

ORTHOKERATOLOGY

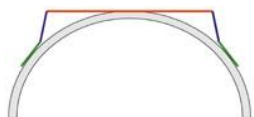
OFFERING IT TO YOUR PATIENTS



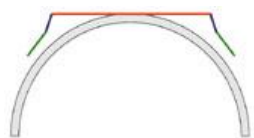
ORTHO-K OVER THE INTERNET



STEEP FIT



IDEAL FIT



FLAT FIT

Introducing Ortho-K into your practice involves at least a full day seminar. For many of us it is impossible to spend a full day away from our practices or family.

This downloadable course is the entire day's seminar recently conducted from within our practice, plus a lot more!

Page two of this brochure deals with what the course involves.

After eight years of conservatively offering this procedure to our patients we now believe that the lens designs that are available allow any enthusiastic optometrist to integrate orthokeratology into their product mix.

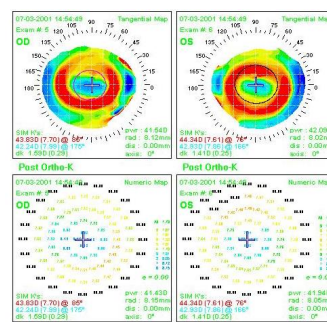
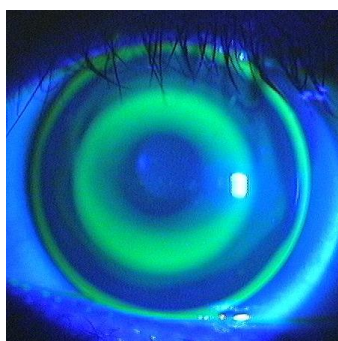
OrthoK or Corneal Reshaping Therapy is a **"NON SURGICAL", "REVERSIBLE"** procedure that can significantly reduce many of the reasons that our patients are dropping out of contact lenses or seeking to buy their disposable contact lenses from the internet.

Imagine fitting a 3D myope with a pair of lenses from your inventory and reviewing them tomorrow; they are now a 1D myope. The patient returns in a

week and they are now Plano and 6/6 uncorrected.

Do you believe that your patients would appreciate this service? Do you feel that they would be prepared to pay a premium for such a service?

Let us introduce you to the products, the procedures and the equipment to potentially transform your practice.



SPECIAL POINTS OF INTEREST:

- OrthoK is an overnight procedure
- Dry eyes and discomfort are not an issue
- It is Non-Surgical and Reversible
- Evidence suggests that it slows myopic progression
- It is not regulated by Medicare

ORTHOKERATOLOGY— A SERVICE OUTSIDE OF MEDICARE AND NOT OFFERED BY OPTICAL CHAINS !

Even though Medicare has been good for Optometry over the years, we now find that we are inhibited in charging what we might perceive as fair fees for services rendered.

Our income is dictated significantly by the optical appliances we dispense but this is a very

competitive market. We are at the mercy of the large optical chains and health funds.

Orthokeratology is a unique service and product that is good for our patients and only can be offered by the independent optometrist.

Orthokeratology is not price

sensitive as it cannot be perceived as a commodity.

On average Ortho-K is **2.5 times** more profitable than other optometrical products.

Hyperopic and astigmatic correction are now being developed and will soon become mainstream.

WHAT DOES THE COURSE INVOLVE

*Download our Ortho-K presentation with our Marketing presentation.

*Download documentation that we give out to patients.

*Generic DVD of Ortho-K procedure.

*Download generic Ortho-K information.

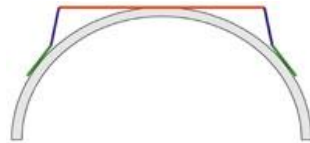
*Once you have had an opportunity to read through all the information you can email or phone through any questions that you might have.

*I will then mentor you through your first patient via email.

*CE points apply.

*All this for \$385 (inclusive of GST).

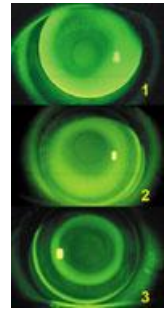
This investment will pay for itself from your first patient and will diversify your service range.



After recently returning from the Global Orthokeratology Symposium in Chicago some compelling evidence was presented on controlling myopia progression .

The unique corneal shape that Orthokeratology produces seems to be the reason that myopia progression is retarded.

Practitioners that have been performing Ortho-K for years will all tell you that most of their patients do not seem to progress. This is anecdotal but the evidence is mounting!



Evolution of OrthoK fitting

1. Conventional (60's—80's) up to -1.5D
2. 3 zone reverse geometry (1990's) up to -3D
3. 4 zone reverse geometry (2000's) up to -5D

Payment Form

<input type="checkbox"/> Downloadable Ortho-K Course Method of Payment <input type="checkbox"/> Cheque Make cheque payable to: Kokkinakis Consultants Post to: PO BOX 281 RAMSGATE NSW 2217 <input type="checkbox"/> Credit Card Number Expiry _____ Please fax credit card details to: 9553 0028 <input type="checkbox"/> Direct Deposit: BSB 082 048 Acc No 68752 0386	Price \$385.00 (Inc GST) Name _____ Address _____ Phone _____ Email _____
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Please fax form to (02) 9553 0028 irrespective of payment method



A DVD of the theory and fitting techniques will be provided with every download.



Do not miss this wonderful opportunity to expand your optometrical services.

The course will be devoted to the practical application of Ortho-K, for mainstream practice.

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