of any contraindicators for an enhancement. Enhancements cannot be performed earlier than six months prior to your initial treatment.

YOUR LASIK PROCEDURE
JUST GOT SMARTER WITH THE

iDesign

Advanced WaveScan Studio System



MORE BRAIN POWER TO HELP YOU SEE CLEARLY WITHOUT THE HASSLE OF CONTACTS OR GLASSES.*

*You may need reading glasses after laser surgery 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.

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.

INDICATIONS: *Advanced CustomVue*® LASIK (laser assisted *in situ* keratomileusis) 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 permanently reshape the cornea. *Advanced CustomVue*® LASIK treatment is used to correct or reduce myopia (nearsightedness) with and without astigmatism for patients 18 years of age and older and whose vision has been stable for at least one year. Only eye care professionals trained in laser vision correction can determine whether you are a suitable candidate.

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.

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.

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Johnson & Johnson VISION



MEET OUR SURGEON



Dr. Carolyn Hebson is an ophthalmologist, fully trained in all aspects of general ophthalmic eye care and surgery. She further specializes in the diagnosis, management, and treatment of diseases affecting the cornea and anterior segment of the eye. She has many interests including no-stitch cataract surgery, refractive surgery, pterygium excision, corneal crosslinking, and corneal transplantation surgery. She values long term relationships with her patients and thrives on exceeding their expectations.

Dr. Hebson graduated summa cum laude from Auburn University with a major in Chemical Engineering. During her Auburn tenure she was awarded numerous academic engineering scholarships and awards including the Auburn Chemical Engineer of the Year. She was a member of the Alpha Omega Alpha honor society and graduated with honors from the University of Alabama School of Medicine in Birmingham, Alabama. Dr. Hebson then completed an Internal Medicine internship and Ophthalmology residency at the distinguished Emory University, consistently regarded as one of the top residency training programs in the country.

Following residency, Dr. Hebson completed a fellowship in Cornea, Cataract, and Refractive surgery at the prestigious Cullen Eye Institute in Houston, Texas. Under the direction of renowned surgeons, Douglas D. Koch, MD, M. Bowes Hamill, MD, Stephen Pflugfelder, MD, Mitchell Weikert, MD, and Elizabeth Yeu-Lin, MD she gained immense experience in wave-front guided LASIK and PRK, complicated cataract extraction, premium intraocular lenses, corneal transplantation, and management of complex ocular surface and corneal disease.

Dr. Hebson is a member of the American Academy of Ophthalmology and American Society of Cataract and Refractive Surgery. She has published and presented clinical research at numerous meetings throughout the country on both corneal and retinal disease.

Dr. Hebson enjoys spending her spare time with her husband and three children. She enjoys participating in outdoor activities, reading, and watching college football.



FREQUENTLY ASKED QUESTIONS

WHAT IS REFRACTIVE SURGERY?

Refractive surgery is surgery used for the treatment of myopia (nearsighted), hyperopia (farsighted), and astigmatism. The purpose of refractive surgery is to reduce or eliminate your need for glasses or contact lenses for clear vision. LASIK and PRK are different types of refractive procedures.

WHAT IS LASIK?

LASIK (Laser in situ keratomileusis) is the most popular refractive procedure due to its excellent visual outcome and rapid visual recovery. In LASIK, the surgeon uses 2 separate lasers to perform surgery. The femtosecond laser is used to create a partial thickness corneal flap and the excimer laser is used to reshape the cornea beneath the flap based on the patient's individual prescription.

WHAT IS PRK?

PRK or advanced surface ablation uses the excimer laser to reshape the cornea on the surface, without creating a partial-thickness corneal flap. The surgeon manually removes the corneal surface cell layer (epithelium) and performs the treatment. The removed epithelium will regrow on its own during the first 3-7 days after surgery. A contact lens is applied after surgery to improve comfort and aid in this healing process.

WHAT IS IDESIGN?

iDESIGN is high-definition wavefront aberrometry which is used to determine the best treatment for our LASIK and PRK patients. VisionFirst is proud to be the only practice in Birmingham using this advanced technology! With over 1250 data points, iDesign measures the internal optics and surface of the eye with extreme precision to create a personalized treatment plan individualized to your eye. This device has been shown to be 25 x more precise than the current technology used to determine your glasses or contact lens prescription.

HOW DO I CHOOSE BETWEEN LASIK & PRK?

Long-term visual results are identical between LASIK and PRK for good candidates. LASIK typically heals more quickly, providing a more rapid visual improvement compared to PRK. However, some patients are better candidates for PRK than LASIK especially patients with thinner corneas or prior corneal surgery. Your surgeon will recommend the procedure that is best for you based on an extremely detailed in-office evaluation.

ARE LASIK AND PRK SAFE?

While there are possible complications with any surgery, the risk of poor outcomes after LASIK or PRK is low for good candidates. In fact, many recent studies have found that the risks of refractive surgery are less than extended contact lens wear, or sleeping in contact lens. Particularly the risk of infection is much lower after LASIK or PRK compared to extended contact lens wear.

IS LASIK PAINFUL?

In general, LASIK is a very well tolerated procedure. Before surgery a relaxing medication is offered, and numbing drops are placed into the eyes to prevent discomfort. There are a few moments of pressure during surgery, particularly during the creation of the LASIK flap. After surgery patients tend to experience burning, tearing, and light sensitivity for several hours, which improves with use of the post-operative medications and resting the eyes. These symptoms have typically resolved by the day after surgery.

