



FROMER Eye Centers

Winter 2004

Mark D. Fromer, M.D.

Susan D. Fromer, M.D.

Maurice H. Luntz, M.D.

Michael Schafrank, M.D.

Laura Tujak, O.D.

Jacob Shafran, O.D.

Fromer Eye Centers Featured on Channel 12 News

On August 7, Channel 12 News turned the spotlight on Fromer Eye Centers' new Custom LASIK technique. Dr. Mark Fromer described the breakthrough procedure in an interview with reporter Michelle Seavers. Then, the cameras rolled as Dr. Fromer performed custom LASIK on patient Chaula Patel, M.D.

Before surgery, Dr. Patel's vision was a foggy 20/400. She was unable to see objects, or people,

clearly unless they were just inches from her face. After Custom LASIK, Dr. Patel was amazed by the clarity of her 20/20 vision.

Drs. Mark and Susan Fromer are thrilled to be able to bring this state-of-the-art treatment to our patients. With custom LASIK, we can now correct subtle eye imperfections, called higher order aberrations, and provide our patients with the most customized vision correction available to date.

NYC Firefighter Sergeant At-Arms Visits Fromer Eye Centers

On September 11, our entire country witnessed the unparalleled heroism of the New York City Fire Department. This September, our practice was honored to welcome the man who helps keep the NYC firefighters healthy – Sergeant-at-Arms Phil McArdle. As part of his job, Mr. McArdle must ensure that the firefighters have adequate eye protection, because fire, smoke, and chemical exposure can severely damage exposed eyes. Without good eyesight, firefighters would be unable to handle the demanding job of protecting our families and property.

After touring our facilities and learning about the latest eye care innovations, Mr. McArdle invited our

doctors to speak to the firefighters about eye safety and injury prevention. He acknowledged the importance of a quick and appropriate response when dealing with fire-related eye injuries. A properly trained

firefighter can not only save lives during a fire – he or she can potentially save someone's sight.



Drs. Mark and Susan Fromer Speak at COPE Program

On September 17th, Drs. Mark and Susan Fromer presented lectures on Fourth Generation Antibiotics and The Red Eye at the Regency Hotel in New York City. Dr. Susan Fromer discussed the latest red eye treatments, while Dr. Mark Fromer reviewed the benefits of the latest antibiotics available.

Thirty-five of the top optometrists in the area attended the lecture, which was part of the Council on Optometric Practitioners continuing education program. Through this program, and through the efforts of Drs. Mark and Susan Fromer, optometrists can keep up with the latest eye care advances and receive their current certification.

Dr. Mark Fromer Lectures at Respected Medical Center

Drs. Mark and Susan Fromer work closely with the development of the latest eye infection treatments and consequently are uniquely qualified to train other doctors. Since many patients visit their Family physician first when they have an eye infection we feel it is important to keep the family doctors abreast of new developments in eye care treatments.

On September 18th, Dr. Mark Fromer shared his expertise with doctors at Montefiore Medical Center. Dr. Fromer lectured the doctors on eye infections and introduced them to the most powerful and effective antibiotics available. He also made the doctors aware of types of eye infection cases that require immediate referral to an ophthalmologist.

American Academy of Ophthalmology Meeting

To keep up with the latest advances in ophthalmology, Dr. Mark Fromer, Dr. Susan Fromer, Dr. Luntz and Dr. Schafrank attended the American Academy of Ophthalmology (AAO) meeting, held November 15-18 in Anaheim, California. The annual meeting is the largest gathering of ophthalmology professionals in the world.

They spent four intensive days attending seminars and workshops, exploring manufacturer exhibits, and learning about the latest research, techniques, medications, and state-of-the-art equipment. Attending the AAO meeting is part of the center's continuing commitment to provide our patients with the most advanced eye care tools and treatments.



The N.Y. Rangers

At the start of every season, Drs. Susan and Mark Fromer visit the Rangers' camp in New Jersey to give the team a complete ophthalmological exam. The players will need the best vision possible if they are to keep up with the demanding season ahead.

Although all players eyes checked out OK during the exam, just two months into the season, Rangers' center Eric Lindros was sidelined by a serious eye injury. On November 12, during a winning effort against the Pittsburgh Penguins, Lindros was hit in the face with the blade of Josef Melchar's stick.

Lindros suffered an injury to his left eye. His injuries forced him to sit out the next four games. Lindros described his vision after the incident as, "looking through the glass door of a hot shower."

Dr. Mark Fromer examined Lindros on two separate occasions following the accident. After the second exam, he concluded that the hockey star had healed well enough to join his team in their effort against Ottawa. Lindros wore a special visor during the game to protect his eyes.

The Rangers won the game, 6-2.

Fromer Eye Centers – Offer a New Range of Non-surgical Cosmetic Procedures to Help you Look and Feel Years Younger



Before BOTOX™



After BOTOX™

Erase the Years with Botox® Injections and Radiance

The Fromer Eye Centers are pleased to offer Botox® and Radiance™, two safe and effective cosmetic methods for erasing fine lines and wrinkles.

Botox® has been used therapeutically for more than a decade. Now, the procedure is FDA-approved to remove unwanted frown lines and "crows feet" wrinkles. When minute amounts of Botox® are carefully injected into an overactive facial muscle, the muscle relaxes, creating a smoother appearance. Botox® treatments take only a few minutes, but the results can last for three months or more.

Radiance™ is a promising new way to enhance lips and reduce the appearance of fine lines. Radiance™ injections fill in grooves and nasalabial folds to give the skin a smoother, healthier look. Because Radiance™ uses calcium hydroxylapatite, the same material found naturally in bones and teeth, it does not require skin testing. What's more, the results can last for several years.

