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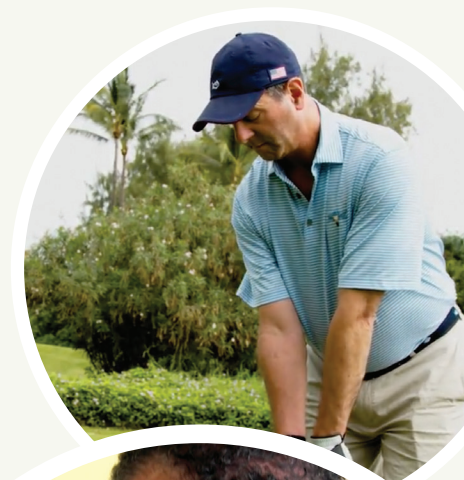


BREAK FREE FROM TRADITION

with the AcrySof IQ PanOptix Trifocal IOL

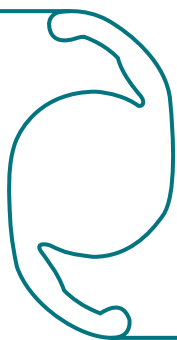


Learn more about the lens
that's changing lives for
patients *and* surgeons.



John P. Berdahl, MD
Kerry D. Solomon, MD
William F. Wiley, MD
James A. Katz, MD
Cathleen M. McCabe, MD
Quentin B. Allen, MD





BREAK FREE FROM TRADITION

with the AcrySof IQ PanOptix Trifocal IOL

From the ocean to the art studio to the golf course, surgeons are finding it easier to relate to their patients' active lifestyles and desires for more visual freedom. With a need for technology in their professional lives and hobbies like scuba diving and rock climbing in their personal lives, it's never been more important for surgeons and patients alike to have access to a range of excellent vision.

John P. Berdahl, MD; Kerry D. Solomon, MD; William F. Wiley, MD; James A. Katz, MD; Cathleen M. McCabe, MD; and Quentin B. Allen, MD, can all understand their patients' wishes for visual independence in a variety of ranges. That's why these six surgeons have broken free from the status quo and turned to the Alcon AcrySof IQ PanOptix Trifocal IOL for the answer to their problems.



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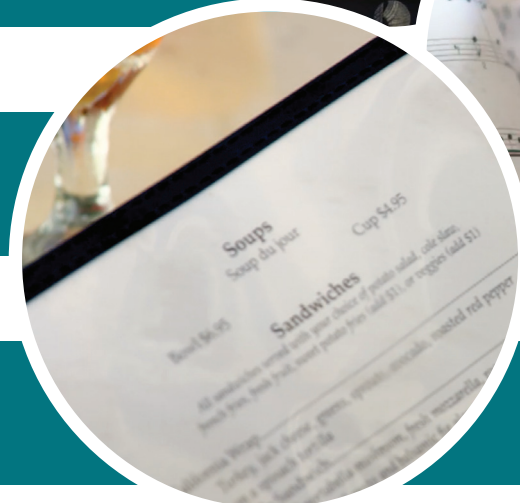
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JOHN P. BERDAHL, MD

In both his practice and his personal life, John P. Berdahl, MD, believes the equipment he uses plays a major role in his outcomes. And with hobbies like scuba diving and hunting, he understands the value of a lens that offers vision at all distances—as do his patients. Dr. Berdahl is always looking for the latest technology in everything he does, which led him to the Alcon AcrySof IQ PanOptix Trifocal IOL. Now, he's encouraging other surgeons to break free from their comfort zones and talk to patients about the benefits of choosing this lens.

WATCH IT NOW | <http://eyetu.be/panoptix1>



PanOptix is the latest IOL that gives us the option to offer our patients vision at all distances: 20/20 near, 20/20 intermediate, and 20/20 distance is now possible.*†,1



"I think that's what makes life interesting and full—being able to pursue the sports, hobbies, and travel that you really enjoy. Modern-day patients want to feel that same freedom, and who can blame them?"



