

**MATOSSIAN
EYE ASSOCIATES**

Cynthia Matossian, M.D., F.A.C.S.

Comprehensive Ophthalmology, Cataracts & Advanced Technology Implants

Spring 2013 Newsletter

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Comprehensive Ophthalmology & Cataracts

Priya Desai, M.D.

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2012 TOP 25 LEADING WOMEN ENTREPRENEURS

Cynthia Matossian, MD FACS was honored as one of NJ's Top Women Entrepreneurs in 2012 on December 6th in Madison, NJ. She was the only physician among the 25 honorees!



Cataract Surgery May Reduce Hip Fracture Rate

The incidence of hip fractures within a year of cataract surgery was analyzed in a random sample of 400,000 Medicare beneficiaries aged 65 and older who were diagnosed with a cataract from 2002 to 2009. Those who had cataracts removed had 16% fewer hip fractures than those who declined cataract surgery. Older patients aged 80 to 84 and those with significantly worse cataracts experienced the most benefit with 23% fewer hip fractures compared to patients who did not have cataract surgery. Although U.S. health statistics show that women are more susceptible to hip fractures than men, this study found no significant gender-linked differences in fracture risk. With an emphasis on patient education and early diagnosis using state of the art equipment, the goal of the physicians at MEA is to reduce hip fracture rates for our patients by performing their cataract surgery in a timely fashion.

MEA selected to participate in two clinical trials

Matossian Eye Associates (MEA) was selected as one of only 10 sites in the US for clinical trials for the Intense Pulse Light (IPL) Laser. As a certified dry eye center, we are honored to be participating in this trial. This laser procedure, performed by Dr. Matossian, is a short in-office procedure to help those with Dry Eyes and Meibomian Gland Dysfunction. Please visit our website to learn more about the IPL and Dry Eyes and to see if you could qualify for the trials.

MEA was also invited to participate in a very important phase III clinical trial for a new dry eye medication. This multi-center study pays the patients who participate in the trial. Please call our office to see if you meet the requirements for participation in the dry eye study. We are pleased that we can help advance research in ophthalmology by participating in on-going clinical studies.

Thank you to all of our participating patients.

Tennis for the Blind



Tennis SERVES is a non-profit organization that empowers blind athletes in the USA to enjoy the sport. Blind players rely on their ears instead of their eyes. The most important adaptation is the ball, which is larger, made of foam and wrapped around a plastic shell filled with ball bearings. Other adaptations include a smaller court with a badminton net lowered to the ground, string taped along the lines and junior rackets with oversize heads. Only one set is played and an umpire calls the lines. The sport has become extremely popular in Asia and it may be included in the 2020 Paralympics.

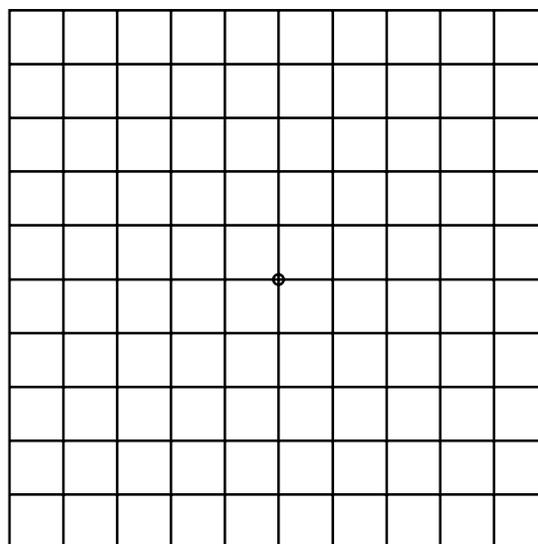
Decrease in Automobile Accidents after Cataract Surgery



According to a recent study in the journal *Clinical & Experimental Ophthalmology*, motor vehicle accidents involving men decreased by 15% in the 12 months following cataract surgery. The frequency of motor vehicle accidents in women did not change significantly after cataract surgery.

At MEA we simulate road-like driving conditions for day and night time. When indicated, cataract surgery is recommended to minimize the risk of auto accidents. This test, called a Functional Vision Analyzer, is performed on all patients 50 years and older during their annual eye exams.

Amsler grid – a Macular degeneration test – is now available on our website



The Amsler grid is a useful tool to detect central vision problems in the part of the eye called the macula. Conditions such as age related macular degeneration and diabetic retinopathy may affect the macula. When used regularly, the grid alerts patients of subtle changes in their vision. Any new change in the amsler grid should trigger the need for an immediate eye examination. The SightBook app offers instant access to amsler grid testing available for the iPhone, iPad, and iPod. A link to this free app is available on the MEA website by visiting our Retina section or Resource page.