CUSTOM LASIK

Tired of wearing glasses?

Thanks to recent advances in Laser Vision Correction surgery, we can now offer you the most precise, targeted vision correction ever available.

With the same state-of-the-art technology used in the Hubble telescope, we can map out each tiny imperfection in your eyes, and target your LASIK

procedure to correct those errors. Following Custom LASIK, you're likely to see 20/20 or better – without glasses. You may even find that your night vision improves after the procedure.

If you are at least 21 years of age, have generally healthy eyes, and wear corrective glasses or contact lenses for low to moderate nearsightedness (with or without astigmatism), ask us whether you could be a good candidate for Custom LASIK.

PATIENT SPOTLIGHT

Diane Novy –

I had been considering having vision correction surgery for a couple of years but was hesitant because there wasn't a great deal of information available at the time and I didn't know how to choose the right physician.

Both of those concerns were largely resolved for me when a very good friend, who happens to be a physician himself, told me that after doing quite a bit of research he was going to undergo laser vision correction with Dr. Mark Fromer. I was still a little apprehensive, but after my first consultation with

Dr. Fromer my decision was made. He was very thorough in his exam as well as his explanation of the procedure and the results I could expect.

The procedure itself took only 15 minutes, was painless and Dr. Fromer made me feel totally at ease the entire time. The results were amazing. Approximately 20 minutes after the procedure my vision was 20/40, and by the following morning it was 20/20.

I am very happy with the results and would highly recommend the procedure and Dr. Fromer to anyone.

Diane Novy

Director, Managed Care – PromptCare, Inc.

CATARACTS

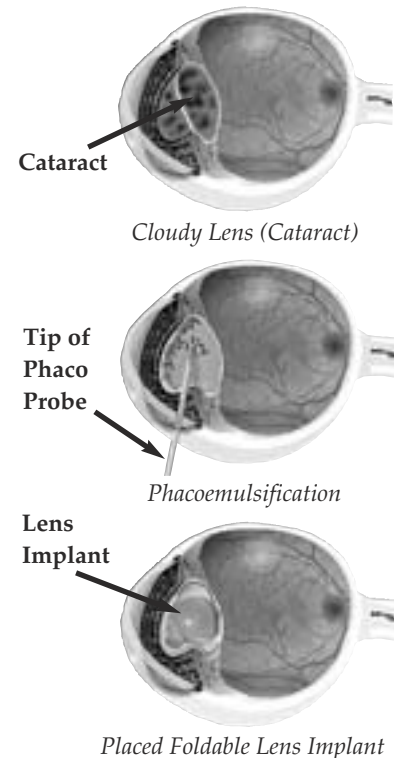
Cataracts are one of the most common causes of vision impairment in adults 55 and over. If left untreated, they can interfere with reading, driving, and everyday life.

The good news is that today, outpatient surgery offers a safe and effective option for treating cataracts. Thanks to small incision surgery and lens implants, you'll see results quickly, and get back to enjoying your life.

Cataract surgery is one of the safest and most common surgical procedures performed today. During a quick outpatient procedure, your cloudy lens is removed and replaced by an acrylic lens (IOL) implant. The artificial lens will focus light just like your own natural lens. The advanced surgery technique used by the doctors at Fromer Eye Centers is performed with ultrasound technology (phacoemulsification) through a very small self-sealing incision (less than 1/6"). The small incision will ensure you a relatively quick, easy recovery. Dr. Fromer may even be able to correct your nearsightedness, farsightedness, and/or astigmatism during the cataract procedure.

If you are experiencing cloudy, blurred or distorted vision; double vision; poor night vision; or halos around lights, call us for a complete eye examination. Dr. Fromer can remove your cataracts quickly and restore your vision before it begins to interfere with your day-to-day life.

Symptoms of Cataracts; blurred or distorted vision, halos or glare around bright lights, loss of color perception (especially blues), night blindness and eye fatigue and headaches.



FREE CONSULTATION – CALL NOW

To find out more about LASIK, BOTOX and Radiance and to obtain more information on these new techniques, contact Ladan Anavim, Certified Ophthalmic Technician and Certified Laser Technician at (212) 832-9228.

QUEENS & BRONX OPTICAL LOCATIONS

We accept the optical insurance plans of most unions. For more information or to find out if your specific plan is accepted contact Yelena Kuzmina (Optician) in our optical department. 718-261-3366

MAKING EXCELLENCE IN EYE CARE A FAMILY TRADITION.



Dr. Susan Fromer

Prior to joining Dr. Mark Fromer in practice, Dr. Susan Fromer was the chief ophthalmologist for the largest medical group in Long Island. Since joining her brother, both physicians have been active in teaching resident doctors at N.Y. programs such as Manhattan Eye, Ear, and Throat Hospital, NYU, and St. Vincents Medical Center.

Recently Drs. Fromer gave a lecture to 40 local doctors on the current treatment of the red eye.

Once again this year, Dr. Mark and Susan Fromer were asked to oversee the eye care of the New York Rangers. They attended spring training camp and

administered the baseline ophthalmology evaluations.

"Ophthalmology is an extremely rewarding field. I enjoy the opportunity to enhance my patient's lives with the various advances in the treatment of glaucoma, cataracts, and laser surgery. It is also very satisfying to educate local doctors and young residents in training."

– Susan Fromer



Dr. Mark Fromer

Mark Fromer, M.D. & Susan Fromer, M.D.

Dedicated to diseases and surgery of the eye

Laser Vision Correction • LASIK • PRK • Sutureless Cataract Surgery • Glaucoma
Retinal Disease • Age Related Diseases of the Retina • Macular Degeneration

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