"In my practice, we pride ourselves on providing the right technology for the right patient, not simply fitting the patient to whatever technology we're comfortable with. So it's very telling that the PanOptix IOL very quickly became our go-to lens, based on both our experience and the evidence."



*Based on mean value of binocular defocus curve at near, intermediate and distance at 6 months (n=127).

†Snellen VA was converted from logMAR VA. A Snellen notation of 20/20-2 or better indicates a logMAR VA of 0.04 or better, which means 3 or more of the 5 ETDRS chart letters in the line were identified correctly.

1. AcrySof® IQ PanOptix® Directions for Use.



“We all want to better interact with the world around us. If our vision is in check, it opens the doors to better living. For many of my patients, that means not needing glasses. As someone who is active, I see the value in that independence.”



I broke free from traditional PC-IOLs, and my patients have been enjoying the benefits ever since.



KERRY D. SOLOMON, MD

Like many of his patients, Kerry D. Solomon, MD, enjoys playing golf, spending time at the beach, and staying active. Dr. Solomon strives to get the most out of life and understands that vision is paramount to doing so. This pursuit of independence and happiness led him to the Alcon AcrySof IQ PanOptix Trifocal IOL.

“We’re all universally striving to live out our days in ways that fulfill us. With the PanOptix lens, I feel good knowing that I’m able to help my patients achieve greater freedom to do whatever they want to do.”



Patients today tend to be less tolerant of visual disturbances and are looking for solutions that will allow them to be less dependent on their glasses.



WATCH IT NOW | <http://eyetu.be/rvrad>

WILLIAM F. WILEY, MD

William F. Wiley, MD, has a wide range of hobbies, including surfing and fly fishing. As such, he understands that he'd be hindered when trying to enjoy these activities if he had to wear contact lenses or glasses—and the same goes for his patients. It's this understanding and consideration for his patients' visual needs that led Dr. Wiley to the Alcon AcrySof IQ PanOptix Trifocal IOL.

WATCH IT NOW | <http://eyetu.be/tkrad>



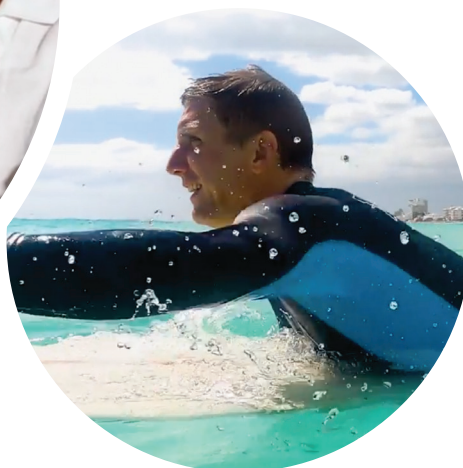
“

In today's world we dive deep into our hobbies. We're well-versed in the technicalities, and we want to invest in the equipment necessary to get to that next level.

”

“As a provider, I think it's essential to identify with patients and understand how they're going to use their vision. I want to understand my patients' goals and help them to achieve them.”

“I have to have confidence that I can deliver the outcomes my patients are looking for. PanOptix gives me that confidence.”



“We often take for granted how we use our vision, and losing our full range of vision can be limiting. That is simply not something I have to worry about with the PanOptix lens.”

"To me, trying new things is a way to improve myself and feel more fulfilled, but it takes confidence to get there. I want my patients to have that confidence, too. I figure, if I can help them meet their visual demands, they'll feel equipped to expand their horizons."



"Patients tend to value their vision more than other abilities, such as hearing or physical strength. When most patients can see well without glasses, it's life-changing for them. I've seen their entire personalities change to become more positive and confident."



“

Perhaps using advanced lens technology means stepping outside of your comfort zone. If that's the case, I invite you to try something different. The reward will be an opportunity to give your patients more out of life.

