



A Message from Dr. Cavanaugh



It is hard to believe another year has gone by since our last newsletter, but somehow I just feel another year older and not necessarily any wiser! As promised last year, we have continued to enhance technology in the office to serve you better. Our conversion to electronic medical records has been challenging but continues to evolve. Most of our medication prescriptions are now being transmitted electronically to your pharmacy which reduces errors and enhances patient convenience as your medication should be ready for you when you arrive at the pharmacy.

If the cuts are enacted, we may need to rethink participation. Some physicians will just close their practices altogether.

A statewide petition drive is asking Congress to stop the Medicare meltdown so patients can choose their doctors and their doctors can stay in the program. We urge you to contact your Congressional Representatives to express your concerns at www.ipetitions.com/petition/meltdown. We are counting on our patients to help us make Congress hear the message.

Despite the uncertainty we face, Cavanaugh Eye Center has invested in a variety of new technology this past year to better serve our patients' needs. We upgraded our LASIK Eye Tracker for unsurpassed accuracy and safety and have one of only 10 lasers nationwide with this technology. We also purchased the latest IOL Master which improves the precision of lens implant calculations for our cataract and refractive lens patients. In addition, we brought high-definition digital photography for both anterior segment (front of the eye), retinal images, and in Ocular Coherence Tomography (OCT) which will dramatically enhance our ability to screen, evaluate, and treat both retinal disease and glaucoma. We strongly encourage every patient to have a baseline digital photograph of the retina and optic nerve on file as there is no better way to follow changes and disease states over the years than by direct, high-quality digital image comparison.

Our philosophy at Cavanaugh Eye Center has remained the same over the years and has been our model for success - to provide our patients with the latest, proven technology, and exceptional eye care while maintaining our family atmosphere and personal touch. In this day and age of "bigger is better" and "big government", we all too often see depersonalization and degradation of customer service. Consequently, we feel our philosophy is more important now than ever to maintain. I hope you enjoy our 2010 newsletter and look forward to seeing you as part of the Cavanaugh Eye Center family.

- Timothy B. Cavanaugh, M.D.



Eye Care Business

Cavanaugh Eye Center Accepts Most Major Insurance Plans
As a courtesy to our patients, we participate with most insurance plans and will file your claims for you. In keeping with our financial policy, patients are responsible for all co-pays, deductibles and fees not covered by insurance. Payments for elective or non-covered procedures are due prior to the date of service. Our knowledgeable billing staff is available to help you.



Maps/Directions

Main Location - Overland Park, KS
6200 W. 135th St., Suite 300

- Conveniently located at 135th and Lamar, between Nall and Metcalf
- Just 5 minutes south of I-435 and Nall
- Just 3/4 mile east of 69 Highway
- Parking is at the rear of building. Enter parking lot from Lamar, just north of 135th, and go to the 3rd building.

913-897-9200 ■ www.cavanaugheye.com

2010

6200 W. 135th St.

Suite 300

Overland Park, KS 66223

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New Crystalens AO

New ReStore +3.0

Latisse

Life Changing Options for Treating Cataracts

Attend Our Free Refractive Seminar

\$500 gift certificate

2010 Refractive Seminar Dates

We offer free refractive seminars in Overland Park and Topeka bimonthly on Tuesday evenings. Attendees learn about the latest updates in refractive procedures such as Custom Wavefront LASIK, Cataract Surgery and Refractive Lens Implants, "Implantable contact lenses" and Near Vision CK. You will meet Dr. Cavanaugh and Dr. Beatty and can ask any questions you may have about refractive surgery. We now award every attendee with a \$100 certificate towards any refractive procedure. In addition, a drawing is held at the seminar and a \$500 certificate is awarded to one lucky participant for use in any refractive procedure.

2010 Dates	Location	Time
Feb 16th, April 20th, June 15th, Aug 17th, Oct 19th, Dec 7th (Tuesday Evenings)	Cavanaugh Eye Center, 6200 W. 135th St., Suite 300, Overland Park, KS	6:00 pm
Jan 12th, March 9th, May 11th, July 13th, Sept 14th, Nov 9th (Tuesday Evenings)	Hyatt Place Hotel, 6021 SW 6th Ave., Topeka, KS	6:00 pm

Future dates and times for 2010 seminars are updated regularly on the home page of our website www.cavanaugheye.com. If you would like to attend an upcoming refractive seminar, please contact us at: (913) 897-9200.



