



Andrei Filip, Investing in joy

Ama Optimex, Romania

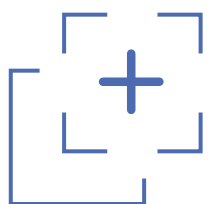
CHALLENGE

Dr. Andrei Filip strives to improve patient quality of life by providing the best possible option for each patient. For a long time, he was mainly providing refractive lens exchange to presbyopic patients. When looking for new options to enhance patient satisfaction, he learned about ZEISS PRESBYOND.

At first, he was unsure presbyopic patients would opt for a corneal procedure that may be enhanced or possibly later require an additional lens replacement for cataract. This option didn't seem permanent.

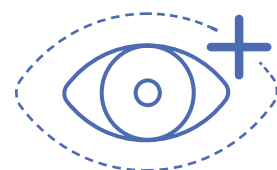
Dr. Filip re-considered when he saw how frustrated presbyopes were with their vision and how it can get in the way of enjoying life. Presbyopes also invest in holidays and experiences that bring joy for a time. Would they also invest in a surgical option that restores a youthful feeling of visual freedom and gives them a holiday from reading glasses?

ACTION



Diversify surgical offerings

- He integrated PRESBYOND® into his practice, moving beyond traditional procedures to include options that serve a wider patient range.



Commit to an advanced solution

- The clinic mastered PRESBYOND® and integrated it into the practice, recognizing its potential to provide a customized solution for patients with presbyopia.



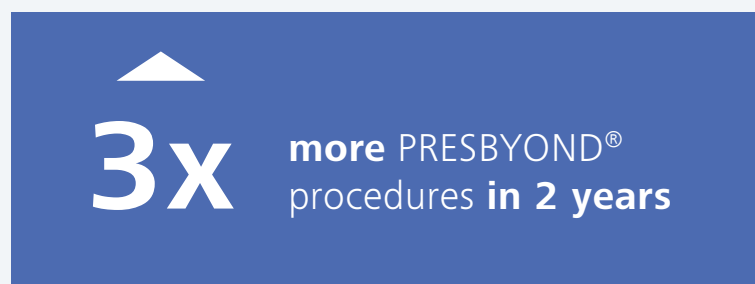
Leverage patient testimonials

- Dr. Filip utilized patient testimonials and success stories in marketing efforts to build credibility and attract new patients, showcasing the positive impact of PRESBYOND® on their quality of life.

RESULTS

In 10 years, he has shifted from 100% PRK to now 83% procedures of his yearly laser refractive surgeries being SMILE® and PRESBYOND®.

- In just two years, he successfully tripled the number of yearly PRESBYOND® surgeries, increasing from 75 to 225, demonstrating substantial growth in this area of his practice.
- Dr. Filip is confident that ZEISS PRESBYOND enables patients to enjoy clear vision without the side effects typically associated with monovision, bringing satisfaction to both, the patient and the surgeon.



“Presbyopia is one of the things that will boom, will explode, because people want to stay young.”

Andrei Filip, Ama Optimex, Romania



Would you like to start with ZEISS PRESBYOND? Contact us at zeiss.com/grow-with-PRESBYOND