”

JAMES A. KATZ, MD

As an avid traveler, James A. Katz, MD, is always looking for the next adventure. And pushing himself out of his comfort zone isn't exclusive to his personal life. In his professional life, Dr. Katz broke free from the status quo with the Alcon AcrySof IQ PanOptix Trifocal IOL. Now, he wants his colleagues to know that this lens is an opportunity to give patients more out of life.

WATCH IT NOW | <http://eyetu.be/tkrad>

CATHLEEN M. MCCABE, MD

Cathleen M. McCabe, MD, doesn't just live in a community of creative people—she's one of them! As an avid glass artist and lover of the outdoors, Dr. McCabe can relate to her patients' desire for a range of vision that supports their hobbies and lifestyles. Whether it's the ability to enjoy hobbies or to video conference with friends and family, good vision is paramount. That's why Dr. McCabe recommends the Alcon AcrySof IQ PanOptix Trifocal IOL.

"With the PanOptix lens, 20/20 near, intermediate, and distance vision is now possible, making it my preferred lens for empowering patients."*,†,‡



WATCH IT NOW | <http://eyetu.be/panoptix3>

“

It's more important than ever to be independent and to be able to freely participate in all of our hobbies and interests.

”

"Breaking free was all about increasing my patients' visual independence and the option to get the most out of their hobbies and interests. I think about myself: I need good near and intermediate vision when I'm working in my glass workshop, and I depend on my distance vision when enjoying the outdoors. I may get a video call when I'm out on the water, and I need that near vision again to share the moment with a friend or family member."

"Many of my patients are musicians, artists, and crafters. There are many creative people here, and patients often tell me they're involved in some kind of activity that requires very detailed near vision."



*Based on mean value of binocular defocus curve at near, intermediate and distance at 6 months (n=127).
†Snellen VA was converted from logMAR VA. A Snellen notation of 20/20-2 or better indicates a logMAR VA of 0.04 or better, which means 3 or more of the 5 ETDRS chart letters in the line were identified correctly.
‡AcrySof® IQ PanOptix® Directions for Use.



“

In my practice, our mission is to help patients attain the clearest vision possible. As a provider, I'm not satisfied simply switching one restriction for another. It's time to give our patients one less encumbrance and a lot more freedom.

”

“To me, freedom means breaking free from restrictions. A patient fitted with a monofocal lens is still going to need glasses for many aspects of everyday life, and they often get frustrated. There's just a profound loss of accommodation that occurs with a monofocal lens. That's why I offer the PanOptix Trifocal IOL. It makes intermediate vision possible without compromising near and distance vision.”

“Like many of my patients, I enjoy the spontaneity of life, whether it's getting out and exploring the outdoors or something simple like enjoying a meal with friends or family. To me, it's about always being ready for what's next. I want my patients to enjoy that as well.”



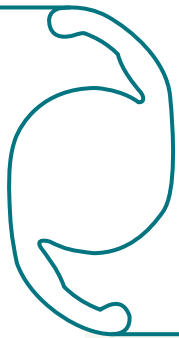
“I broke free from tradition, and my patients are enjoying a newfound freedom.”



QUENTIN B. ALLEN, MD

Quentin B. Allen, MD, enjoys living life spontaneously—something that can be made difficult by visual restrictions. For Dr. Allen and many of his patients, the freedom to explore the outdoors, go for a drive, or share a meal at a restaurant can be hindered by poor vision. That's why Dr. Allen chooses the lens that offers a range of vision, keeping you ready for anything: the Alcon AcrySof IQ PanOptix Trifocal IOL.

WATCH IT NOW | <http://eyetu.be/panoptix4>



CONCLUSION

"Breaking free was all about giving my patients the freedom to push outside their own comfort zones. When I consider their challenges, I first think about my own experiences. Some of the activities I love require different ranges of vision in a variety of lighting conditions."

—James A. Katz, MD



We all want freedom to pursue the activities we enjoy. Whether it's for play or competition, our vision is paramount.

—William F. Wiley, MD



"Vision is the most important of the senses because so much of our world comes to us through our sight. That is what, as ophthalmologists, we're entrusted with. Our patients want to enjoy the same activities we do, and it's our job to equip them with the latest technology to do so."

