



## SHINAGAWA LASIK centre

### **SINGAPORE EYES UP BIGGER SHARE OF THE REGIONAL MEDICAL MARKET WITH THE OPENING OF NEW LASIK CENTRE**

Singapore's position as the regional medical hub is expected to get a further boost with the opening of Singapore's largest private LASIK centre, the 6,000 square foot **Shinagawa LASIK Centre** at Wheelock Place.

The S\$4 million joint venture project brings together eye care providers in Japan and Singapore: **Shinagawa LASIK Centre**, Japan's leading experts in LASIK, **Capitol Optical**, Singapore's leading eye care company, and the **SNEC Eye Associates (SNEC EA)**, an affiliate of the Singapore National Eye Centre, in a unique synergy of business, medical, and process driven best practices.

The latest addition to the range of cutting edge healthcare services offered by Singapore as Asia's premier healthcare services hub, **Shinagawa LASIK Centre** delivers a unique proposition of the most advanced vision correction LASIK technology and premium quality private eye care services at value-for-money prices. The clinic currently commands a significant 65% share of the total Japanese market in IntraLase LASIK procedures, and is recognised for its exceptional safety and quality records of delivering 20/20 postoperative acuity in 98% of the 16,000 procedures performed a month.

The luxuriously appointed Singapore centre, which is the clinic's first overseas venture, provides the most extensive private eye care facilities in Singapore. This includes four fully equipped operating theatres, six consultation and meeting rooms, two large diagnostic and preparation rooms, comfortable private recovery and resting areas, as well as an interactive information hub with computer access, to help patients make a more informed decision about LASIK.

The clinic's specialist focus is the latest revolutionary IntraLase Method™, a 100% blade free high precision surgical procedure that dramatically improves the safety of corneal flap creation, virtually eliminating almost all of the most serious, sight-threatening LASIK related complications. This top-of-the-line procedure is offered at a very competitive rate of S\$2,388.00 for two eyes (excluding GST), including pre and post treatment assessments, and a three years enhancement warranty that can be taken up either in Singapore or in Japan.

The clinic is managed by a resident team of specialist ophthalmologist and surgical nurses, in conjunction with visiting surgeons from SNEC EA, and is headed by leading cornea expert, Dr Lee Sao Bing, who was formerly the Head of Cornea Services, National University Hospital Eye Surgery Centre.

Central to the success of **Shinagawa LASIK Centre's** unique patient care proposition is the clinic's high operating standards and stringent quality control processes. Director Mr Jun Torihata said: "The exceptional safety and quality track records of our clinical practices are a reflection of the tight quality control processes that we have in place across our whole operation. Our systems of cost management and economies of scales savings as a high volume operator allow us to generate significant cost savings benefits, so that our patients are able to enjoy the very latest and best in premium LASIK treatments and care, all at value-for-money prices."

Mr. Francis Wong, Managing Director of Capitol Optical, believes that Capitol Optical's entry into the LASIK arena was a natural progression for the company. He said: "As a company which has been in the business of providing retail, wholesale and medical eye care services in Singapore over the last 40 years, adding LASIK into our equation of offerings fulfils our mission of being able to provide total eye care solutions to our customers. With an initial target of 2,000 procedures a month, we believe that we are in a good position to replicate **Shinagawa LASIK Centre's** success here in Singapore, and our sights are set firmly on achieving at least a 25% market share within the first two years of operation. Our plans will also be to leverage on Singapore's position as Asia's premier healthcare services hub and will be embarking on a major initiative to extend the reach of **Shinagawa LASIK Centre's** services, through a concerted regional marketing strategy."

SNEC EA is a minority partner in the **Shinagawa LASIK Centre**. Formed in 2001, SNEC EA is an initiative developed under a framework for greater public-private sector collaboration addressing the needs of a wider segment of the local population and foreign patients. SNEC EA will assist **Shinagawa LASIK Centre** in the localising and customisation of the Shinagawa processes and protocols into the Singapore context. SNEC EA will also provide support in the form of visiting surgeons, equipment contribution and maintenance, as well as training of para-clinical support staff. In addition, it will provide input and advice in clinical quality and audit management.

Dr Chan Wing Kwong, Head of SNEC EA, said: “We have seen and assessed the operations of **Shinagawa LASIK Centre** in Tokyo, spoken to its doctors and management and have found its operations, clinical processes, protocols and outcomes of high standards. They have applied Japanese precision to the development of their model for LASIK, embracing sound technologies and processes, enhanced reliability, and managed the pricing with good outcomes. The economies of scale, cost savings and quality outcomes will benefit Singapore's patients and have the potential to attract foreign patients and create value for our economy under the SingaporeMedicine initiative.”

**Shinagawa LASIK Centre** is located at 501 Orchard Road, #05-01 Wheelock Place, Singapore 238880 and is open on weekdays from 9.00 am to 6.00 pm and on Saturdays from 9.00 am to 1.00 pm. For appointments please call 673 88222.

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## **About The Investors**

### **Capitol Optical**

One of the forerunners of eye care retailing in Singapore, Capitol Optical has been providing comprehensive eye care services (retail, wholesale and medical) in Singapore for 40 years. Established in 1968 as a family owned business, the company has over the years evolved into Singapore's leading lifestyle eye care brand with 30 strategically located retail outlets that operate under the brands of Capitol Optical, KOOLOOK, Specialist Eyecare Centre and Integrated Eyecare Centre. It is the only optical retailer in Singapore to have its own ophthalmology medical clinic, and was recently awarded the Singapore Retailers Association's 2007 Best New Entrant Of The Year Award, for the opening of Singapore's first eye care lifestyle concept store, Integrated Eyecare Centre (IEC) at Vivo City.

### **SNEC Eye Associates (SNEC EA)**

SNEC Eye Associates is an affiliate of the Singapore National Eye Centre. Formed in 2001, SNEC EA is an initiative developed under a framework for greater public-private sector collaboration addressing the needs of a wider segment of the local population and foreign patients. SNEC EA offers opportunities for greater exchanges and collaboration between the public and private sector doctors on latest advances, new cutting edge medical technology, treatments and clinical trials. It introduces a faculty practice model of private medical practice emphasising an institutional grouping that fosters subspecialisation, peer review and quality assurance.

### **Shinagawa LASIK Centre, Japan**

Established in October 2004, **Shinagawa LASIK Centre** is Japan's largest and leading LASIK medical centre. Specialising in the IntraLase Method™ the company operates three centres in Tokyo, Nagoya and Osaka, with a professional staff strength of 435, which includes a specialist medical team of 87 doctors and 112 optometrists.

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