



For Immediate Release

**Hong Kong Sanatorium & Hospital
Guy Hugh Chan Refractive Surgery Centre
Wins the First Gold Trusted Brand Award in “Eye Surgery Centre” Category**

(24 May 2011, Hong Kong) Hong Kong Sanatorium & Hospital (HKSH) was honoured to receive Reader’s Digest Trusted Brands Gold Award in the new category 'Eye Surgery Centre (LASIK)' in 2011. This award symbolizes the public recognition of our eye surgery services, as well as the long time commitment of HKSH to quality care and service excellence.

HKSH's Department of Ophthalmology is comprised of a team of renowned ophthalmologists, registered nurses and optometrists. Apart from the professional ophthalmological examinations and treatments, our Hospital also provides refractive surgery and cataract surgery services at the Guy Hugh Chan Refractive Surgery Centre (GHCRSC) and the Cataract Surgery Centre. We ensure that each and every customer's needs can be achieved through the provision of comprehensive care.

World-Recognized LASIK Expert

Established in 1996, the Guy Hugh Chan Refractive Surgery Centre (GHCRSC) is one of the pioneers to introduce LASIK technology to Hong Kong. It was recognized in 1997 as the first refractive surgery training centre in Asia. Since then, about 180 ophthalmologists from local and overseas received training in LASIK and other refractive surgeries, such as implantation of Intra-ocular Lens.

GHCRSC is renowned in Hong Kong for its solid experience, expertise and commitment to delivering quality medical treatments through the application of state-of-the-art technology. As of today, GHCRSC has performed over 79,000 LASIK procedures, and the result is truly remarkable.

Advanced & Effective Treatment for Presbyopia

As a leading medical institute, we take pride in achieving the best possible outcome with its great flexibility and ensuring maximum safety. Doctors of GHCRSC and Cataract Surgery Centre can choose the most suitable refractive surgery for patients according to their individual conditions, optimizing the efficacy of the surgery. To ensure maximum safety, our professional in-house engineering team conducts daily inspection of all equipment.



“The development of the LASIK technology has been remarkable. Now that the ageing population and the number of people with presbyopia continue to grow, we will put more focus on developing the treatment for presbyopia. With the help of new technology, patients with presbyopia could gain improved vision as well as quality of life,” said Dr. John Chang, Director of GHCRSC of HKSH.

Intraocular lens implantation is a good option to gain improved vision. In 2010, HKSH introduced a new presbyopia treatment method which enabled doctors to treat patients with both cataract and presbyopia problems. Dr. Ivan Chen, Director of Cataract Surgery Centre of HKSH said, “Cataract surgery was able to reduce some refractive errors, but with the newest accommodating intraocular lens, patients are able to reduce their reliance on glasses and contact lenses.”

Dr. Walton Li, Medical Superintendent of HKSH, would like to thank consumers for their support and recognition of our commitment to lifting the quality of medical services. “Winning this accolade is not only recognition of achievement, but also a demonstration of the trust that people put in our hospital., We will continuously strive to meet and exceed customer expectations, and raise our profession to new heights,” said Dr. Li.

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About Reader's Digest "Trusted Brands Survey"

Reader's Digest Asia conducts the Trusted Brands Survey annually since 1999 to recognize the outstanding achievements of different brands. Reader's Digest commissioned Synovate Research reinvented to conduct an independent analysis in October 2010. 2,000 respondents in Hong Kong were asked to name their most Trusted Brand in a wide range of products and services according to the following 6 attributes: Trustworthiness & Credibility, Quality, Value, Understanding of Customer Needs, Innovative and Social Responsibility.

About Hong Kong Sanatorium & Hospital

Hong Kong Sanatorium & Hospital is one of the leading private hospitals in Hong Kong. With the motto "Quality in Service Excellence in Care", the Hospital is committed to serving the public as well as promoting medical education and research.

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Photos

- 1) Award winners and guests at the Reader's Digest Trusted Brand 2011 Awards Presentation Ceremony.



Dr. John Chang, Director of Guy Hugh Chan Refractive Surgery Centre of Hong Kong Sanatorium & Hospital (Eighth from the left, back row) and Dr. Ivan Chen, Director of Cataract Surgery Centre of Hong Kong Sanatorium & Hospital (Third from the right, back row)

- 2) Dr. John Chang, Director of Guy Hugh Chan Refractive Surgery Centre of Hong Kong Sanatorium & Hospital (Left), received Reader's Digest Trusted Brands Gold Award.



- 3) Guy Hugh Chan Refractive Surgery Centre of Hong Kong Sanatorium & Hospital wins the first Reader's Digest Trusted Brands Gold Award in "Eye Surgery Centre" Category in 2011.



- 4) Established in 1996, Guy Hugh Chan Refractive Surgery Centre of Hong Kong Sanatorium & Hospital has performed over 79,000 LASIK procedures, and the result is remarkable.



- 5) Well equipped with the most advanced technology, Guy Hugh Chan Refractive Surgery Centre of Hong Kong Sanatorium & Hospital is committed to providing quality service and care to the community.



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