MEA Recognizes Local Artists

Matossian Eye Associates is excited about its Local Artist Program. A local artist is featured for a 3 month period in the reception area of either the Hopewell, NJ or the Doylestown, PA office. The paintings not only promote the artist but also provide enjoyment for our patients and visitors. During each artist's show, we also run a People's Choice Award. Please take a moment to vote for your favorite painting. Artwork may be purchased with all proceeds going directly to the artist. If you are interested in being one of our featured artists, please contact us through our website or ask one of our receptionists.

WHAT'S NEW with MEA

- Cynthia Matossian, MD presented a paper on Blended Vision for cataract surgery at the American College of Eye Surgeons meeting in Puerto Rico this past February. She also presented a similar paper at the American College of Cataract and Refractive Surgery meeting in San Francisco in April.
 - Cynthia Matossian, MD presented multiple lectures to Ophthalmologists and Optometrists throughout the mid-Atlantic region.
 - Ilya Rozenbaum, MD lectured on Considerations in the Management of Elevated IOP in New Hope, PA in November.
 - Cynthia Matossian, MD presented her pre-cataract surgery evaluation technique to Atlantic City Ophthalmologists in January.
 - Drs. Rozenbaum, Patel and Matossian attended the annual American Academy of Ophthalmology meeting in Chicago this past fall at which time Dr. Matossian gave multiple presentations.
 - Ilya Rozenbaum, MD has been granted Active Membership with the American Glaucoma Society.
 - Cynthia Matossian, MD led a live webinar for Ophthalmologists across the East Coast.
 - Cynthia Matossian, MD was selected as one of 5 US physicians to serve as faculty mentors during the Bausch & Lomb resident mentor program in Aliso Viejo, CA in early December 2012.
 - Cynthia Matossian, MD was interviewed for two episodes on EyeWire TV.
 - ◆ The first episode discussed the clinical research she conducted on gender and age affects on premium surgical services.
 - ◆ In the second episode Dr. Matossian discussed the integrated approach to eye care.
- Both episodes can be viewed at <http://eyewiretoday.com/tv.asp?f=siguh>**
- Cynthia Matossian, MD published the article "Premium Services: A Conversion Rate Study with Consideration to Sex and Age" in the February 2013 issue of Cataract & Refractive Surgery Today.
 - Cynthia Matossian, MD had the following articles published:
 - ◆ Cover Costs Using an ABN, Ophthalmology Management, October 2012
 - ◆ Making your Patient Education ECHO, Ophthalmology Business eZine, November 2012
 - ◆ Practice Tip: Gold Star Awards, Ophthalmic Professional, November/December 2012

How Important is your sight?

Almost 70% of people worldwide would prefer to lose 10 years of their life or to lose a limb than lose their eyesight; 75% of consumers would rather have their pay cut in half than have a permanent 50% decline in the quality of their vision according to an international poll. Yet less than one third of those polled take the basic steps necessary to preserve eyesight, according to the "Barometer of Global Eye Health" survey.

Among the findings: women were more likely than men to take steps to protect their vision, such as wearing sunglasses (81% vs. 77%), eating a healthy diet (82% vs. 75%), and refraining from

smoking (79% vs. 73%); 65% said they had not visited an eye doctor because they did not have any symptoms, and 60% did not have an eye exam because they had clear vision. Perhaps most surprising, 44% believed there was no need for an eye exam unless there was a visual problem, and 42% believed that if vision is clear, eye health is intact.

Take care of your eyes! Please call for an appointment if you have not seen an eye care professional in over one year.

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A PERSONAL MESSAGE FROM DR. MATOSSIAN

It is hard for me to believe that 25 years have passed since I started the practice. I am honored that many of you have remained faithful patients who have seen the transition of the office from Olden to Parkway and now to Capital Way in Hopewell, NJ. Please take advantage of the complimentary valet parking for our Hopewell office Monday through Fridays. In Doylestown, our move was almost two years ago from one building to another in the same complex.

Aliceann, who started with me 25 years ago, will be retiring this June. Please join me in wishing her a happy retirement.

Nora, our daughter, is almost 25 years old. She completed her business degree from Duke University and is working in Washington, DC.

I feel blessed that I love what I do and continue to enjoy the practice of ophthalmology every day. I am invited to lecture and teach around the country on the latest cataract surgery techniques. I write many articles and am interviewed on a regular basis for a variety of journal and TV publications. Thank you for your continued support and your wonderful referrals.

Wishing you a wonderful Spring and Summer!

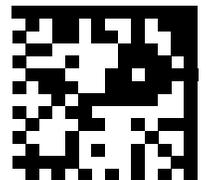
Cynthia Matossian MD

Questions About Your Vision? Please Call:

Hopewell Office: (609) 882-8833 • Doylestown Office: (215) 230-9200 • Hamilton Office: (609) 890-0772
1-800-708-8800 • www.matossianeye.com

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