

# Survey of Major Yellow Pages Advertisers \*

## Physicians & Surgeons - Ophthalmology

### Comparative Ad Analysis for \_\_\_\_\_

<b>Services Offered or Problems Solved:</b>	Eye Exams/Lenses Prescribed Trauma of Eye/Preventive Care Outpatient Eye (Micro) Surgery (Specialty) Contact Lenses Eye Infections/Crossed Eyes Injuries/Emergencies Glaucoma (Laser Surgery) Retinal/Vitreous Diseases Corneal Diseases/Transplants Cataract Care/Surgery Laser/Vitreous/Retinal Surgery Radial Keratotomy (In-Office) Myopia/Hyperopia Neuro-Ophthalmology Orbital/Lacrimal Surgery Intraocular Lens Implants Laser Surgery - LASIK LASEK / LTK / RK / PRK Lens/Bifocal Implants Contact Lens Fitting Custom Wavefront Lasik	Adults/Pediatrics Lens Replacement Surgery Refractive Surgery/Intacs LK Laser Farsighted Treatment CMV Retinitis/Strabismus Uveitis/Dry Eye/Allergies Eyelid Surgery (Droopy Lids) Diabetic Retinopathy Macular Degeneration Disorders of the Aged Nearsightedness/Farsightedness Corrected (Laser) Outpatient Post-Surgery Care Orthoptics/Orbital Surgery Ocular Oncology No Stitch Cataract Surgery Ocular Genetic Diseases Excimer Laser Refractive Surgery Fluorescein Angiography Optic Nerve Disease Eye Plastic Surgery	Astigmatism/Astigmatic Keratotomy Complete Optical Service Eye Muscle Disorders/Surgery/Squint Permanent Facial Implants Single Stitch Surgery Amblyopia Treatment Thyroid Eye Disease/Oncology (Complex) Corneal & Ocular Surgery Tumors/Orbits/Tear Duct Problems Pterygium Treatment/Phacomulsification <b>EMPHASIS ON LASER SURGERY</b> Ophthalmic Plastic Surgery – Lids, etc. Oculoplastic/Reconstructive Surgery Low Vision Exam & Aids Vitreoretinal Diseases/Surgery Ultrasonic Laser & Microsurgery No Stitch Cataract (Lens) Implant Surgery No-Shot/No-Patch Cataract Surgery Kera-Vision Intacs (Corneal Rings)
<b>Confidence Factors:</b>	American Board of Ophthalmology (Board Certified) Other Professional Associations Leading Edge Technology Fellow–Amer. Col. of Surgeons State-of-the-Art Laser Equip.	Computerized Vision Testing Emergency Eye Care Years in Practice Names/Degrees of Associates Hospital Affiliation(s) Retinal Consultations	HMO Affiliation(s)/Most HMOs Medicare/Insurances Accepted (List) Sub-Specialty – LASIK, Glaucoma, etc. Excellence, Personal Care, etc. Medicare Certified / No. of Patients No. of Laser Vision Correction Procedures
<b>Convenience Factors:</b>	Office Hours/Days Evening Service/Hours Website/E-Mail Address Most Insurance Accepted	Location Data/Map/Free Parking Medicare / Multi Locations Credit Cards/Financing Toll-Free Number / Free Video	Free Transportation for Surgery Patients Same Day/Saturday Appointments <b>Invitation to Visit Website</b> Free Screening/Consultation – LASIK
<b>Special Services or Extras:</b>	Sale of Frames, Lenses (Bifocal, etc.), Contacts Cosmetic Eye Surgery Computer Imaging	2nd/3rd/Legal Opinions On-Site Optical Shop/Contacts Post-Surgical Eye Care Seminars/Free Consultation	Fashion Eyewear /Financing Available Foreign Language(s) Spoken Botox & Collagen Injections
<b>Typical Related Headings:</b>	Physicians & Surgeons - Medical - MD *	Clinics	Guide Pages  (* See general Physicians & Surgeons Ad Analysis Sheet for additional copy ideas.)

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