

Dry Eye Consumer Report

Revolutionary Dry Eye Treatments can

Improve your Life

Frequently Asked Questions



B O X E R W A C H L E R
V I S I O N I N S T I T U T E

Brian S. Boxer Wachler, MD

**Boxer Wachler Vision Institute
465 N. Roxbury Drive, Suite 902
Beverly Hills, CA 90210**

www.BoxerWachler.com/Dry-Eye-Treatment

Do you suffer from one or more of the following?

- **Dryness**
- *Discomfort and irritation*
- **Grittiness or feeling of a ‘foreign body’ in the eye**
- ***Burning or stinging sensation***, ESPECIALLY WHEN YOU WAKE UP in the morning
- Tearing
- *Redness in the morning*
- **Discharge**
- Tiredness
- ***Difficulty wearing contact lenses***
- Vision disturbance
- **Sensitivity to light OR wind**

If you answered YES, you may have Dry Eye Syndrome.

Although these symptoms often start as minor inconveniences, the effects of dry eye are progressive and can worsen over time, potentially leading to severe discomfort, blurred vision, and scarring.

Without proper treatment, dry eyes make daily activities frustrating and affect your personal and professional life, from reading or watching TV, to driving or working on the computer.

The most common cause of Dry Eye Syndrome is the condition known as Blepharitis, which affects approximately 9 out of 10 dry eye cases (86%).

Blepharitis is the MOST UNDER DIAGNOSED cause of dry eye (**if your eye doctor didn't press on your eyelids** to see what comes out of the oil glands, then it's possibly a missed diagnosis).

Blepharitis (aka Meibomian Gland Dysfunction) results from blockage of the important meibomian oil glands in your eyelids near your eyelashes. These oil glands become inflamed and cause direct irritation and premature evaporation of tears from the surface of your eyes. **This is the cause of your suffering.**

NOTE FOR WOMEN: Some women *unknowingly* make their dry eyes and clogged oil glands worse by applying eyeliner on the **BACK** of the eyelids (behind the lashes). *While it may look good, it's very unhealthy for your meibomian glands in your eyelids.* This further covers and clogs the oil gland openings. Dr. Brian advises **NOT** to put eyeliner on the **backside** of the eyelids for this reason.



Example of Meibomian gland secreting clear oils



Example of Meibomian gland dysfunction

The symptoms of Dry Eye Syndrome can be uncomfortable and a big burden. Basic visual tasks, such as reading, using a computer, driving or watching television may become difficult. **Wearing contact lenses may be impossible.** A little wind outside can turn into a nightmare. And you might find that symptoms worsen later in the day, keeping you from enjoying the activities you want to do.

Artificial tears and warm compresses at home are “bandaids” and do NOT address the underlying cause of your dry eyes.

Revolutionary treatments now address the ROOT CAUSE of dry eyes.

At last, something can be done to help you.

LipiFlow® is a revolutionary treatment that cleans out the dirty, inflamed, clogged oil glands by gently heating the glands in the eyelid then “milking” out the trapped oils.

It’s like taking dirty sewer pipes and “power washing” them squeaky clean.

The treatment is painless and only takes 12 minutes. There is no downtime, just like having your teeth cleaned at the dentist. Many patients describe the procedure as a “spa treatment” for their eyelids.

When the oils are healthy, they mix with the tears to slow evaporation, thus creating a more moist eye environment to help alleviate your symptoms associated with dry eye. PLUS with healthy oils in the glands WITHOUT inflammation, your eyes are expected to feel MUCH BETTER too.

Have you tried warm compresses at home? Many people have tried using warm compresses on the eyelids and finger massage to express the oil. **Studies have found that this is not as effective as Lipiflow® in cleaning out the clogged glands.** In addition, many people are not able to do at-home warm compress routine.

In a clinical study, 79%-98% patients reported improvement of their overall dry eye symptoms within four weeks of Lipiflow®.

Leaving your Blepharitis untreated runs the additional risk of the glands slowly scarring over time due to chronic inflammation in the glands. Once the glands are scarred, there is no way to bring them back.

Dr. Brian pioneered the use of a proprietary cream applied to the eyelids after Lipiflow® that is designed to reduce the reaccumulation of the clogged, inflamed oils in your glands.

Lipiflow® AND his special cream gives your dry eyes the “one-two knockout punch.”

Imagine returning to doing the things you enjoy - without worrying about your dry eyes.

