



FOR IMMEDIATE RELEASE

GULF COAST EYE CARE INTRODUCES NEW, BREAKTHROUGH TREATMENT FOR DRY EYE SUFFERERS

New Treatment for Chronic Dry Eye Disease Presenting High Results

PALM HARBOR, FL, March 2012 – Gulfcoast Eye Care, a full service ophthalmology practice with locations in Palm Harbor and Pinellas Park, Florida, announced today that it is the first ophthalmology practice in Florida to introduce a new, breakthrough treatment for patients who suffer from a form of Dry Eye called Evaporative Dry Eye disease. An astonishing statistic of over 100 million people worldwide suffers from dry eye disease. Of those, an incredible 65 percent suffer from Evaporative Dry Eye. This disease stems from a deficiency in the oily lipid layer of the eye's natural tear film. Gulfcoast Eye Care has introduced a new, advanced in-office treatment, called LipiFlow[®], which is intended to diagnose and treat patients at the cause of this disease called meibomian gland dysfunction, by unblocking the glands and allowing them to resume the release of oily lipids needed for a healthy tear film.

Common symptoms of dry eye include dryness, grittiness, soreness, redness, burning, eye fatigue and even headaches. These symptoms can hinder people's daily activities such as reading, using the computer, being outdoors on windy days and often times making it difficult and uncomfortable to wear contact lenses. "Dry eye symptoms are the most common complaints patients discuss when visiting eye care professionals," said Michael Manning, MD, Chief Ophthalmologist at Gulfcoast Eye Care. "We are very pleased to introduce the new LipiFlow treatment to help those patients achieve relief who are very frustrated with this chronic disease. This technology allows us to diagnose the disease more accurately and helps the meibomian glands resume their natural function with patients experiencing noticeable results within the first month after the treatment. The results have often times been more immediate and evident than years of other methods."

Historically, common therapies aimed at dry eye symptom relief included using warm compresses, wetting drops and ointments, and prescription drugs. Alternatively, LipiFlow addresses the root cause as opposed to simply treating the symptoms. In controlled clinical studies of patients who received a single LipiFlow treatment, the average meibomian gland score at 4 weeks improved by two to three times over the baseline condition, which reflects significant improvement in necessary oil production. Additionally, at four weeks after the LipiFlow treatment, 79% of patients reported improvement in dry eye symptoms.

About Gulfcoast Eye Care

Gulfcoast Eye Care with its main office located at 2650 Tampa Road in Palm Harbor, FL offers a full line of advanced eye care services including laser vision correction, refractive and cataract surgery, diagnosis and treatment of various eye conditions, eyelid surgery and dry eye treatment. Our highly trained and experienced surgeon, Dr. Michael Manning strives to deliver the best care and surgical outcomes for each and every one of his patients. Gulfcoast Eye Care utilizes the most advanced, field proven technology and techniques to deliver the best solutions safely and reliably. For more information, visit www.gulfcoasteyecare.com.

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