

How To Value Daily Deals For LASIK

(NAPSA)—Increasingly, daily deal sites are used to promote goods and services, including special offers on LASIK surgery. LASIK is a very safe, effective and popular option for vision correction for most people, and if a daily deal, such as one from Groupon, has you considering it, here are some factors to think about:

1. Start by making sure you are a good candidate for the procedure by having a thorough evaluation of your vision and eye health. This process can take two to three hours at a reputable LASIK practice. Approximately 15–20 percent of people wanting LASIK are ineligible for clinical reasons.

2. Research the background of your surgeon. Board certification by the American Board of Ophthalmology is a minimum and highly qualified surgeons have more credentials, complete advanced training and participate in clinical research. Make sure your surgeon has a lot of experience, at least 1,000 LASIK procedures, and is careful about screening out people who aren't good candidates.

3. Learn what type of technology the surgeon or practice offers. While the procedure has been available for more than a decade, significant advances in LASIK technology and techniques are available today that may or may not be covered in a daily deal offer. Recent advances include next-generation excimer lasers, extremely precise femtosecond laser technology, wavefront technology and advanced diagnostic equipment.



Take a closer look at daily deals for LASIK.

These innovations are responsible for making the vision correction benefits of LASIK available to more people, including those with thin corneas, dry eyes and prescriptions in the higher ranges.

“While it is natural to want to get in on a deal, when it comes to your vision, price shouldn't be your first consideration,” says Dr. Eric Donnenfeld, M.D., F.A.C.S. and member of the American Refractive Surgery Council (ARCS). “To make a smart investment in your vision, you need to look beyond the great price to the technologies being offered and the qualifications of the surgeon offering them.”

Donnenfeld added that the best way to evaluate if LASIK is right for you is to consult with a qualified surgeon to help you weigh the risks and benefits and make sure you are a good candidate for the procedure.

For more information and to download a guide to becoming an informed LASIK patient, visit www.americanrefrativesurgerycouncil.org.