

*A Global Physician-Funded, Physician-Led
Business Development Organization*

*Bringing the Benefits of
Refractive Surgery to More People by
Growing Every Member's Practice*

REFRACTIVE SURGERY ALLIANCE SOCIETY





REFRACTIVE SURGERY
ALLIANCE SOCIETY

WELCOME TO THE REFRACTIVE SURGERY ALLIANCE

The Refractive Surgery Alliance (RSA) is a unique group in the world of ophthalmology and refractive surgery, founded by Guy Kezirian, MD, MBA, FACS, that aims to create an alliance of highly qualified, ethical refractive surgeons to help promote refractive surgery through education, research, management and patient care.

All physicians belonging to the RSA are board certified/board eligible ophthalmologists who have a special interest in refractive surgery, are leaders in their field, and also who have been selected and approved by the Executive board.

Through our five (5) main initiatives of Surgeon Education, State-of-the-Art Equipment, Patient Outreach, Vision for a Lifetime and Affordability we strive to increase the access and availability of quality refractive surgery to all patients and to help decrease the myths and misinformation about refractive surgery that has been previously propagated.

*“EVERY REFRACTIVE SURGEON SHOULD GAIN ACCESS
TO THIS IMPORTANT COMMUNITY.”*

JOIN US!

WWW.REFRACTIVEALLIANCE.COM

WHAT IS THE REFRACTIVE SURGERY ALLIANCE ?

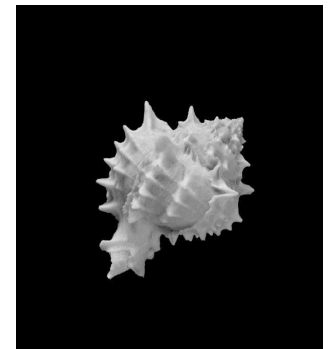
The Refractive Surgery Alliance Society is founded on the principle that collaboration among refractive surgeons is essential to the growth of refractive surgery. It is a true “alliance” that creates value through shared purpose.

Refractive surgery has developed rapidly over the past decades. Current technologies benefit people of all ages and at all stages of refractive development, starting from young adulthood. We can treat nearly all refractive errors, help patients overcome presbyopia, and provide full visual performance after lens surgery. The economics are overwhelmingly positive for patients. Yet less than 5% of candidates have had surgery. We must bring the benefits of refractive surgery to more people. Informed, collaborative physician leadership is needed.

Refractive surgery has made tremendous inroads – for the first time in human history, we can now correct a functionally debilitating congenital defect on a mass scale. This is a huge achievement. But our ability to correct vision has not benefited enough people. The safety, functional benefits, occupational fitness, lifestyle, convenience, quality of life and economics of refractive surgery are overwhelming.

*THERE IS NO DOUBT THAT REFRACTIVE SURGERY WILL SOON
BECOME THE DEFAULT TREATMENT FOR REFRACTIVE ERRORS.*

THE RSA'S GOAL IS TO MAKE THIS THE TIME.



RSA INITIATIVES



The RSA creates opportunities for collaboration by focusing on practice growth. Our key initiatives include:

SURGEON EDUCATION: The RSA “Master of Refractive Surgery Program”.

STATE-OF-THE-ART EQUIPMENT: The RSA is committed to changing the way that surgeons access technology to ensure that patients always have access to current technologies. This program aligns surgeons and the ophthalmic industry to ensure access to up-to-date equipment and technology in the best interest of patients.

PATIENT OUTREACH: The RSA is working with patient advocacy groups to provide evaluations and counseling for patients with questions about prior refractive procedures.

VISION FOR A LIFETIME: Vision changes as we age and there are refractive surgery solutions for every stage of development, from adolescence through senior years. The RSA is committed to serving patients for a lifetime and not as a one-time intervention, to ensure optimal visual performance throughout life.

