



AN UPDATE ON FEMTOSECOND LASER CATARACT SURGERY



Catalys Precision Laser System

There has been much controversy over the introduction of femtosecond (FS) lasers into refractive cataract surgery. Opinion is divided as to whether FS laser refractive cataract surgery (LARCS) represents the future of cataract surgery or merely a financially untenable procedure with little benefit other than its marketing appeal.

Dr Talamo recently published an informative article in

Ophthalmology Times Europe describing the benefits of LARCS. To summarize, Dr Talamo predicts that image-guided FS lasers will come to define 21st century cataract surgery. Among other things, these lasers are capable of creating capsulotomies that are more precise in shape, size and centration than those created manually.

“While diagnostic advances such as partial coherence interferometry and a revolution in IOL technology have greatly improved the refractive results of modern cataract surgery, our inability as surgeons to better control effective lens position (ELP) within the eye has kept the uncorrected visual acuity results of cataract surgery below what we as a profession (and our patients as

consumers) have come to expect after almost two decades of experience with laser vision correction”. *Jonathan H. Talamo, MD*

David Richardson, MD states “I myself, until recently, have been arguing that this is just a very expensive toy with no real way to ever cover the costs of acquisition. I am beginning to change my view. Dr. Josef F. Bille, PhD has presented a method of using FS laser to adjust the power of an IOL after it has been implanted into the eye. The potential doesn’t end there, however. As the technology improves, one could envision the ability to create patterns within the IOL that could result in multifocality. If this proves possible, even patients who chose not to have (or had cataract surgery

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DR HATCH ATTENDS FIRST ACOS SUMMER SYMPOSIUM

The American College of Ophthalmic Surgery (ACOS) held it’s first symposium in Deer Valley Utah, July 28-31 with more than 150 of the top physicians and industry leaders in ophthalmology. The sessions covered various hot topics, including laser cataract surgery, innovations in ophthalmology, complex cataract procedures, and corneal collagen cross-linking.

Formed in Spring 2010, the primary mission of ACOS is to bring together leading

ophthalmologists and innovators of healthcare technologies in order to promote the advancement of vision care and quality of care provided to ophthalmic patients. The ACOS provides high-level education to the most progressive eye surgeons in ophthalmology.

Drs. Hatch and Talamo are founding members of ACOS. Dr. Hatch’s ongoing education and research efforts concerning the diagnosis and treatment of corneal disease has earned her the distinction

of being recognized as a cutting-edge surgeon, and hence the invitation to speak at ACOS.

The focus of the summer symposium was to bring together industry innovators and provide a forum for which practical ideas, surgical skills, personal experiences, and thoughts on new technologies are openly shared.

Founder, Stephen G. Slade, MD states “I have expressed my interest for improvement in several areas, including ophthalmologist’s relationship

with industry and their need both for technological advances and for more quality education, advocacy and responsibility. The ACOS was formed to address these issues. Our collaborative efforts will drive our mission to unify industry leaders resulting in innovative technologies to improve vision care and ultimately quality of life to our patients”.

To learn more about ACOS visit <http://acosurgery.org>

DR. ERIC PUTNOI JOINS THE PHYSICIAN STAFF AT TLEC

We are pleased to introduce Dr. Eric Putnoi, a Board Certified Ophthalmologist who comes to TLEC with more than ten years private practice experience as a Comprehensive Ophthalmologist.

Dr. Eric Putnoi attended Boston University School of Medicine where he graduated Cum Laude and was elected into the Alpha Omega Alpha Honors Society. He completed an internship at Newton-

Wellesley Hospital followed by residency training at Boston Medical Center where he served as Chief Resident.

Trained in the most up to date surgical procedures, Dr Putnoi is accepting patients for comprehensive eye care, routine diabetic eye disease, glaucoma and cataracts. Dr. Putnoi is primarily focused in refractive cataract surgery and refractive laser vision correction. He also specializes in the treatment and management of glaucoma.

Dr. Putnoi currently resides in Brookline with his wife and two daughters. His outside interests are family focused where he enjoys spending time with his wife and children exploring nature, travelling and discovering local restaurants.

Please join us in welcoming Dr. Putnoi to our physician staff at Talamo Laser Eye Consultants.



TLEC to integrate SOCIAL MEDIA suite into Marketing Strategy

Whereas traditional marketing communication is designed to help find patients and referral sources, online communication is designed to help the patients and referral sources find us. With the right content and well-conceived social media strategy, our practice can become a magnet for interested and highly qualified leads.

At TLEC we have accepted the meteoric rise of social media and consumer review sites, and the increasingly importance of building and

managing a reputable online presence. We understand that more and more consumers are becoming internet savvy and are conducting research online before deciding which physician they will entrust with their care.

We have set realistic goals in which we intend to keep our message simple and focused on eye care issues and topics that we most care about.

For starters, we will be designing a Facebook (FB) page that is reflective of our

own website. With over 500 million members, FB will serve as a catalyst to reach several qualified prospects. Our readers will be able to navigate our FB page to learn more about our services and access basic contact information regarding our practice. When someone "likes" our page, all of their FB friends will see it too.

We are also going to have a TLEC blog. Here we will post useful information that will be both patient and peer-oriented and will focus on the

latest "hot topics" at TLEC. Anyone accessing our blog will also find pertinent information regarding some of the latest healthcare trends and their impact on the consumer and/or provider.

Finally, we will be utilizing Twitter. Our Twitter followers will be able to receive various updates/announcements about our items such as COPE meetings, special promotions for Laser Vision Correction, or any topic of interest that our Twitter followers might request.

"If there is a technology out there that is worth adopting because it is safer and produces more predictable results, patients will vote with their feet and, where necessary, their wallets.

Jonathan H Talamo, MD

Femtosecond lasers (continued from page 1)

prior to the availability of) a multifocal IOL could choose to 'upgrade' at a later date".

FS lasers automate the three most challenging aspects of cataract surgery: the corneal incision, the capsulorhexis and the subdividing of the lens nucleus.

But while LARCS does offer significant clinical promise, its business model remains

elusive. Third-party payers do not seem to be viable revenue sources for additional reimbursement, so the ultimate responsibility will likely rest with the patient.

LARCS will have to enter the market as a value-added service offered to patients interested in having astigmatic errors corrected, or electing a presbyopia correcting IOL.

To learn more about Femtosecond Laser Assisted Refractive Cataract Surgery, please log onto our website at www.lasikofboston.com.