



To Infinity and (PRES)BYOND

Crystal Eye and Laser Centre, Australia

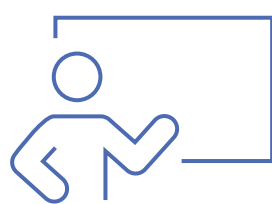
CHALLENGE

Dr. Lourens van Zyl opened his practice in 2019 in Perth, and needed to set his practice apart to increase its patient volume.

Perth is extremely competitive with many clinics offering lenticle extraction.

Dr. van Zyl saw potential in presbyopic in patients without cataract, as this is a big patient group whose needs are currently not addressed by all clinics.

ACTION



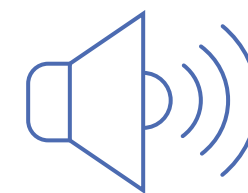
Preparing to perform PRESBYOND

- Attended London Vision Clinic's Forefront Refractive Surgery Course and switched his practice to VISUMAX® 800 and MEL® 90 from ZEISS.
- Surgeons and clinic staff were trained on the specifics of consulting presbyopic patients without cataracts.



Onboarding for success

- Performed at least 50 LASIK procedures with the MEL® 90 from ZEISS to achieve very good clinical outcomes with LASIK patients
- If necessary fine tune nomograms before beginning to use the laser for PRESBYOND®



Marketing best practices

- The practice did extensive marketing for PRESBYOND® to consumers initially, such as articles and advertisements placed in local newspapers.
- Patients now come to the practice through word-of-mouth referrals, and the need to advertise the procedure has significantly decreased.

RESULTS

Presbyopic patients are now a significant segment of Crystal Eye and Laser Centre, accounting for about 35% of the total patients share.

The achieved results with ZEISS PRESBYOND speak for themselves in confirming that it is an attractive option for managing presbyopia in patients with myopia, hyperopia, and emmetropia.

41%

Growth of total surgical volume in 9 months

137

Procedures with ZEISS PRESBYOND in the first 9 months representing 45% of his surgeries

"I hope that my experience with PRESBYOND® might motivate its adoption by other surgeons because I firmly believe that just like me, they will find benefit both for themselves and their patients."



Lourens van Zyl, Crystal Eye and Laser Centre, Australia

If you would like to learn more about ZEISS PRESBYOND, visit zeiss.com/grow-with-PRESBYOND