



**Beautiful Eye...  
Healthy Retina?**

**Are you taking  
your retinal health  
for granted?**

**Protect your vision.**



Bringing the most advanced technology to our patients, we recommend **optomap**<sup>®</sup> ultra-wide digital retinal imaging as part of your comprehensive eye exam today.

The **optomap** ultra-wide digital retinal imaging system helps you and your eye doctor make informed decisions about your eye health and overall well-being. Combining your eye doctor's expertise and **optomap** technology, **optomap** brings your eye exam to life.

**What is your retina?**

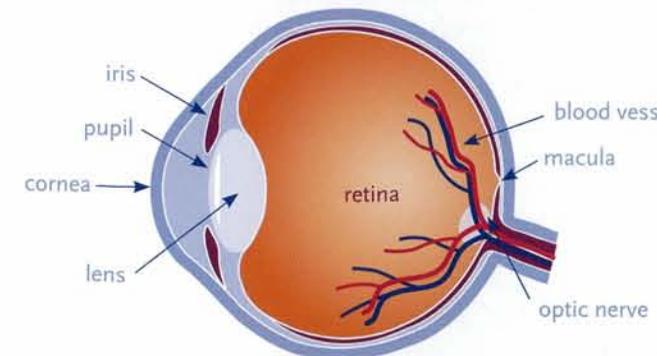
The retina is the delicate lining at the back of the eye and is like the film in a camera.

It receives light through the lens in your eye and produces a picture which is then sent to the brain, enabling you to see.

**Why is the retina important?**

It is important to make sure that your retina is healthy. An unhealthy retina cannot send clear signals and this can result in impaired vision or blindness. If detected early, most retinal conditions and other diseases can be treated successfully.

Although you may see clearly, it is still important to have your retina checked. The retina has no nerve endings and may not feel pain so there may be a problem that you are not aware of.



The Human Eye

[optomap.com](http://optomap.com)

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 **optomap**<sup>®</sup>  
ultra-wide digital retinal imaging



## Early detection is vital.



## The emerging standard for eye health.

### What can happen to the retina?

Your retina is the only place in the body where blood vessels can be seen directly. This means that in addition to eye conditions, signs of other diseases (for example, stroke, heart disease, hypertension and diabetes) can also be seen in the retina. Early detection is essential so that successful treatments can be administered.

**Diabetic Retinopathy (DR).** Diabetes affects the eyes and the kidneys and is a leading cause of blindness. Retinopathy occurs when diabetes damages the tiny blood vessels inside the retina.

**Age-related Macular Degeneration (AMD).** The center of the retina (the macula) can become diseased as we get older. This results in alterations to our fine central vision making daily activities such as driving and reading difficult.

**Glaucoma (Increased Eye Pressure).** Causing damage to the optic nerve, glaucoma almost always develops without symptoms.

**Hypertension (High Blood Pressure).** Increased pressure can result in changes to blood vessels in the eye, increasing the risk of cardiovascular disease (stroke or heart disease).

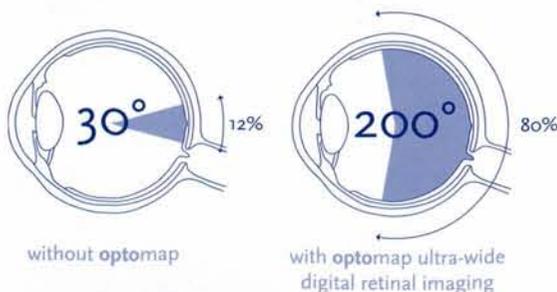
### How does your eye doctor normally examine the retina?

Examining the retina is challenging. Your eye doctor looks through your pupil to examine a layer of tissue that covers the back and inside walls of your eye. Traditional viewing methods can be effective, but difficult to perform. They are also carried out manually without any digital record.

### How does the optomap help?

The optomap ultra-wide digital retinal imaging system captures more than 80% of your retina in one panoramic image. Traditional methods typically reveal only 10-12% of your retina at one time.

The unique optomap ultra-wide view enhances your eye doctor's ability to detect even the earliest sign of disease that presents on your retina. Seeing most of the retina at once allows your eye doctor more time to review your images and educate you about your eye health. Numerous clinical studies have demonstrated the power of optomap as a diagnostic tool.<sup>1</sup>



### Do all eye doctors have an optomap ultra-wide digital retinal imaging system?

Not yet. But optomap is an emerging standard for eye health and millions of people worldwide have benefited from optomap.

### How often should I have an optomap?

Your doctor will advise based on your individual circumstances but it is generally recommended that you have an optomap every time you have an eye exam. This will ensure you have a digital record of your retinal health on file which can be compared for changes over time.

### Should my children have an optomap too?

Many vision problems begin at an early age, so it's important for children to receive proper eye care from the time they are infants.

### Will I need to be dilated, does it hurt?

An optomap takes only seconds to perform, is not painful, and typically does not require dilation. However, for care reasons, dilation may still be required.

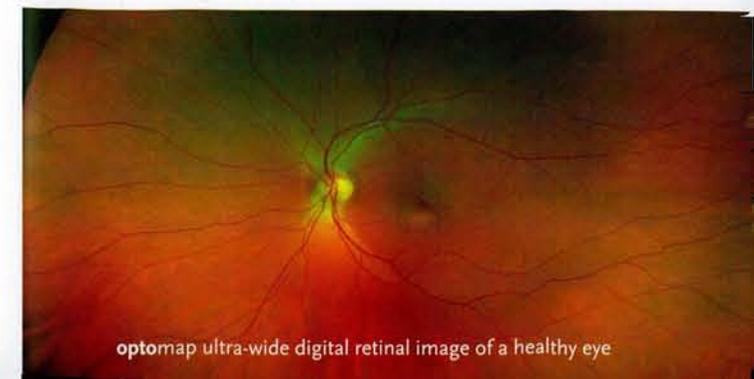
**More than 24 million optomaps have been performed worldwide since its introduction in 2000.**

1. Data on file

### How was optomap invented?

"In 1990 my five year old son Leif Anderson went blind in one eye because a retinal detachment was detected too late for treatment. Although he was having regular eye exams, conventional tests were uncomfortable, especially for a small child. I sought to find a way to make retinal examinations easier. Leif, now a young man, has adjusted beautifully and we are thankful to, hopefully, help other families avoid vision loss."

—Douglas Anderson, Optos founder



optomap ultra-wide digital retinal image of a healthy eye