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**NEWS RELEASE**

**(Name of Practice) of (City) Offers Innovative Test to Detect Age-Related Macular Degeneration (AMD) in its Earliest Stages**

-- AdaptDx Testing Can Help Prevent Blindness Caused by AMD –

**(City, State), USA, (Date)** – Dr. Ailani Doe and the staff of Doe Eye Center of Honolulu are among the first to offer the AdaptDx® test to help detect and monitor age-related macular degeneration (AMD). The AdaptDx is a simple, non-invasive test that measures the time it takes a patient’s vision to adjust from bright light to darkness, a process known as dark adaptation. With the AdaptDx, clinicians at (Practice) can diagnose AMD before any vision loss occurs – and put a plan place to help preserve vision.

“Age-related macular degeneration is the leading cause of adult blindness, and more than twice as common as glaucoma. It is a chronic disease that causes a part of your retina called the macula to slowly deteriorate as you get older and makes it difficult to recognize faces, read, watch TV, and drive,” said (Doctor’s Name). “Many of our patients over age 50 are having trouble seeing or driving at night – and this can be the first symptom of AMD. With the AdaptDx, we are able to quickly and easily measure dark adaptation to detect AMD in its earliest stages, which is critical to delaying significant vision loss.”

(Doctor’s Name) recommends AdaptDx testing to patients over age 50, particularly those who have trouble seeing or driving at night. Other than age, risk factors for AMD include a family history of the disease, Caucasian race, smoking, obesity, high blood pressure, high cholesterol, or cardiovascular disease.

“We are very excited to be one of the first practices to offer this state-of-the-art technology to help identify AMD in its earliest stages and help our patients take action to preserve their vision,” said (Doctor’s Name). “While there is not a cure for AMD *yet*, there are several lifestyle changes and supplements that have a proven track record of delaying the progression of the disease.”

The AdaptDx test is a simple test that is easy to take. Nothing touches the patient’s eye and the test does not require pupil dilation. During the test, the patient looks into the AdaptDx in a darkened room, and presses a button every time they see a flashing light. The amount of time it takes to complete the test provides the doctor with vital information regarding the patient’s retinal function.

**About (Practice)**

Since its inception, (Practice) of (City) has been the leader and preferred provider of quality vision care products and personalized optometric services to our patients. Our experienced team of [doctors and staff](https://visionsource-alamoanaaec.com/about-us/doctors-staff/) offer comprehensive vision examinations and specialize in the diagnosis and treatment of a wide array of [eye conditions and diseases](https://visionsource-alamoanaaec.com/vision-care-products/eye-diseases/).

In our mission to provide the best eye care services possible, our clinic uses only the most advanced, state-of-the-art diagnostic technology and eye care products available. We are committed to educating our patients and providing personalized eye care services to the people of (City). At Doe Eye Center, we pledge to provide exceptional customer service in a friendly and modern environment. Our optometrists always put you first as our valued patient.

**About AdaptDx®**

The AdaptDx is the first and only diagnostic aid for the subclinical detection and management of age-related macular degeneration (AMD), the leading cause of adult blindness. The AdaptDx enables eye care professionals to detect AMD several years before physical changes to the retina are visible and allows them to monitor disease progression. This facilitates proactive treatment at each stage of this chronic disease to eliminate preventable blindness.  Backed by more than 20 years of proven clinical research, the AdaptDx is an easy-to-use functional test that accurately measures dark adaptation, a key biomarker of AMD. The AdaptDx is made in the USA by MacuLogix, Inc. Visit [www.MacuLogix.com](http://www.MacuLogix.com) for additional information.

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