Staff Spotlight

Meet Tiffany Spiezio

We are proud to introduce Tiffany Spiezio. Tiffany has been our front office manager for seven years and just accepted a new position as Information Technology Manager and Administrative Assistant to Dr. Cavanaugh. She has over 10 years of ophthalmology experience and has worked with Dr. Cavanaugh from the beginning of her career. Tiffany helps in our billing department and has a multitude of day to day administrative responsibilities, but her main focus is organizing, implementing and maintaining our electronic medical records system.

"I really enjoy getting to know our patients and doing what I can to make them feel welcome and comfortable."

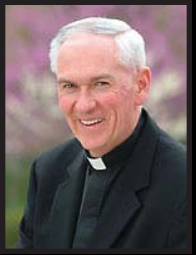
Tiffany and her husband Mike recently married at Disney World this past year. In her spare time she enjoys reading and repeat visits back to Disney World.



Finally, Freedom from Reading Glasses and Bifocals...

Until recently, life without reading glasses or bifocals wasn't an option for most cataract patients. **You now have that option.** The NEW FDA approved **Bausch & Lomb Crystalens AO "Focusing" IOL and ReSTOR 3.0 Aspheric Multifocal IOL** and are unique technological innovations provide enhanced image quality and a full range of vision—near, far and everywhere in between - for increased independence from reading glasses or bifocals.

Cavanaugh Eye Center Offers Life Changing Options for Treating Cataracts



Kansas City Patient Benefits from Advanced Technology:

"During the night, as long as I can remember, I have been unable to determine the time on the face of clock unless I were to put on my glasses. For many years, one of the most important things for me has been my talking clock which I kept within arm's reach of my nightstand. My glasses were so thick that friends would compare them to telescopes and ask about current weather conditions in Moscow.

Several months ago, I detected a haze appearing over one eye and increasing pressure on the other. A colleague recommended that I make an appointment with Dr. Cavanaugh. A complete examination revealed that I had a tear in a retina and the beginnings of a cataract. This experience resonated with that of my father and two siblings who all had similar conditions in their late forties and early fifties.

The treatments I received through Cavanaugh Eye Center have brought me to an experience where I rarely need the assistance of glasses. My reading is sharp and my distance vision is better than 20/20. Throughout the treatments at Cavanaugh, I received the utmost in care and concern. At all times, I was fully briefed on the prognosis, treatment options and recovery experiences. The entire team is professional and engaging.

I am grateful to God for this new gift of sharp vision which I am experiencing as a result of the treatment I received through Dr. Cavanaugh, Dr. Beatty, and colleagues. Now I can look across the room, at all times, and clearly see the face of the clock without the assistance of glasses or lenses. This is a great gift. To keep me grateful for this gift, I've kept the talking clock on my nightstand.

Thank you for your care, counsel and genuine concern for me as a patient. I am grateful to you and your entire staff for the way you approached, considered, and acted on my needs as a patient. I am now the recipient of great vision in all circumstances. What a blessing! God's continued blessing upon you and your work."

- Rev. Thomas B. Curran, O.S.F.S.,
President of Rockhurst University

The NEW ReStor 3.0 Aspheric Multifocal IOL

The new ReStor +3.0 Aspheric IOL provided a breakthrough in Presbyopic correcting IOLs that allow patients to see at distance and vastly improve intermediate and near vision. The ReStor Multifocal lens has concentric rings that give constant multiple optical zones of clarity at all distances including small print near. If you are considering cataract surgery and would like to be able to greatly reduce your dependency on glasses for all distances, schedule an appointment with Dr. Cavanaugh to determine which presbyopia correcting IOL is best suited for you.



The NEW Crystalens AO (Advanced Optic) Aspheric Accommodating IOL

The FDA recently approved use of the Crystalens AO which is the only FDA-approved "focusing" intraocular lens that has zero spherical aberrations. The combination of the Crystalens platform and AO optics work together to enhance depth of field. The Crystalens AO responds to your eyes' focusing muscles and flexes on the hinges accordingly to give you a full range of vision. Unlike a standard cataract replacement lens, Crystalens AO Aspheric IOL is designed to not only eliminate a patient's cataract, but improve retinal image quality without compromising depth of field so the patient can see near, far and everywhere in between.



