



For Immediate Release:
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THEY CAN SEE CLEARLY NOW, THANKS TO “DOCTOR LAX”

EAST RUTHERFORD, NJ - New Jersey Storm indoor lacrosse players **Roy Colsey**, **Shawn Nadelen**, and **Matt Roik** already excelled on the turf, but all three wanted to find another edge to improve their level of play. In 2001 Colsey was the leading scorer in the National Lacrosse League (NLL), Roik was the Storm's "go-to" goalie in 2002, and Nadelen helped the Storm defense finish fifth in the NLL in penalty killing in 2002. Their problem was not their physical ability, but their vision. All three players were nearsighted and had trouble seeing distant objects clearly. Vision is a vital weapon in every great lacrosse player's arsenal. Great players have a clear picture of the field and see the play before it actually develops.

To address this need Colsey, Nadelen, and Roik went to Team Ophthalmologist **Dr. Cary Silverman** at *EyeCare 20/20* in East Hanover, New Jersey. After determining that each player was a good candidate for *LASIK* surgery, Silverman performed the ten-minute procedure on all three. The trio emerged with perfect 20/20 vision.

"What a terrific experience. I saw immediate improvement in my vision and was able to play right away," said Colsey, the Storm's leading scorer this year with 64 points (34 goals, 30 assists). "I liked it so much that my wife and other family members got *LASIK* through Dr. Silverman soon after my surgery."

Dr. Silverman has also performed *LASIK* on other lacrosse stars such as **Jesse Hubbard**, **Christian Cook**, **Trevor Tierney**, and **Jason Carrier** of Major League Lacrosse's (MLL) New Jersey Pride and on the Head Coach of Princeton University's Men's Lacrosse team **Bill Tierney**.

"*LASIK* is one of the most exciting advancements in the field of eye care since the invention of the contact lens," Silverman said, "In most cases, patients return to an active lifestyle by the following day. My family and I are big lacrosse fans, so this seemed like a natural for me. The guys have been terrific to work with and have all seen marked improvements." Silverman decided to pursue the lacrosse niche after performing *LASIK* on his son, a high school senior and lacrosse player.

Dr. Silverman is the Medical Director of *EyeCare 20/20*, the first practice in New Jersey to offer *LASIK* on the VISX laser in its own office. The VISX laser used at *EyeCare 20/20* has been recently approved for Custom Ablation, one of the most advanced technologies available. *EyeCare 20/20* will be one of only a few locations in New Jersey to feature this exciting new technology. Silverman, a Livingston resident, is one of a handful of ophthalmologists in the state who specializes in *LASIK* surgery for the correction of nearsightedness, farsightedness and astigmatism. Cited as one of the *New York Metro Areas Best Doctors* (1998, 1999, 2000, 2001,

and 2002), Dr. Silverman has performed thousands of *LASIK* surgeries to date. He received his M.D. from the New Jersey Medical School in 1982 and his BA in Biology from Boston University (cum laude) in 1978.

EyeCare 20/20 utilizes the CustomVue procedure to tailor a unique correction for each individual. It employs the VISX WaveScan System, a new diagnostic system that captures a "fingerprint" of the eye which is 25 times more precise than what was previously measurable by standard methods. WaveScan evaluates more than nearsightedness, farsightedness, and astigmatism; it captures other, more specific imperfections in each individual's vision. This data is then used to generate an individualized treatment for a CustomVue procedure.

Clinical data presented at the American Society of Cataract and Refractive Surgery 2003 Symposium and Congress in San Francisco showed that at one year following the procedure, all of the follow-up examinations indicated that participants could pass a driving test to drive without glasses or contacts. 98% of the participants could see 20/20 or better and nearly 70% could see better than 20/20 without glasses or contacts. A six-month evaluation of clinical study participants showed that four times as many people were very satisfied with their night vision after the VISX CustomVue procedure, compared to their night vision before with glasses or contacts.

For more information on *Eye Care 20/20*, go to www.eyecare2020.com or call (973) 560-1500. For more regarding the New Jersey Storm, go to www.njstorm.com or call 1-866-NJ STORM.

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