

# NATIONAL POST

## CANADA'S BEST MANAGED

### A clear vision keeps LASIK MD at the top of the heap



**LASIK MD co-founders Dr. Mark Cohen and Dr. Avi Wallerstein still find time to perform laser eye surgery a few days a week.**



**lasikmd.com**

**Location** Montreal

**Size** over 700, including more than 50 surgeons

**Sector** Laser vision correction

**Market** Canada

LASIK MD has long been the most recognized name in the Canadian laser vision correction industry. And according to Dr. Mark Cohen, its president and co-founder, during the past year not much has changed. “We perform over half of the surgical procedures in the sector,” says Dr. Cohen. “Furthermore, as public confidence in the long-term effectiveness of laser procedures continues to grow, so does market demand.”

The company employs over 700 people, including more than 50 surgeons, and is responsible for over 75,000 procedures each year. As head of such a large organization, you would expect Dr. Cohen to spend most of his time in meetings, shuffling papers or working on the next big deal.

However, despite LASIK MD’s success, Dr. Cohen still puts in at least two days a week at the operating table, doing the very procedures that he helped build the business on. “Laser vision correction generally does not take a lot of time to perform, but it takes a lot of time to learn,” says Dr. Cohen, who founded the company with business partner Dr. Avi Wallerstein, whom he trained with at McGill’s ophthalmology program. “In fact, one of the factors limiting growth in our early years was the relatively small number of surgeons available who were qualified to do the work. So being at the operating table has become something of a habit.”

Dr. Cohen attributes LASIK MD’s success to its internal cohesiveness and close ties with a dozen or so universities, which enable the company to recruit the most promising surgeons. He says surgeons who join LASIK MD have the advantage of close supervision and support. The company has put in place a LASIK consultation group – consisting of 10 of the most experienced laser eye surgeons in Canada – who can answer questions seven days a week.

LASIK MD also credits the addition of new services, such as the topo-guided laser treatment that is used on patients with irregular corneas, for broadening the company’s customer base.

Despite his considerable management responsibilities, Dr. Cohen is also happy to talk about the company’s community and environmental initiatives.

“We have developed a significant corporate and social responsibility department and give about \$200,000 in free surgeries to charities,” he says. “We are also working on steps to boost recycling, use energy more efficiently and to use more green cleaning products.”

*Peter Diekmeyer, Financial Post*

