

All Eyes on You

Graystone Eye is passionately dedicated to serving every eye need.



Eyes are essential to overall health, but it's easy to take them for granted—until something goes wrong. Whether it's pain or vision loss or something that's just not "right," Graystone Eye is equipped to serve every ophthalmic challenge.

With a 51-year legacy to its name, the thirteen-physician team includes specialists in cataract, retina, glaucoma, vision correction surgery, cornea, and oculoplastic surgery.

"From a premature infant with retinal complications to a 102-year-old patient needing glaucoma care, we can serve all ages and conditions without outsourcing, including the convenience of our privately owned ambulatory surgery center," says Chief Experience Officer Ashley Smith. "We provide a streamlined continuity of care that respectfully partners with a patient's referring optometrist."

Graystone Eye physicians rotate among the practice's four locations. Each patient is assigned a consistent "physician team"—including a front-desk patient representative, technician, and physician team coordinator—that will attend to them consistently for each appointment.

"This is one way we maintain a 'small practice' experience, even though we're a large practice," says Smith.

A Graystone Eye physician is on call 24/7 for emergencies, and practitioners are available for Saturday appointments. Clinical retina trials offer access to cutting-edge treatments not yet available to mainstream medicine.

Optimizing Eye Health

"Just as you take measures to care for your heart, it's important to take measures to care for your eyes," says Smith. "Without routine eye exams, eye disease can go undetected. The earlier a problem is detected, the better the prognosis for visual improvement."

For patients with known vision issues, checkups are recommended annually. For those without known issues, an exam every two to three years is sufficient. Factors such as certain medical conditions and medications can increase risk for eye disease.

Sunglasses with UV protection are essential for everyone, Smith notes, as the eyes can absorb harmful UV rays just like the skin. "Sunglasses are sunscreen for your eyes, which can develop melanoma on the delicate skin surrounding them," she says. "For those who wear glasses full time, we recommend adding UV protection."

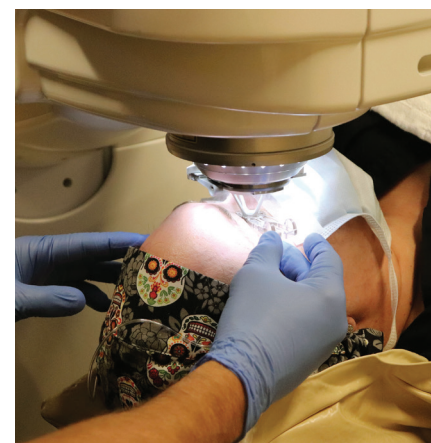


The Heart of Servant Leadership

While most organizations are structured with a CEO on top and entry-level professionals at the bottom, Graystone Eye has intentionally "flipped our structure upside down," Smith describes, "so that whoever is on top serves the ones at the bottom as a way to model servant leadership. We look for a servant heart in every staff member we hire."

The servant heart of the practice extends to its 501(c)(3) nonprofit, Graystone Eye Missions, which offers free cataract surgery to regional populations in need through Mission Cataracts and takes an annual trip to Bolivia to provide free cataract care.

"Our mission is to preserve the gift of sight and improve lives one patient at a time," says Smith. "We believe that mission to our core, whether serving our neighbors down the street or patients across the world."



Experience Freedom from Glasses and Contacts

At Graystone iLASIK, corrective eye procedures are faster, easier, and more affordable than patients often expect.

Those who suffer the daily hassles of glasses and contacts might ponder the option of surgical vision correction—sometimes for years. Many are intimidated by the cost or leery about the procedure itself.

Ashley Smith, Chief Experience Officer at Graystone iLASIK, understands those concerns and offers some encouragement. "Patients often tell us two things after vision correction surgery: 'I wish I had done this sooner,' and, 'The procedure was nowhere near as bad as I believed it would be,'" she says. "Our goal is to take the person whose life is impacted by glasses or contacts and give them visual freedom."

In Good Hands

At Graystone iLASIK, patients are greeted by calming music and offered pre-procedure medication for relaxation. Refractive surgeon Dr. R.E. "Trey" Oursler, who has performed thousands of vision correction procedures, describes his step-by-step movements throughout the procedure. A small viewing room is available for family members that would like to see and hear the entire procedure.

A surgical technician holds the patient's hand from start to finish; the surgery lasts just 10 minutes per eye. Afterward, patients need only to close their eyes the remainder of the day. When they wake the next day, over 90% will have 20/20 vision. As vision continues to improve with healing, 98% will see 20/20 or better.

And the cost? Unlike other providers that

charge a la carte rates, Graystone iLASIK offers one flat fee, regardless of the patient's prescription. The fee includes all follow-up care and any retreatment, if necessary. The practice also offers two forms of interest-free financing for up to 24 months.

World-Class Technology

Graystone uses the iLASIK suite with complementing iDESIGN system, the same technology used by NASA and the U.S. military. The technology captures over 1,200 points of data to create a minutely customized 3D map of the patient's eye. The map is then programmed into the laser to perform the procedure.

"Often patients ask, 'What happens if I move my eye during surgery?'" says Smith. "Rest assured that our technology accounts for movement."

The iDESIGN technology is also used for other procedures available at Graystone iLASIK, including lens replacement, ensuring each procedure is tailored to the patient's one-of-a-kind eye.

Even those who have been told they are not candidates for corrective eye surgery have been given the gift of clear, unassisted vision through Graystone iLASIK's advanced technology and surgical expertise.

"People are so happy once they get over the initial fear and take the plunge into vision correction surgery. We're thrilled to provide patients an incredible quality of life without glasses or contacts," Smith says.