HOW LONG DOES THE SURGERY TAKE?

Typically, LASIK or PRK can be performed on both eyes in roughly 20-30 minutes.

WHY DOES LASIK SEEM SO EXPENSIVE?

In LASIK you get what you pay for. Modern LASIK technology is more expensive than first-generation technology, but it also allows for a safer surgery with a better visual result. Competitors who are offering extremely low LASIK pricing are using more outdated, less customized technology to perform surgery.

IS LASIK COVERED BY INSURANCE?

LASIK is considered an elective surgery and is not covered by insurance. Financing is available through CareCredit and LASIK typically qualifies as a reimbursable expense under your company's Flexible Spending Account (FSA).

IS IT IMPORTANT WHO PERFORMS MY LASIK SURGERY?

Absolutely! Dr. Hebson is a fellowship-trained cornea and refractive surgeon who has gone through rigorous training to perform these procedures safely and effectively. She offers the most advanced LASIK and PRK technology available to her patients. In addition, she is experienced in managing the infrequent complications of LASIK and PRK.



PAYMENT OPTIONS

VisionFirst Eye Center hopes to WELCOME YOU to a world free from glasses or contact lenses. We offer several payment options:

Cash, personal check, or credit card

You may pay for your iLASIK surgery with cash, a personal check, or by credit card. We accept Visa, American Express, MasterCard, and Discover cards.

Flexible Spending Accounts

Remember that LASIK surgery is often a qualified expense under your company's health flexible spending account. This is a plan that allows you to set aside pre-tax dollars out of your paycheck to pay for uninsured medical expenses. Talk with your benefits manager at your place of employment for more information. VisionFirst honors most flexible spending account debit cards.

Financing

We're pleased to offer our patients the CareCredit® card. CareCredit® lets you begin your procedure immediately — then pay for it over time with low monthly payments that fit easily into your monthly budget. Now you don't have to save for years to finally get the vision you've always wanted.

CareCredit® offers zero percent interest and extended payment plan options with monthly payments as low as \$150.00.



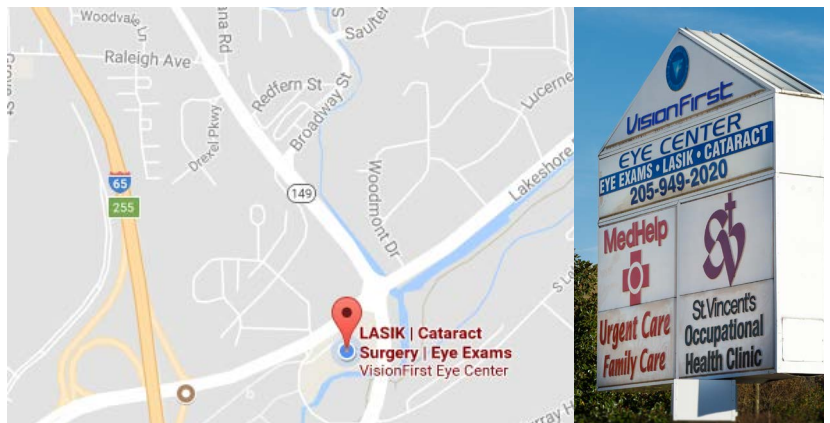
LOCATION

VisionFirst proudly opened its dedicated laser center in early 2008. Our LASIK surgery is performed at:

One West Lakeshore Drive, Suite 220
Homewood, AL 35209

Our office is in the same building as Med-Help and St. Vincent's Occupational Health. Take Exit number 255 off of I-65, and turn toward Samford University onto West Lakeshore Drive. Take your second right into our parking lot, right before the BP Station.

When you come to visit us, please park in the lot to the south of the building, and enter on the first floor by Lakeshore Pharmacy. Take the elevator to the second floor. We are on your right as you exit the elevator. Lost? Call 205-949-2020





iDesign



VisionFirst is happy to announce the addition of the iDesign wavefront analyzer from AMO-VISX to our LASIK practice. We are the first in Birmingham to offer this high-definition, advanced technology to our LASIK patients. iDesign measures the internal optics and surface of the eye more precisely than conventional methods. This precision allows iDesign to create a unique “blueprint” and personalized treatment plan for each eye.

This technology is so advanced it is being used by NASA to shape the mirrors of the James Webb or Next Generation Space Telescope, which will transmit high resolution images of deep space to Earth beginning in 2018.

What does the iDesign system offer you?

- Creation of a precise, customized, individualized 3D map of your entire eye and any visual imperfections.
- A device that captures over 1250 data points, and is 25 times more accurate than the conventional technology used to write a glasses or contact lens prescription.
- A laser that precisely aligns your treatment and gently reshapes your cornea to minimize both higher and lower order aberrations using proprietary technology.
- Achievement of clearer vision without the hassle of glasses or contact lenses.

Consider this, 6 months after surgery:

- 99% of nearsighted patients reported no limitation in outdoor or active activities
- 97% of patients were satisfied with their vision
- 94% of patients could see 20/20 or better without glasses or contact lenses
- 93% of patients reported little to no difficulty with night driving



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