AFFORDABILITY: Creation Refractive surgery is less expensive than the alternatives of glasses and contacts over time, and the RSA is working to bring affordable solutions to bring the monthly cost in line with alternative treatments.

RSA “MASTER OF REFRACTIVE SURGERY” PROGRAM

Successful refractive surgeons are experts in many dimensions. They are excellent clinicians and surgeons with a deep understanding of patient insights and they constantly participate in the innovation and adoption of new technologies. The scope Refractive surgery is also expanding. Refractive surgery goes beyond corneal laser procedures and includes inlays, lens procedures, and other technologies on the horizon.

The *RSA Master of Refractive Surgery* Program is tuition based and makes advance training available to all RSA Member refractive surgeons, even to those currently in practice, and provides skills training in four Dimensions:



BUSINESS & LEADERSHIP DIMENSION: The PHYSICIAN CEO™ program at the Kellogg School of Management at Northwestern University near Chicago, Illinois is a certificate program that provides MBA-level business skills with a CEO focus. The program consists of four 5-day sessions over 9 months, starting in January of each year.



CORE COMPETENCE DIMENSION: Online modules provide training in the art and science of refractive surgery, including a broad range of clinical concepts, surgical step-by-step modules and “Words Matter” – a focused skills transfer program about how to counsel patients at every step of the process.



TECHNOLOGY & INNOVATION DIMENSION: An in-depth program modular program taught by the key innovators in refractive surgery to help clinicians integrate new technologies and participate in innovation.

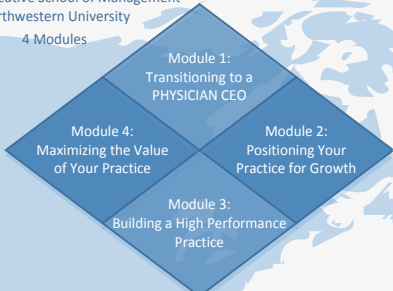


PRACTICAL DIMENSION: Modular programs in the practice setting to cover all aspects of refractive surgery.

Master of Refractive Surgery (MORS) Program

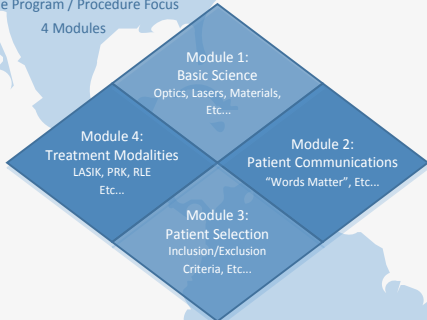
Business & Leadership Dimension:

PHYSICIAN CEO™
Kellogg Executive School of Management
Northwestern University
4 Modules



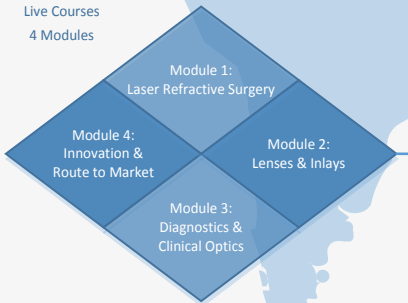
Core Competence Dimension:

Online Program / Procedure Focus
4 Modules



Technology & Innovation Dimension:

Live Courses
4 Modules

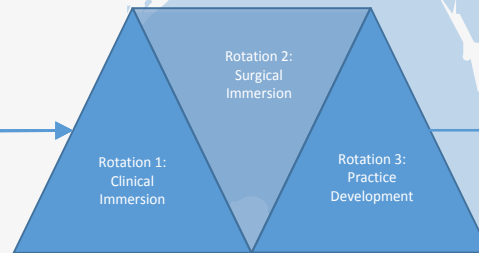


MORE than Just a Fellowship
Includes All Four Dimensions of a Refractive

- Business an Leadership
- Core Competence
- Technology & Innovation
- Practical: Clinical, Surgical and Practice Development

Practical Dimension:

Skills Transfer
3 Rotations



Board Review Biannual

Draft Boards
Case Review
Technology Access
Outcomes Analysis

Master of Refractive
Surgery

9 – 12 Months

6 – 12 Months

Board Reviews Offered Biannually

Completed in Under 30 Months



REFRACTIVE SURGERY
ALLIANCE SOCIETY

PREFERRED VENDOR PROGRAMS



The RSA members include some of the best refractive surgeons in the world, but often do not receive the best pricing from vendors because they work in independent practices. The RSA Preferred Vendor program brings economics of scale to member practices by leveraging our numbers to negotiate preferred rates.

