

April 12, 2004

For Release:

For More Information:

GLASSES OPTIONAL: FIRST NON-LASER EYE PROCEDURE FOR BABY BOOMERS NOW AVAILABLE IN RESTON, VA

Reston, VA – Northern Virginia residents who struggle to read a newspaper, menu or computer screen, or find themselves constantly repositioning reading material to find the right focus, now have a new option in vision correction. CKSM (Conductive KeratoplastySM), the first non-laser vision treatment approved by the FDA for Baby Boomers, is being performed by Dr. Jacqueline D. Griffiths at NewView Laser Eye.

Many Baby Boomers view glasses as an unwelcome sign of aging and have grown weary of the constant reach for their glasses, or “cheaters,” as some call them. Most of these people had great vision until they hit 40, when many began to notice the fine print increasingly fading from focus. The new CK procedure, which uses the controlled release of radio waves instead of a laser or scalpel, can bring the fine print back into focus and help Baby Boomers see clear—again. Safe and minimally invasive, the CK procedure takes less than three minutes and is done in-office with only topical (eye drop) anesthesia. “CK was designed to meet the needs of the more risk-averse Baby Boomer population,” said Dr. Griffiths. “Because it is performed without cutting or removing tissue, CK is a very safe option for those over age 40 who are seeking to improve their vision.” Dr. Griffiths is among the first physicians in the nation to offer the CK procedure, which helps patients who have trouble reading price tags, seeing to drive at night, or who routinely experience eye fatigue at the end of the day. This condition is the most common vision disorder in America, affecting more than 60 million people – a full 55 percent of adults over 40. “Baby Boomers who have witnessed their vision deteriorate later in life view glasses as an unwelcome sign of aging. Because it is minimally invasive, CK is a great option for Baby Boomers because they tend to be more conservative and risk-averse than their younger counterparts who flock to NewView Laser Eye for LASIK”, says Dr. Griffiths.

About the CK Procedure

CK is performed using a small probe, thinner than a strand of human hair, that releases radiofrequency (RF) energy. The probe is applied in a circular pattern on the outer cornea to shrink small areas of corneal tissue. This circular shrinkage pattern creates a constrictive band, like the tightening of a belt, to increase the overall curvature of the cornea. The use of RF energy is one of today’s most advanced surgical techniques. In addition to its use in CK, RF technology is being used in prostate cancer therapy, back surgery, even cardiovascular procedures. Nearly 95 percent of patients reported being “satisfied” to “extremely satisfied” with their visual outcome after having CK. The CK procedure also provided a restoration to normal vision in 93 percent of patients, according to clinical trial data collected 24 months after the patients had CK performed. These outcomes continue to exceed the FDA guideline of 85 percent restoration to normal vision for refractive surgical procedures.

For additional information about Corrective Eye Surgery contact Jacqueline D. Griffiths, M.D. at (703) 834-9777 or info@newviewlasereye.com.