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**Newsletter - March 2009**

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**Welcome**

Welcome to our second newsletter. From the feedback we received about the first newsletter, it seems that everyone enjoyed it and found it beneficial. We hope to continue to keep you informed about our practice as well as the latest innovations in ophthalmology.

**Glaucoma**

**World Glaucoma Day**

The second annual World Glaucoma Day, a joint global initiative of the World Glaucoma Association and the World Glaucoma Patient Association will be taking place on March 12, 2009.

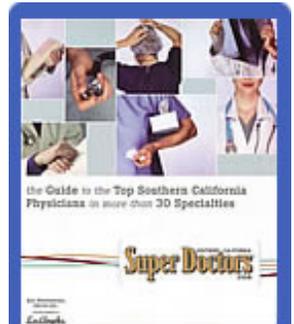
The purpose of the day is to reinforce awareness and understanding about the early detection of Glaucoma, the world's second leading cause of blindness, and Ophthalmology Associates of the Valley is supporting this initiative.

World Glaucoma Day was developed in response to the concern over the worldwide increase in the number of people with glaucoma and the resulting increase in the number of people who could go blind from this disease as the population increases and ages, if they do not have the condition detected and treated. It is estimated that the condition could affect as many as 80 million people by 2020.

Most glaucoma patients do not know they have the condition. It is also known as "the sneak thief of sight" or the "silent blinding disease" as it causes patient-noticeable symptoms only late in its progress, when a significant part of the "vision capital" has been irretrievably lost. In developed countries 50% of glaucoma patients are not diagnosed and are not on treatment; in developing countries, up to 95% of patients have not been detected, and are not receiving therapy.



No visual field loss.      With visual field loss.



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**Drs Aizuss, Elkins, Kopelow were in LA Magazine 2008: Top Doctors**

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Coupon must be printed and presented in person. Share the offer with friends and family.

Offer expires 3-31-09  
 Not offered with financing.

Glaucoma damage to sight is irreversible, but treatment is usually effective in preventing further damage, so the earlier in the course of the disease effective treatment is commenced, the more sight can be preserved.

We want to reassure our patients that we perform general screening for Glaucoma during our complete examinations. Those who fall into a high-risk category, who have not been screened, should make an appointment at their earliest convenience. High-risk patients include anyone with a family history of Glaucoma, everyone over 60 years of age, and African Americans and Hispanics over 40 years of age.

[Click here for more information about Glaucoma](#)

## Retina

### Lucentis

Lucentis is an FDA- Approved medication for the treatment of wet age-related [macular degeneration \(AMD\)](#). Wet AMD is a chronic retinal condition for which there is no cure. If left untreated most patients experience progressive loss of vision.



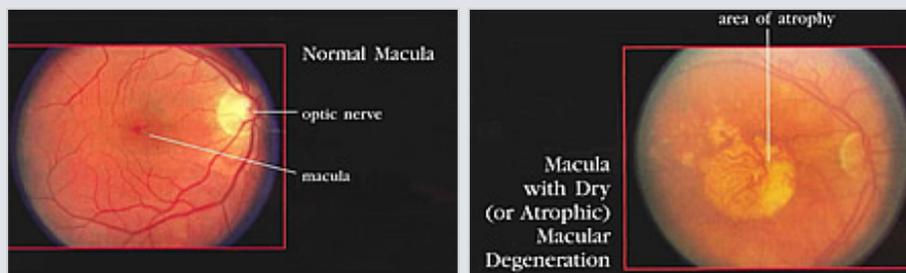
Lucentis is very effective in the treatment of wet AMD. It can stabilize vision in about 95% of patients and improve vision in up to 40% of patients.

Treatment with Lucentis is given on a monthly basis. The eye is numbed and the medication is delivered by direct injection into the eye. The procedure is performed in the office.

Some patients may see improvement after their first few injections. Others may need multiple injections to keep their vision stable or to experience a further improvement.

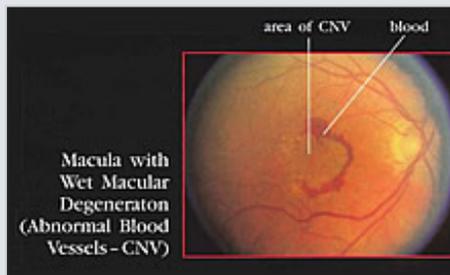
Treatment is not without small risk. There is a possibility of infection, hemorrhage, retinal tear, elevated eye pressure, and retinal detachment. However the chance of an adverse event is very minimal.

Lucentis has given us a major weapon in treatment of wet AMD and in our battle against blindness.



**Normal Macula**

**Macula with Dry (or Atrophic)  
Macular Degeneration**



**Macula with Wet  
Macular Degeneration  
(Abnormal Blood Vessels-CNV)**

[Click here for more information about Lucentis \(Ranibizumab\).](#)

## Pharmacy

### Escribe

We're giving your prescription a "Head Start" before you leave the office. Our practice can send prescriptions electronically (e-mail) to local pharmacies that are connected to the Pharmacy Health Information Exchange, Operated by SureScripts. Instead of a paper prescription, we can send the same information directly to the pharmacy computer. That means a safer and more efficient prescribing process for you.

- **No More Lost Prescriptions**
- **No unnecessary trip to the pharmacy**
- **No illegible handwriting for the pharmacist to interpret**
- **No delays in refills.**

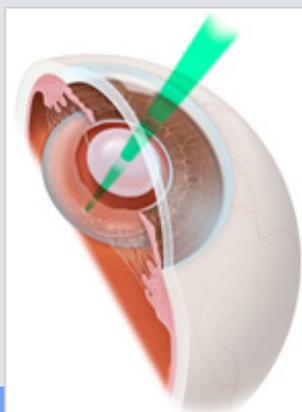
All we need is the escribe form with your current pharmacy information completed on your next visit to our office. We think you'll agree, it's a better way to fill your prescriptions

[Click here for more information on Escribe](#)

## Q & A

### Do Cataracts grow back?

Cataracts do not grow back. However, after cataract removal the membrane that remains in the eye on which the lens implant sits can gradually get cloudy. This occurs because cells that remain on the membrane gradually multiply and cross the membrane. When this occurs it is called an "after cataract" or secondary cataract or secondary membrane. It is simply cleared by a quick, painless in office procedure called a yag laser capsulotomy. One can think of a cataract as similar to a grape. During cataract surgery we remove the front skin of the grape and the inside of the grape. The back skin of the grape which is called the posterior capsule of the lens remains in the eye and this is where the lens implant sits. This posterior capsule or back skin of the grape can cloud over time and is cleared by the Yag



laser procedure as noted above.

[Click here for more information about Cataracts](#)