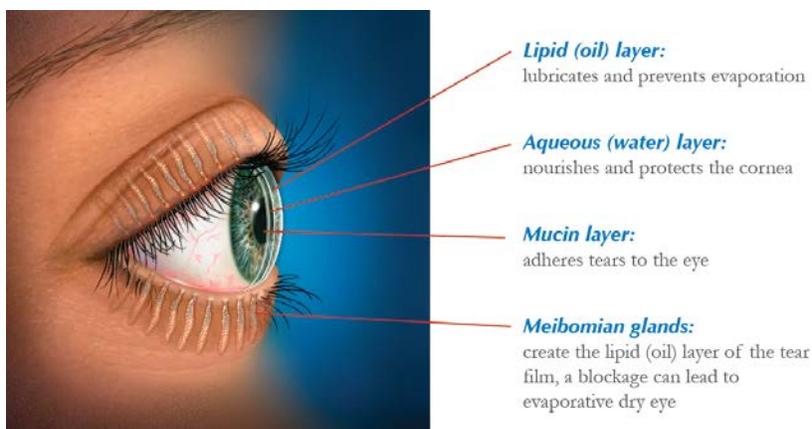
Please call the office to schedule your Dry Eye Evaluation at 310-860-1900. We are happy to answer any questions and coordinate your appointment.

P.S. Mention you read the LipiFlow® Consumer Report and your evaluation will be only \$125 rather than our normal \$325 exam fee.

COMMON QUESTIONS AND ANSWERS

What is the History behind Dry Eye disease and the Development of LipiFlow?

Dry Eye disease is a very common and chronic problem that affects more than 100 million people worldwide. Of those, 65% suffer from Dry Eye caused by Blepharitis, the most common cause of Dry Eye.



Blepharitis (aka Meibomian Gland Dysfunction - MGD) is the condition where your eyelid glands (meibomian glands) are clogged and inflamed. *These inflammatory oils spill over onto the surface of your eye and irritate your eyes and cause the symptoms you experience.*

Some of the most common symptoms include tearing, eye redness, dryness, grittiness, burning/irritation, eye fatigue, and vision fluctuations/disturbances. These symptoms can hinder people's daily activities such as reading, using the computer, wearing contact lenses, and being outdoors in dry or windy conditions.

Many dry eye patients complain about how those symptoms worsen throughout their day.

Historically, common therapies for Blepharitis Dry Eye included using warm compresses, over-the-counter wetting drops and ointments, and prescription medications. Alternatively, the new LipiFlow[®] treatment addresses *the root cause* of Blepharitis by unblocking the dirty, clogged, inflamed meibomian glands.

What is LipiFlow[®]?

LipiFlow[®] is the first and only treatment that directly treats the clogging by unblocking and milking out the “oily sludge” in your meibomian glands. **This painless, easy 12-minute office treatment can be performed the same day as your examination.** The treatment clears blocked eyelid glands and allows the body to resume the natural production of lipids (oils) needed for the tear film. Most patients describe the procedures as a “mini-spa treatment” for their eyelids. *Dr. Brian himself and many of our staff members have had this treatment – so we know how easy and quick it is.*

How is LipiFlow® performed?

You will be escorted to our Relaxation Suite and be seated in a recliner. A single-use applicator is inserted by one of our doctors under your lower and upper eyelids. The device will be activated and you will feel a warm sensation on your eyelids as the oils are being heated, melted, and loosened. Then, they are “milked” out of the glands. At the completion of the treatment, a technician will carefully remove the applicator from your eyelids and you are free to leave, **RESUMING YOUR NORMAL ROUTINE THE REST OF THE DAY.**



Lipiflow® takes only 12 minutes and is painless. You can resume your daily routine right afterwards just after having your teeth cleaned at the dentist.

Why do I need the LipiFlow® treatment?

If you are suffering from Dry Eye symptoms that have not been responsive to traditional treatments such as eye drops or warm compresses, then this treatment may be right for you.

Am I a candidate for the LipiFlow® treatment?

In order to establish candidacy, you will need to be seen in our office. When you check in, you will complete a questionnaire that will help Dr. Brian understand your Dry Eye symptoms. Dr. Brian and his technicians will then perform a thorough assessment to identify the root cause of your Dry Eye. This assessment will include a physical examination of your eyes, as well as possible assessment with the LipiView® machine. This is a breakthrough technology that allows Dr. Brian to evaluate the lipid (oil) layer of your eyes. In just a couple of minutes Dr. Brian will better understand whether your issue stems from the oily or watery layer of your tear film and help him customize your treatment regimen.



LipiView® Evaluation – a 5 min exam

I’ve never heard of LipiFlow®, how long has it been around?

LipiFlow® technology is based on more than 25 years of research of the causes and treatment of dry eye. The treatment was approved by the FDA in 2011 after an extensive randomized controlled clinical trial. *This clinical trial statistically showed 79% - 86% improvement within 1 month after the treatment.* **Additional clinical studies after FDA approval utilizing new dry eye treatment protocols that include the use of Dr. Brian’s supplements or eyelid creams in conjunction with LipiFlow® showed 86% to 98% improvement within 1 month after the treatment.**

How long does the LipiFlow® treatment take?

The treatment only takes 12 minutes once the applicator(s) have been placed on the eyelids. Both eyes can be treated simultaneously if it is indicated that you are a candidate for the treatment in both eyes.

What is the success rate of LipiView®?

In controlled clinical studies of patients who received a single LipiFlow® treatment, the average Meibomian gland score (which reflects improvement in the number of glands secreting and secretion quality) increased by two to three times over the baseline condition at 6-8 weeks.