Some relationships are product-specific, others convey across products. The diligence process for selecting Preferred Vendors is done by expert RSA members, which benefits all RSA members.

Vendors selected to be RSA Preferred Vendors benefit significantly from the association – not only do they gain efficient access to a large network of highly qualified refractive surgeons, they also gain recognition in the industry. RSA members receive transparent pricing for reliable services and products.

“*THE RSA PREFERRED VENDOR PROGRAMS CREATE ECONOMIC ADVANTAGES FOR MEMBER PRACTICES.*”

RSA'S UNIQUE MEETINGS AND EVENTS

The RSA has a strong focus on community. The ***RSA EMAIL FORUM*** is a members-only discussion forum that forms a virtual community among members. It is very active and the quality of discussions is very high. The Alliance holds several in-person meetings and events throughout the year with a focus on practice growth.



@ PREMIER PRACTICES

“Premier Practice Showcase” are held each June at premier practices around the globe and provide in-depth views of some of the best practices in refractive surgery.



@ ASCRS

The RSA Symposium at ASCRS is a members-only event with explicit focus on business development, practice growth and integration of new technologies into practice.



@ ESCRS

The RSA Reception at ESCRS brings RSA members and colleagues from around the world together to explore potential opportunities.



@ AAO

The RSA Leadership Forum at the AAO meeting provides RSA Members with the opportunity to set RSA priorities for the upcoming year.

LEADERSHIP & OPPORTUNITIES



The Refractive Surgery Alliance Society is led by its physician members. Voting members of the Executive Committee include the President, Vice President, Secretary, Treasurer and the RSA Founder. Non-voting members of the Executive include advisors, section heads of the RSA Masters of Refractive Surgery Program, and other RSA members engaged in leading the RSA initiatives. Executive Committee members serve without financial compensation and pay full membership fees.

The RSA is committed to fostering leadership in younger physicians. Except for the RSA Founder Guy Kezirian, MD, MBA, the Executive Committee consists of “new generation” surgeons and key leadership positions throughout the Alliance are available. Senior physicians provide important mentorship, resources and support.

The RSA Society is forming a Business Section for practice administrators who work in RSA practices. This section will be led by physician members with section leadership coming from the non-physician Section members.

The RSA organization is growing quickly and there are many leadership opportunities available. Please consider taking an active role in the RSA Leadership.



“COLLABORATION AND LEADERSHIP AMONG PHYSICIANS DEDICATED TO BRINGING THE BENEFITS OF REFRACTIVE SURGERY TO MORE PEOPLE THROUGH COLLABORATION IS HAVING TREMENDOUS IMPACT ON THE FIELD, AND WE INVITE ALL REFRACTIVE SURGEONS WHO ARE DEDICATED TO THIS MISSION TO JOIN US.

HOW TO JOIN

Application for RSA Membership is available to board-certified and board-eligible ophthalmologists who have an interest in refractive surgery. The application requires disclosure of prior disciplinary actions and malpractice settlements. The RSA Society is inclusive in keeping with the focus on collaboration. Membership is granted by majority vote of the Executive Committee.

Membership fees fuel the organization's activities. Fees are graduated for younger physicians at \$100 USD per year in practice for the first four years. Physicians in practice for five years or longer pay \$800 USD per year. Fees paid after July 1 of each year are applied through the end of the following year.

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