

FOR IMMEDIATE RELEASE

Cornerstone Eye Associates
2300 Buffalo Rd.
Building 700
Rochester, NY 14624
Phone: 585-328-0153
Fax: 585-328-0158

Media Contact:
Larry Marowski
585-328-0153
cell: 766-2072
Natalie Campbell
cell: 721-0759

**Long-time Community Ophthalmology Practice Unveils
New Name and New On-Site Cornerstone LASIK Centre!**

ROCHESTER, NEW YORK – Park and Siebold Eye Care, one of the region's most respected comprehensive ophthalmology practices, is now Cornerstone Eye Associates. The name change better reflects its more than 100 years of combined eye care experience at its three convenient locations in Brighton, Irondequoit, and the Gates LASIK Centre.

Forefront of Technology spurs Unprecedented Patient Results

With the addition of the most advanced technology available, the Bausch & Lomb Technolas Laser at Cornerstone Eye Associates' Gates offices located at 2300 Buffalo Road, the 50-year old eye care practice looks ever forward to improving patient lifestyles in a comforting, safe, patient-friendly environment.

'Having the ability to now perform the LASIK procedure in our office allows us to apply the highest standards of quality control to follow our meticulous and unique *'Cornerstone Safety Protocol'* ensuring optimum patient outcomes with LASIK', says Dr. Omar Hanuch who has been with the practice five years and is double-boarded in ophthalmology and family practice.

Previously, patients seeking the LASIK procedure had an average month-long wait time from evaluation to surgery. With Cornerstone Eye Associates' new in-house Bausch & Lomb laser, the wait time between evaluation and LASIK surgery is less than a week.

The 'WOW Factor'

The freedom of great vision...

Bausch & Lomb's new Zyoptix technology allows refractive surgery patient candidates to experience far greater visual acuity: 99.7% of patients say their quality of vision is improved with Zyoptix, and 91.5% see 20/20 or better following the Zyoptix procedure. 40% say their ability to see while driving at night is greatly improved.

'The patients are amazed by the possibilities...they realize we can do much more for them now than we could before, and they are informed, involved, and interactive. We welcome that', says Dr. Hanuch.

Indeed, the the difference between traditional LASIK and the truly personalized results that Bausch & Lomb's Zyoptix Laser delivers is the difference between buying a suit off

the rack at a local department store that may have to be returned, or obtaining a high-quality, superbly tailored suit that provides an expert fit.

'Several years ago, we were limited by one or two procedures for all refractive patients...However, today we have a variety of technologies available and we choose the ones that are most suitable to each patient...Being a full-scale surgical practice with experience in different refractive procedures allows us to customize patient care', says Dr. Steve Park, Senior Partner of Cornerstone Eye Associates who specializes in care of the cornea and cataract surgeries.

What makes the state-of-the-art Bausch & Lomb Zyoptix laser system unique is the ability to change the diameter of the laser for a more precise treatment – combined with its diagnostic system that analyzes thousands of data points across the entire eye to produce a truly personalized vision treatment.

Cornerstone Eye Associates offers LASIK surgery to enhance vision and correct myopia (nearsightedness), hyperopia (farsightedness), and astigmatism (blurriness caused by abnormal curvature of the cornea), as well as LASEK and PRK 'no blade LASIK'. All custom patient evaluations are with the one of Cornerstone Eye Associates' surgeons.

Ophthalmology Fascinates Cornerstone Eye Associates' Physicians

Explains Dr. Park, 'This specialty field is so different than the rest of medicine...it forces us to concentrate on such a small part of the body...clinical work and amazing microsurgery are a beautiful combination'.

With a tremendous knowledge base and technological advancements and innovations coming at lightening speed, much of what can be done now to help patients was unimaginable 15 years ago. Until recently, ophthalmology treated only diseases of the eye.

'We're actually able to improve people's lifestyles by offering improved vision and freedom from glasses...For many patients, that's the ultimate', says Dr. Park.

In addition to such revolutionary procedures provided through Bausch & Lomb's Zyoptix technology, Cornerstone Eye Associates offers multi-focal IOL technology with implants that allow patients to see both near, mid-distance, and far. The clear, foldable implant can be put into place in less than one hour, and in many cases vision is restored immediately.

Cornerstone Eye Associates physician Dr. Earlene Siebold, one of the community's most experienced fellowship-trained glaucoma surgeons, is also a cataract surgeon and practices general ophthalmology as well.

Other exciting new vision technologies now available to patients include Nike MAXSIGHT for those would like to improve their golf or tennis games with the new contact lens technology. Known as the no-line bi-focal, progressive lenses are a very popular alternatives to bifocals providing patients the convenience of a single pair of glasses for both near and distance viewing while also permitting good middle focus thus preventing annoying jumps and distracting lines.

Ask any one of Cornerstone Eye Associates' physicians to glimpse at the future of eye care, and they will tell you they are amazed by the possibilities. In addition to such advancements in LASIK and Multi-Focal IOL technology, there is growing interest in other areas such as ocular nutrition and eye health. Called pharmanutrition, it includes vitamins that potentially retard macular degeneration as well as biotears and oral gelscaps as potential ways to maintain eye health. While the foundation of Cornerstone Eye Associates is in treating eye disease and improving patient lifestyles, it's really about treating patients' vision for life. And while some people tend to make an office visit only when they experience a problem, most people are serious about caring for their eyesight.

'By closing your eyes, one realizes what he or she can't see. It's easy to envision how devastating vision loss could be to our independent lifestyles', Dr. Hanuch says.

Patient-Focused

The new print campaign asks readers if it's possible to be technologically advanced and soulful at the same time...Cornerstone Eye Associates patients think so. More than 45,000 people are in Cornerstone Eye Associates' database, meaning they are receiving care now or have in the recent past.

'It's common for a patient to choose us, and remain with us for life', says Larry Marowski, practice administrator.

Cornerstone Eye Associates' physicians also provide their vision expertise to such community outreach programs as ABVI-Goodwill's Healthy Vision 2010, The EyeCare America Seniors' EyeCare Program, and Mercy House.

With a friendly staff intent on caring for every need of adults and children, Cornerstone Eye Associates' physician group of seven are fluent in English, Italian, Korean, Portuguese, and Spanish. Additionally, Cornerstone Eye Associates offers patients simple 0% financing options.

Patients can choose from any of Cornerstone's three convenient locations:

Gates Lasik Centre at 2300 Buffalo Road (328-0153)

Brighton at 1972 S. Clinton Avenue (244-5936)

Irondequoit at 485 Titus Avenue (266-5936)

Cornerstone Eye Care Providers

Steve B. Park, M.D.

Omar E. Hanuch, M.D.

Earlene C. Siebold, M.D.

Donald Cherr, M.D.

Eugene A. Cimino, M.D.

Lee J. Buttaggi, O.D.

Jodi M. Hummel, O.D.

Keefe Jackson, M.D.

Primitivo Roca, M.D.

John Garnish, M.D.

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