What if I don't live in the Los Angeles area?

This is not a problem! In most cases, evaluation *and* treatment can take place during the SAME VISIT to our office. **Many people fly in from out-of-state for Dr. Brian to treat them.** You can then follow up with your local doctor 8 weeks after the treatment.

Are there any suggestions to increase long-term effects?

Additional treatments may be suggested in conjunction with the LipiFlow® procedure, including his proprietary eyelid testosterone cream for keeping your eyelid glands healthy in the long-term. If they are suggested for you, there is a possibility that they can increase the longevity of the LipiFlow® procedure.

Are there alternative treatments for Dry Eye?

LipiFlow® is the only proven treatment to clean out the meibomian glands that offers effective results. Other treatments such as warm compresses and over the counter/prescription eye drops only provide temporary relief (“bandaids”) and require multiple applications per day.



How many treatments are needed, or is this a one-time treatment?

In clinical studies where LipiFlow® alone was used, most patients would undergo the treatment every 9 – 12 months as maintenance to keep the glands efficiently working. **Dr. Brian utilizes his proprietary testosterone cream to treat the underlying causes of the gland dysfunction and increase the longevity of the Lipiflow® treatment.** With Dr. Brian’s technique patients are expected to have increased long-term effectiveness.

I currently wear contact lenses – do I need to remove them?

We ask that you **not** wear your contact lenses to the office *on the day of your evaluation.* For additional questions regarding preparing for the evaluation, see the section entitled, “**How do I prepare for the LipiFlow® assessment and treatment?**”

What are the potential benefits from the treatment?

Potential benefits include unblocking and clearing out the glands to help the body resume the natural flow of lipids into the tear film, improved functioning of meibomian glands, improved physical eye comfort, reduced use of drops, resolution of chronic blepharitis and (in some cases) improved vision. Other reported benefits are improvement of comfort while performing visual tasks, such as reading, using a computer, driving or watching television. In some cases, patients who were previously unable to wear contacts or had limited wear time notice improved comfort of contacts. In addition, some patients report decreased redness of the eyes.

What are the potential risks and complications that can result from this treatment?

Most patients in a clinical study reported no pain or discomfort; however, possible temporary side effects may be experienced. Some patients can experience eyelid tenderness or eye irritation requiring discontinuation of the treatment, eyelid irritation or inflammation for a period of days following the procedure, ocular surface irritation or inflammation for a period of days after the procedure, and/or burning, stinging, tearing, itching, discharge, redness, foreign body sensation, visual disturbance, and sensitivity to light in some cases lasting for several weeks. **Dr. Brian has never seen any side effects with his treatments.**

Can I have this procedure if I am pregnant?

Since this is a non-invasive treatment and no medications are needed this treatment can be performed during pregnancy. You will recline in a comfortable chair for the 12-minute treatment. It will be a welcomed “spa-like” treatment during your pregnancy.

How do I prepare for the LipiFlow[®] assessment and treatment?

In order to achieve the most accurate testing on the day of your evaluation:

- Please do not use any eye gels the night before or the day of the testing/treatment.
- Do not instill any eye drops the day of testing/treatment.
- Do not instill eye medications less than two hours before testing. If you are taking a prescription eye medication, please let our office know in advance of your evaluation.
- No contact lens wear the day of testing/treatment.
- Do not apply no eye makeup, facial moisturizers, or lotions on the day of testing/treatment
- No direct rubbing or touching your eyes two hours before testing

Can I have other eye procedures at the same time as this treatment?

Yes. Due to the non-invasive nature of the LipiFlow[®] treatment, this treatment can be combined with other treatments/procedures. It may be suggested with some procedures to enhance healing.

Can I drive myself on the day of my evaluation and treatment?

Yes! The non-invasive nature of the treatment means that you can drive yourself to and from your appointments without issue.

Is there an exception to driving myself on the day of treatment?

**NOTE – if you are receiving the LipiFlow® treatment in conjunction with an additional procedure or during a dilated exam, you will most likely require a driver. Please inquire with our office to determine if you should bring a driver.

What is the cost of the Dry Eye evaluation and LipiFlow® treatment?

Please contact the office directly in order to receive the most up-to-date fee information.

How do I pay for LipiFlow®?

People consider LipiFlow® as an investment in their eyes. Payments are as low as \$53.00 a month with easy financing payments through www.CareCredit.com Other easy payment options, including Cash, Cashier's Checks, Credit/Debit Cards (Visa, MasterCard, and Discover cards *NO AMERICAN EXPRESS), and additional financing options include (US: www.MedLoanFinance.com, www.MedicalFinancing.com: Canada: www.MediCard.com).

Does insurance cover LipiFlow®?

***NOTE – We are not set-up to direct bill insurance. LipiFlow® is considered a preventive treatment and insurance may not consider the treatment reimbursable. Our office can provide you with itemized bills that you can submit to your insurance company for possible reimbursement consideration.

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