LATISSE Eyelash Enhancement Drug Now Available!

Eyelash hypotrichosis is another name for having inadequate or not enough eyelashes. Latisse solution by Allergan is a new prescription medication that is the first and only FDA-approved treatment for people with inadequate eyelashes. Latisse is not only used to grow eyelashes, it can also make them longer, thicker and darker. When a drug called Lumigan was tested for use in patients with glaucoma, an unusual side effect was discovered - it increased the length of eyelashes. The drug maker, Allergan Inc., sought and received FDA approval to market a spin-off of the drug, called Latisse, as a cosmetic treatment to those wanting longer, thicker, darker lashes.

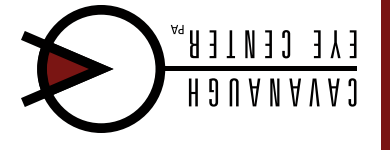
Available only through a doctor, LATISSE™ is a once-daily prescription treatment applied to the base of the upper eyelashes with a sterile, single-use-per-eye disposable applicator. Mascara can be used in addition to Latisse solution. LATISSE users can expect to experience longer, fuller and darker eyelashes in as little as eight weeks, with full results in 16 weeks.

To maintain effect, continued treatment with LATISSE is required. If use of LATISSE™ is discontinued, eyelashes gradually return to where they were prior to treatment over a period of weeks to months (average eyelash hair cycle).

Schedule an appointment with Dr. Cavanaugh or Dr. Beatty to see if Latisse is right for you.
(913) 897-9200



6200 W. 135th St., Suite 300
Overland, Park, KS 66223



NEW TECHNOLOGY AT CAVANAUGH EYE CENTER

Advanced Digital Imaging Technology

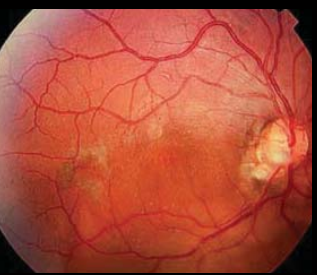
Advanced Digital Imaging Technology enables us to see and photograph your cornea, retina, optic nerve, blood vessels, and many other parts of your eye. Retinal problems as well as systemic diseases may be detected with this new technology. In fact in some cases, diabetes and high blood pressure are first detected in the eyes. Advanced Digital Imaging Technology is fast, easy, and comfortable.

Together, you and your physicians at Cavanaugh Eye Center will view images of the inside of your eyes and discuss the results. Your doctor can instantly evaluate the images of your eyes for a wide range of problems, some of which include:

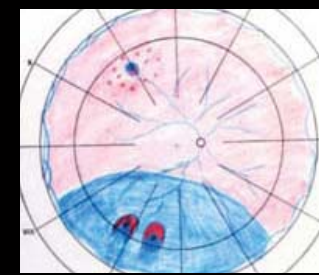
- Diabetes
- High Blood Pressure
- Glaucoma
- Age-related Macular degeneration (AMD)
- "Flashes or Floaters"
- Retinal Detachment
- Corneal disease
- Infections
- Vein/Artery disease
- Cholesterol buildup
- Tumors
- Blood leakage
- Medication side effects
- Other conditions

An Advanced Digital Imaging Exam Provides:

- An eye wellness retinal scan.
- An in-depth view of the different retinal layers where diseases can start.
- The ability for you to view your retinal image with your physician during your exam.
- An annual, permanent record for your medical file which gives your doctor comparisons for tracking and diagnosing potential eye diseases.



Retinal Hole and Detachment as viewed with new Advance Digital Imaging Technology.

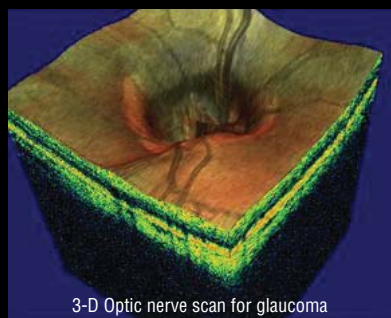


Retinal Hole and Detachment as viewed with the older standard retinal drawing.

Your doctors at Cavanaugh Eye Center highly recommend the Advanced Digital Imaging exam annually for all patients, especially those with a history or family history of diabetes, high blood pressure, cholesterol, "flashes and floaters", retinal detachment, macular degeneration, glaucoma, severe headaches, pregnant women, highly nearsighted or farsighted individuals, or those who haven't had an eye exam in two years or more. Ask for it at your next visit.

