

Three Days with Teleon Surgical at ESCRS 2022

by Matt Herman



Media MICE was live at ESCRS 2022 in Milan, Italy to check out the booth scene from one of Europe's most innovative manufacturers.

It is an at-times bewildering milieu of classic cool and avant-garde design here in the world's fashion and design capital of Milan, Italy, host city of the 40th Congress of the European Society of Cataract and Refractive Surgeons (ESCRS 2022). Skirts and dresses festooned with modern and brightly-colored patterns swished amongst the clean lines and *moda classica* of days long gone in Exhibition Hall 4 of the Milano Convention Center in the year's most stylish ophthalmic conference yet.

But cutting-edge design wasn't just limited to what attendees were wearing, and nowhere else was this more evident than at the TELEON Surgical booth. Attendees flocked to the company's

signature green displays around the clock to see the latest innovations in IOLs and medical devices, and your correspondent was on hand throughout the first three days to see what the buzz was all about.

Day 1 (17 Sept. 2022)

2:00 p.m.

Upon entering the exhibition, TELEON's bold green signage at the heart of the hall towered above the rest, and crowds had already begun forming around the booth in anticipation of what was to come.

Upon drawing nearer, the booth was cleverly designed to showcase the company's products, as well as offer a comfortable respite to delegates in a lounge area. Adorning the walls of the booth, were images of Milan as seen through TELEON's IOLs — like the

LENTIS Mplus, where the city's streets at sunset are on display within the lens. And in the middle of it all, a LENSAR Ally Adaptive Cataract Treatment System (more on that later). With curiosity piqued and an overwhelming urge to relax in one of the lounge chairs, your correspondent settled in to watch the action...

2:50 p.m.

The masses were unleashed and TELEON's booth was a hive of activity amidst the din of the exhibition hall. A camera crew set up shop and checked microphones as featured speaker Dr. Florian Kretz joked with attendees during the first of four Booth Talks the company would host over the coming days. The crowd began to spill out into the aisle as headsets were distributed, and anticipation built up to the moment Dr. Kretz strolled up to the screen.

3:00 p.m.

Dr. Kretz delivered his talk on *Refractive EDOF and multifocal technologies: Blended vision with MF15 & MF30 optical designs*. It revolved around TELEON's high-tech LENTIS family of IOLs for presbyopia correction, and Dr. Kretz noted that this family of lenses was clearly designed with TELEON's signature patient-centric approach. The world is diverse, and patients have a variety of needs, Dr. Kretz observed. TELEON's patient-first approach has delivered a family of lenses evolving constantly to embrace this diversity, and the patient outcomes Dr. Kretz shared speak to the effectiveness of this approach.

Day 2 (18 Sept. 2022)

9:58 a.m.

Out of breath from a grueling jog in dress shoes apparently not up to the task, your correspondent arrived huffing and puffing to a throng of spectators at TELEON's Booth 32. All were awaiting Dr. Patrick Versace's Booth Talk, *ALLY and FEMTIS IOL — the perfect match for highest demands and excellent results*.

A spot underneath a giant rotating cross-sectioned replica of an eye implanted with a FEMTIS IOL was fittingly chosen as an observation post, and the talk began. With multiple gestures to the LENSAR ALLY to the speaker's right, Dr. Versace

elaborated on the seamlessness of using TELEON's FEMTIS IOLs. Lenses like FEMTIS deliver accurate, predictable results from everything to post-op refraction goals to reliable alignment due to lens fixation in the capsulorhexis. The proven results with TELEON's asymmetrical refractive lens designs are a no-brainer according to Dr. Versace, and the crowd couldn't help but nod in agreement.

3:00 p.m.

It was another sprint to the booth as your correspondent arrived just in time to wrangle a set of headphones for Dr. Andreas Borkenstein's Booth Talk: *Enhanced monofocal technologies — LENTIS & ACUNEX Quantum*.

Data-driven analysis of LENTIS and ACUNEX Quantum monofocal IOLs was on the menu for Dr. Borkenstein, as he focused on holding up TELEON's impressive claims to the cold, hard light of data. "Are the statements of the company true or not," Dr. Borkenstein asked rhetorically and then proceeded to dissect the data from the optical bench to the clinic to see if these lenses were up to snuff.

The answer was a resounding "yes" as Dr. Borkenstein transitioned smoothly from a chart barrage to case study. Of particular interest was a 78-year-old former biology professor and self-styled "Google expert" who came in with sky-high expectations.

Even for problematic patients, the LENTIS and ACUNEX were up to snuff, and members of the audience with horror stories of their own murmured to each other in admiration.

Immediately following was a live demo of TELEON's new iDea, a powerful diagnostic tool designed to meet the ever-rising needs of patients with dry eye. A technician took crowds through the device's advanced tear film monitoring capabilities, tear composition analysis, and ability to peek at all layers for unparalleled accuracy in diagnosing dry-eye type.

Day 3 (19 Sept. 2022)

1:45 p.m.

A more relaxed schedule meant an earlier arrival at Booth 32 in the hopes of catching up with Dr. Cathleen McCabe, presenter of the final Booth Talk, *ALLY: First Impressions and Technical Details*. But your correspondent's attention was drawn immediately to a swelling crowd surrounding the LENSAR ALLY Laser System, which was presently being demonstrated to an eager audience. The skilled technician deftly scanned QR codes and showcased the ALLY's integrated femto and phaco functionalities, which fit perfectly with Dr. McCabe's presentation.

For Dr. McCabe, ALLY is all about the marriage of convenience and technological prowess. The platform is the cataract laser to integrate important preoperative settings. "It knows you. It knows your technique," Dr. McCabe reported. This customizability, along with the convenience of the ALLY's combined femto and phaco functionalities make the device a disruptive, cost-effective and efficient addition to any surgeon's cataract surgery arsenal.

Dr. McCabe's final thought was a particularly prescient way of summing up TELEON and their presence at ESCRS 2022. "This is technology that works as it was designed to perform," she said. And doctors who popped by the booth all found out that TELEON's optical designs are made for optimal, efficient and effective surgical outcomes with an emphasis on embracing the diversity in patient and surgeon needs. 🌸

