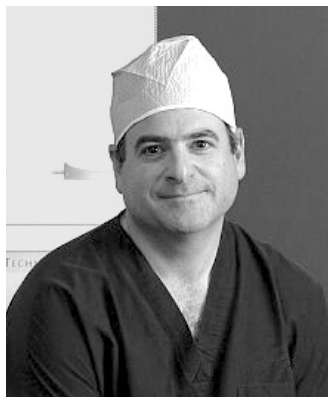


Straight Talk About Laser Eye Surgery.

DON'T HAVE THE WOOL PULLED OVER YOUR "EYES"! Marketing or promotion is used in every industry, and privatized medicine is no different. I'd like to give you the straight talk about some of the deceptive marketing practices you may see advertised, and how some companies lure prospective laser refractive patients through their doors.

If you are considering laser eye surgery, you owe it to yourself to take advantage of our free, no obligation consultation. We would like the opportunity to demonstrate to you why we feel that Coal Harbour Eye Centre should be your choice for laser vision correction.



Steven Kirzner MD, FRCS(C)

How true is "\$490 per eye" for laser refractive surgery?

We all love to get a deal on something and pay the lowest price possible. However, you need to be leery of companies offering or "baiting" prospective patients with incredibly low rates such as \$490 per eye, only to "switch" the rate once the prospective patient visits their clinic. Right next to the price, there is an asterisk which directs you to the fine print at the bottom. It reads "...prices may vary according to prescription and astigmatism. See centre for details". Also be aware that re-treatments are only available for an additional fee, and would be null & void if their exam schedule is not met. A seemingly low price is therefore no longer a deal and may have "strings" attached.

What exactly is "No Touch" laser surgery?

"No Touch" is a trademarked marketing term referring to transansepithelial PRK. This eleven year old procedure can be performed by all laser surgeons. In North America, a medical procedure cannot be trademarked or used exclusively by any one clinic, however a name can be trademarked for marketing purposes only. Don't be fooled by this deceptive advertising practice.

Is it true LASIK surgery is better than PRK, or vice versa?

I have performed over 23,000 laser vision procedures, and use both techniques in Coal Harbour Eye Centre. Each method yields excellent results, but the current preference of both patients and surgeons is LASIK. In fact, 95% of laser surgeons prefer LASIK over PRK for various reasons, including faster healing time, a lower chance of infection, and because it's relatively pain-free. Remember, if a surgeon or clinic does not perform the LASIK procedure, they can hardly represent themselves as a neutral spokesperson on the benefits and/or risks of LASIK vs. PRK.

At Coal Harbour Eye Centre, we prefer to educate consumers, so they can make choices appropriate to their needs. We don't use high pressure sales techniques or commissioned sales people. Our philosophy is simple: just the facts and no gimmicks. If you are considering laser eye surgery, you owe it to yourself to take advantage of our free, no obligation consultation, and get the facts. We're confident you'll see why Coal Harbour Eye Centre would be your choice for laser vision correction.

CALL TODAY AND FREE YOURSELF FROM EYEGASSES AND CONTACTS!



Coal Harbour Eye Centre

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