



Dear Practitioner



March 2010

What 's the Big Idea?



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Ideas are powerful and one, just one, can change your business and your life. If you don't believe it, just pick up the phone and call Steve Jobs, Howard Shultz or Bill Gates. (Oops...I just remembered, they might be pretty busy.) How do Big Ideas happen? Is there a process or a formula? Or do Big Ideas just "bubble up" when minds are curious and open to change?

Far too often, companies "roll on" with the status quo, only to wake up one day to find...competition has passed them by. We truly respect those people and those companies with the courage to take a risk or embrace change, because risk and change are the common denominators for all Big Ideas.

Viscon®'s Big Idea was to design a scleral lens which is "easy to fit" and "affordable" to patients; this manifested into the msd™; a 15.8mm diameter lens manufactured in BOSTON® XO and XO2 material.

Mini scleral lenses are making a break through in the contact lens industry! This has never been more true than at the GSLS this year; "big" lenses - Big Ideas! At the GSLS, Dr. Steve Byrnes held an informative and educational seminar on msd fitting. We heard from Clinicians, Manufacturers, and Practitioners from all over the world with one common goal; to make improvements. Not just to invent a better lens, but to genuinely improve lenses for patients and learn from what has been discovered. Do you have a Big Idea you would like to share? Give us a call.

Applications for the msd™ lens are numerous and include the majority of pathology cases such as:

Keratoconus (Oval, Nipple)

RK, PRK and LASIK induced ectasia

Pellucid Marginal Degeneration

Any compromised and/or irregular cornea

Keratoglobus

Dry Eyes

Post Graft

Also available is the option of msd *Select PR™* (power reduction); when a patient reaches telescopic prescription, lens power can now be reduced by up to 6.00D, improving the patient's VA even more; combined with aberration control, patients will have the best possible VA. Available: Pr2, Pr4 and Pr6. The base curve is flattened in the OZ only, allowing us to reduce the lens power without changing the sag and the original profile.

To borrow a msd™ loaner set, give our office a call at 1-800-661-6530

Have you noted our address change?



We are now located in our new address; the move was hectic but well worth it. We would like to thank you for your patience during this transition!

*A special note to our Olympians:
way to go Canada!!!*



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