—John P. Berdahl, MD

"After hearing the results from my patients that they were getting, even my fairly conservative partners started implanting the PanOptix IOL. And their patients are also happy."

—Kerry D. Solomon, MD

"The ability to connect via technology has become a prominent part of our lives, and I suspect that video conferencing is here to stay. I want to make sure my patients can comfortably use their vision to connect, whether it's virtually or in person."

—Cathleen M. McCabe, MD

20/20 NEAR
20/20 INTERMEDIATE
20/20 DISTANCE
VISION IS NOW POSSIBLE^{*,†,1}

*Based on mean value of binocular defocus curve at near, intermediate and distance at 6 months (n=127).
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1. AcrySof® IQ PanOptix® Directions for Use.



AcrySof® IQ PanOptix®
TRIFOCAL IOL



To many patients, driving represents a major mode of freedom, but it requires focus at all ranges of vision and keen depth perception in a variety of lighting conditions.

—Quentin B. Allen, MD



AcrySof® IQ PanOptix®
TRIFOCAL IOL

Alcon

AcrySof® IQ PanOptix® Family of Trifocal IOLs

IMPORTANT PRODUCT INFORMATION

CAUTION: Federal (USA) law restricts this device to the sale by or on the order of a physician.

INDICATIONS: The AcrySof® IQ PanOptix® Trifocal IOLs include AcrySof® IQ PanOptix® and AcrySof® IQ PanOptix® Toric and are indicated for primary implantation in the capsular bag in the posterior chamber of the eye for the visual correction of aphakia in adult patients, with less than 1 diopter of pre-existing corneal astigmatism, in whom a cataractous lens has been removed. The lens mitigates the effects of presbyopia by providing improved intermediate and near visual acuity, while maintaining comparable distance visual acuity with a reduced need for eyeglasses, compared to a monofocal IOL. In addition, the AcrySof® IQ PanOptix® Toric Trifocal IOL is indicated for the reduction of residual refractive astigmatism.

WARNINGS/PRECAUTIONS: Careful preoperative evaluation and sound clinical judgment should be used by the surgeon to decide the risk/benefit ratio before implanting a lens in a patient with any of the conditions described in the Directions for Use labeling. Physicians should target emmetropia and ensure that IOL centration is achieved.

For the AcrySof® IQ PanOptix® Toric Trifocal IOL, the lens should not be implanted if the posterior capsule is ruptured, if the zonules are damaged or if a primary posterior capsulotomy is planned. Rotation can reduce astigmatic

correction. If necessary, lens repositioning should occur as early as possible prior to lens encapsulation.

Some visual effects may be expected due to the superposition of focused and unfocused multiple images. These may include some perceptions of halos or starbursts, as well as other visual symptoms. As with other multifocal IOLs, there is a possibility that visual symptoms may be significant enough that the patient will request explant of the multifocal IOL. A reduction in contrast sensitivity as compared to a monofocal IOL may be experienced by some patients and may be more prevalent in low lighting conditions. Therefore, patients implanted with multifocal IOLs should exercise caution when driving at night or in poor visibility conditions.

Patients should be advised that unexpected outcomes could lead to continued spectacle dependence or the need for secondary surgical intervention (e.g., intraocular lens replacement or repositioning).

As with other multifocal IOLs, patients may need glasses when reading small print or looking at small objects. Posterior capsule opacification (PCO) may significantly affect the vision of patients with multifocal IOLs sooner in its progression than patients with monofocal IOLs. Prior to surgery, physicians should provide prospective patients with a copy of the Patient Information Brochure, available from Alcon, informing them of possible risks and benefits associated with the AcrySof® IQ PanOptix® Trifocal IOLs.

ATTENTION: Reference the Directions for Use labeling for each IOL for a complete listing of indications, warnings and precautions.

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1. AcrySof® IQ PanOptix® Directions for Use.

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