

Exhibit 3-10: (cont'd)

Competitor	Strengths	Weaknesses
Horizon Eye Care	<ul style="list-style-type: none"> • Cost based on severity of impairment from \$595/eye to \$2,195/eye; financing available • Ad agency that creates and places ads in TV, radio, direct mail, newspaper, magazines, Yellow Pages, and Internet • Good information systems, budgeting, and billing procedures • Locally owned 	<ul style="list-style-type: none"> • Variability in physician experience: Ugland & Galentine more than 3,000 procedures each; others "several hundred" to "less than a hundred;" the group performs about 10,000 in a year • They "do not keep numbers" of individual doctors' procedures • No numbers on frequency of "enhancements;" enhancements are "done for those who have higher prescriptions to fine tune" • Between 5 and 10% are not candidates for LASIK (these numbers have fallen as the use of wavefront custom lasers allows for greater correction)
LASIKPlus Center	<ul style="list-style-type: none"> • National organization, headquartered in Cincinnati, Ohio; 39 centers in major markets in the US, plus four centers in Canada and Finland • Four employees operate the Center along with one ophthalmologist (Selkin) who has had a corneal fellowship after residency, is certified on four different lasers, and has performed more than 40,000 procedures • All employees are cross-trained and can substitute for each other • Number of procedures is 200/month 	<ul style="list-style-type: none"> • Less "local" orientation • Dr. Selkin rotates between centers in North Carolina, Tennessee, and Texas. He spends about six to eight days (occasionally up to ten days) a month in Charlotte • Pre-op and post-op is done by the patient's own ophthalmologist • Ophthalmologists generally have older patients