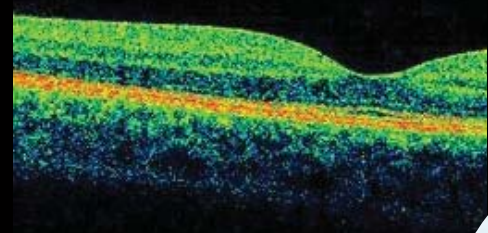
OCT - Optical Coherence Tomography

Can you imagine seeing a cross-section of your paper-thin retina? Now you can since we have upgraded our diagnostic capabilities by adding OCT or Optical Coherence Tomography.



3-D Optic nerve scan for glaucoma

Cavanaugh Eye Center is proud to offer our patients high-tech instruments, such as OCT, which allows your eye doctor to digitally image parts of your eye and perform a virtual biopsy without surgery of any kind. Similar to a CT scan or an MRI, the OCT Scan provides high definition images and assesses damage to the optic nerve and retina. This equipment provides cross-sectional and three-dimensional imaging as well as measurement of ocular structures in both the front and back of the eye to aid in the diagnosis and treatment of conditions such as Age-related Macular Degeneration (AMD), Diabetic Retinopathy, Glaucoma, and Retinal/Vitreous Detachments. We can now see a distinct ten-layer thick image of the retina, a tissue which is about as thick as a sheet of paper. This will provide valuable information for earlier diagnosis and treatment of conditions that otherwise could cause blindness. OCT also provides the latest in crucial glaucoma diagnosis before vision loss occurs. This instrument is especially important for our cataract patients who also have diabetes or macular degeneration, as they are most likely to have a condition called macular edema. OCT technology helps your surgeon check for macular edema to make sure the eye is safe for surgery. This device also allows the doctor to follow macular edema if it occurs after surgery and monitor the effectiveness of treatment regimens.



Cross-section of a paper-thin retina

CEC FACTS

"In 2009, Cavanaugh Eye Center helped restore the gift of sight to 120 corneal transplant recipients."

"Dr. Cavanaugh worked on the first laser vision correction trials in the United States at Johns Hopkins Wilmer Eye Institute in 1990. He has performed over 15,000 laser procedures to date."



EYE ON LASERS...THE FUTURE IS HERE!

Custom Wavefront LASIK: Taking laser vision correction to new levels

The Technolas Perfect Vision Laser is equipped with the Zyoptix Custom Wavefront System to enhance the outcome of your LASIK surgery. This system is truly personalized LASIK surgery which involves extra diagnostic testing extensive enough to let Dr. Cavanaugh see every individual's unique optical characteristics. After a Zyoptix custom wavefront assessment, your doctor has a broad base of information to decide if you are a good candidate for treatment and how to plan treatment that is unique to you.

During your LASIK evaluation, we conduct diagnostic screening processes exclusive to the Zyoptix Custom LASIK procedure which enables Dr. Cavanaugh to treat individual vision errors unique to each eye. These errors are called "higher order aberrations." The process involves state-of-the-art technology utilized by two different types of equipment - the Orbscan II and the Zywave Aberrometer. The Orbscan collects data showing the structure and shape of your cornea (called topography) while the Zywave collects measurements of your eye's total aberrations using advanced wavefront technology. Together, the data received from both instruments is used to program the laser with your one-of-a-kind laser treatment. These special measurements make Zyoptix Custom Wavefront LASIK a procedure truly tailor-made for your eyes.

Imagine...

Waking up to see the beauty of the world around you with crisp, brilliant clarity without needing eye glasses or contact lenses. No more hassles and no fear of losing contacts or breaking your glasses. Custom Wavefront LASIK can do more than improve your vision - it can change your life forever.



At Cavanaugh Eye Center, this dream has become reality for thousands of people. Almost every day we see patients overjoyed with how our care has changed their lives. Since the introduction of laser vision correction in the USA, Custom Wavefront LASIK has been our treatment of choice. With an impeccable reputation among eye care providers, we pride ourselves in providing the finest LASIK care possible. Our passion is to improve your sight and change your life - forever.

Did you know that Custom Wavefront Zyoptix Treatment can...?

