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WOOLFSON EYE INSTITUTE OPENS REFRACTIVE SURGERY CENTER IN GEORGIA

Leading Refractive Center Increases Footprint and Jobs in Metro Atlanta

Atlanta, GA, March 9, 2010 – Woolfson Eye Institute (WEI) announced today the opening of its Ambulatory Surgery Center (ASC) in Atlanta, Georgia that occupies over two thousand square feet. This new center not only extends WEI's dominant footprint in the Southeast as the leading refractive service provider but also brings much-needed employment opportunities to metro Atlanta. This expansion was made possible by the unprecedented increase in patient volume WEI has experienced in the past two years. With the ASC's opening – WEI can better serve this growing clientele with an even wider array of in-house services, ensuring that patients truly can enjoy their *BEST VISION AT ANY AGE*.

“Patients are in the driver’s seat when it comes to surgery, elective surgery in particular. To keep your business growing, you must pay careful attention to all of their surgical and post surgical needs and experiences. Our patient return visits and referrals are critical to our success, and that’s why everything we do is patient centric and every bit of our patients’ feedback is taken seriously by everyone in our organization ” said Jonathan Woolfson, Founder and Medical Director of WEI.

According to health care reports, every day 10,000 baby boomers enter the healthcare market and the growth projections for ophthalmic services are soaring. Designed by Atlanta-based, LeVino Jones Medical Interiors, the ASC combines a state-of-the-art surgical suite with a post-op area designed to the exacting medical standards of WEI but with a clear focus on patient comfort. High-end features such as specialty lighting, rich wall coverings, and privacy curtains ensure patients feel more like they are in a luxury hotel than a surgical facility.

“We’re committed to providing our clients’ best vision at any age as we build upon our leadership in refractive surgery. In that light, the WEI ASC is a natural enhancement to our unparalleled capabilities and offerings,” said Debbie Raasch, Chief Operating Officer at Woolfson Eye Institute. “From conception to completion this has been one of the largest projects we have undertaken, but our goal has always been to provide our patients with the absolute best when it comes to their vision and their eyes”.

On April 13, WEI will host a ceremonial ribbon cutting with invited guests along with Atlanta Falcons’ star power including Curtis Lofton, Ovie Mughelli, Freddie the Falcon, and the Atlanta Falcons Cheerleaders.

About Woolfson Eye Institute

Headquartered in Atlanta, GA, Woolfson Eye Institute (WEI) is the leading provider of LASIK and referral ophthalmic services in the Southeast. WEI has an Ambulatory Surgery Center (Permit #060-414) in Atlanta, GA along with state-of-the-art surgery centers in North Carolina and Tennessee. WEI is the Official LASIK Provider to the NFL’s Atlanta Falcons and NBA’s Atlanta Hawks. For additional information visit www.woolfsoneye.com or call 866.527.3722.

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