


# The Consumer Med Summit 2009

CMSPT9

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A decorative graphic at the bottom of the slide consisting of a blue trapezoidal shape that tapers from left to right, with a green-to-blue gradient bar on top.

# Ophthalmologists are searching for additional procedures

## Cataracts for a Cadillac Index

### 1985

- Coupe DeVille \$30,000
- Surgeon fee for ECCE \$2200  
– 14 procedures required



### 2003

- Coupe DeVille \$49,000
- Surgeon fee for ECCE \$669  
– 73 procedures required



# eyeonics vision

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- Approval of an accommodating lens
- Privatization of the cataract procedure
- Demonstrate increasing value year over year

# Today

- eyeonics acquired by Bausch & Lomb in Feb 2008
- crystalens the # 1 selling lens in the premium channel – 51% share
- Premium channel will be a One Billion Dollar market in 2009
- In July 2008, Bausch & Lomb launched the crystalens HD at \$1095

I + R = E

Belt and Suspenders

Passion, Discipline, Laughter

Simple is Hard, Complex is easy

If I have to ask you for it, its too late

Management by walking around

If we don't fix our customers problems our competitors will

Investment in your team (emotional, professional)

Make a decision

It ain't perfect but it works

The three option lunch

Personal notes

If you can't run a meeting you can't run a company

Leather skin

It all flows from the goals

The Two Kinds of People

The Beauty of Short and Concise

Making a presentation to the Board

Making a presentation to the Employees

Being Represented

Country Songs that are useful in Business

It ain't love but it ain't bad

If the phone don't ring its me

You're the reason our kids are ugly