- Significantly improve contrast sensitivity
- Significantly reduce night driving difficulty
- Significantly reduce light sensitivity
- Significantly reduce blurring of vision
- Reduce headaches related to poor focus

LASIK ACE Eyetracker takes Accuracy and Safety to Unsurpassed Levels



The future of iris scan technology is truly here! The US Food and Drug Administration recently approved innovative technology for LASIK eye surgery known as Advanced Control Eyetracking (ACE). This incredible technology is exclusive only for the Technolas Laser Zyoptix LASIK platform.

Radar eye tracking allows lasers used during LASIK surgery to compensate for eye movements during the procedure, thus adding an important level of precision. The ZYOPTIX Advanced Control Eyetracking (ACE) Technology is a dynamic rotational eyetracking system that tracks and simultaneously adjusts the treatment pattern for the entire duration of the procedure. Using state-of-the-art iris scan recognition technology, this new ACE system images your iris preoperatively in order to capture the iris pattern unique to only you and then wirelessly transmits this data to the Technolas Laser. During your LASIK surgery, the integrated eyetracker then locks onto the eye's unique iris pattern just before the laser treatment begins and then monitors the pattern throughout the procedure. When side to side movement or rotation of the iris pattern is detected during the treatment, the direction of laser pulses are instantaneously adjusted accordingly. This ensures that each laser pulse of the LASIK treatment is delivered to its intended location on the cornea. ACE technology is an innovation that delivers unsurpassed outcomes and added safety thus providing the ultimate peace of mind for each patient. Technolas ACE is the world's only laser vision correction system to actually track subtle eye movements with real time accuracy and is especially helpful in correcting astigmatism accurately.



New ACE Eye Tracker Technology Improves Accuracy and Reduces Retreatment Rate

• Iris Recognition

Monitors intricate eye movement along the four axes and compensates for variations in the eye's location during surgery. It actively tracks movement up, down, left and right as well as rotation.

• Active Pupil Shift

The ZYOPTIX® Laser is equipped with a module that monitors for any pupil shift during surgery and compensates for it automatically to ensure proper centering of customized LASIK treatments over the pupil.

"Several published medical studies involving almost 2,000 LASIK cases clearly demonstrate the benefit of the comprehensive, active, rotational eyetracking afforded by ACE technology. This technology is one-of-a-kind. Rotation of the eye during LASIK could result in less than full correction of astigmatism and increases the chance that a patient will need a secondary enhancement procedure. This new technology will greatly reduce this chance."

- Dr. Timothy B. Cavanaugh



A Message from Dr. Beatty



"It is my fourth year since I've started calling Kansas City and Cavanaugh Eye Center home. I feel blessed to practice with Dr. Cavanaugh and our phenomenal staff at Cavanaugh Eye Center. It's a privilege serving our patients in the office and often seeing them on a regular basis. Our practice is constantly evolving and improving and this year is certainly no exception. We have implemented several major new additions of technology with high-definition digital imaging, utilized the latest medications and treatments for ocular disease, and offered the most advanced ophthalmic procedures in the industry.

We are one of the few clinics in the U.S. to now offer treatment options for patients with Keratoconus using the new ClearKone hybrid contact lens by Synergeyes. This new lens technology has been life changing and kept many patients from requiring a corneal transplant. ClearKone delivers improved vision when many other treatment options have been exhausted.

We have continued to implement animated 'Eyemaginations 3-D Eye' educational software for patients in the office and also as one of the major updates to our newly renovated website www.cavanaugheye.com. Our website has evolved into an amazing resource for its users - you may learn about upcoming refractive seminars and spend hours learning about ocular anatomy and new treatments and procedures in eye care. Facebook users may now "Become a Fan" of Cavanaugh Eye Center through our website to receive the latest "real time" updates at Cavanaugh Eye Center.



In addition, we are proud to announce that three more of our stellar ophthalmic technicians (Rebekah Lieber, COA, Alissa Mayberry, COA, and Crystal Richman, COA) advanced their education to become Certified Ophthalmic Assistants. You will find our entire staff to be exquisitely skilled, knowledgeable, and genuinely caring individuals that make Cavanaugh Eye Center a special place. I am proud to work with the very best in the field. Thank you for your confidence and trust in our practice. I look forward to seeing you in 2010."

- Eric S. Beatty, O.D.