

## **FOR IMMEDIATE RELEASE**

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### **PARK AVENUE LASER VISION – “VISIONARY” MARKETING IDEAS AT WORK Recognized by the *New York Times* for creative Internet marketing**

**New York, NY – June 27, 2008...**Dr. Emil Chynn of the Park Avenue Laser Vision (PALV) Center is setting the standard for medical professionals practicing not only the latest techniques in laser vision correction but employing innovative marketing techniques as well. In a recent article in the *New York Times*, Dr. Chynn was recognized as a pioneer in marketing his services through the popular video sharing site, Youtube. Dr. Chynn, who was the first New York City eye surgeon to perform the most advanced laser procedure, CustomVue Wavefront Monovision, also uses cutting-edge marketing practices through a unique combination of open-to-public surgery seminars, patient referrals, and the Internet.

Dr. Chynn, who has been successfully performing laser vision correction for over a decade, is also staying ahead of the curve by employing innovative marketing techniques for his Center. In a *New York Times* article published 26 June 2008, PALV is recognized for its unique patient endorsement campaign in which patients are offered an incentive to post the videos recorded during their surgeries on YouTube in exchange for discounts off their surgery or on a future procedure (Botox, etc.) While the practice of offering patient remuneration in exchange for endorsements has raised some eyebrows among medical ethicists and consumer advocates, Dr. Chynn sees nothing wrong with the practice. “In the end, it comes down to the integrity, experience and reputation of the surgeon,” says Dr. Chynn, who has performed over 11,000 cases without a single lost or settled lawsuit. He also holds an MD from Columbia University and an MBA from NYU.

Dr. Chynn also entices new patients by holding bi-monthly free seminars that are open-to-the-public and allows visitors to observe right in the procedure room next to him during a patient’s surgery. There is also a video camera directly above the patient’s eye recording the entire procedure as it is taking place and linked to TV screens that can viewed both in the reception area as well as from the sidewalk directly outside the Center.

In addition, PALV is currently launching their new website which features a “simulator” that enables the viewer to experience a simulation of the actual laser surgery. The new website also includes a video gallery (put together by SalemGlobal Internet Website Marketing) that includes segments of Dr. Chynn’s recent TV appearances and a patient surgery narrated by the patient himself. There is also a rotating carousel with patient testimonials and a way to browse through the first chapter of Dr. Chynn’s upcoming new book *Laser Vision Surgery*. “All of this helps remove any mystery around laser eye surgery and perhaps trepidation one may have towards the procedure,” explains Dr. Chynn.

To attend a free surgery seminar, call (888) I-WANT-2020 (888-492-6820), or (212) 741-8628 (M-F, from 10-6) to reserve a seat. Upcoming seminars will be held on 7/9, 7/23, 8/6, and 8/15 at 5 – 6:30pm at Park Avenue Laser Vision, located at **102 E. 25<sup>th</sup> St. (at Park Avenue South), New York, NY 10010.**  
[www.ParkAvenueLaser.com](http://www.ParkAvenueLaser.com)

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