Founded in 1987 by Norman Delgado, OASIS Medical, Inc. (Glendora, CA), provides exceptional products and service that have contributed to changing standards of care within the ophthalmic industry. OASIS is committed to supplying high-quality products to eye care providers and offering solutions for chronic conditions to make a meaningful difference in patients’ quality of life. OASIS has established a differentiated business model that focuses on properly equipping eye care providers with innovative surgical and dry eye products to improve practice growth.

OASIS is a specialty manufacturer and international distributor of eye care products and surgical supplies, instruments, and disposables. For more than 20 years, OASIS has been manufacturing a broad range of products for use in cataract, refractive, dry eye, and retinal disease for domestic and international sale. From day one of operations, OASIS was a national company, and had international sales before the end of its first year.

COMPETITIVE ENTRY INTO OPHTHALMOLOGY

Mr. Delgado's founding vision was to ensure that the company continually addresses the changing needs of surgeons, clinicians, and patients. His goal was to offer a portfolio of exceptional products while also improving the way in which products were packaged, delivered, or sold. The original product portfolio of OASIS comprised single-use surgical items. The initial three main product categories were disposable cannulas, Feather scalpels, and a manual I/A system invented by Robert Fabricant, MD.

Mr. Delgado believes that high customer satisfaction is a critical success factor in launching a new company. In order to ensure customers are able to receive products when they need them, Mr. Delgado employs knowledgeable in-house customer service representatives who offer superior service in the company’s California offices (1-800-528-9786). OASIS ships more than 95% of orders the same day they are received, with high customer satisfaction. OASIS also offers customer satisfaction guarantees on all of its products.

SUTURELESS WOUNDS

Mr. Delgado worked with key cataract surgeons to create sutureless wounds for cataract surgery using Feather scalpels. At the time, Feather scalpels were the optimal blades to achieve sutureless, small, self-sealing cataract inci-
sions to improve patients’ outcomes and surgical procedure efficiencies.

CUSTOMIZING CATARACT CARE

In 1991, OASIS was the first company to launch the SOFT SHIELD Collagen corneal shields with four duration times: quick shield, 12, 24, and 72 hour. OASIS Medical provides the broadest offering of corneal collagen shields. In 2011, OASIS will offer a product extension of shields that extends onto the sclera. Other companies sell the OASIS multiple-duration-time corneal shields under their private labels.

The OASIS cataract product line consists of Feather and Premier Edge surgical scalpels, OASIS disposable surgical needles, cannulas, cystotomes, VISCO SHIELD viscoelastic (TOPICAL available for US sale), and SOFT SHIELD collagen shields.

ESTABLISHING A STANDARD REFRACTIVE PREOPERATIVE MEASUREMENT

In the mid-1990s, D. Michael Colvard, MD, FACS, believed that knowing a patient’s minimum and maximum pupil diameter during the day and at night was critical to customizing surgical procedures for improved visual outcomes. After Dr. Colvard invented the Colvard Pupillometer, OASIS worked closely with him on the manufacturing and marketing of the product and brought the technology to the market in 1998. The device accurately measures scotopic pupil size and the corneal diameter of cataract and refractive candidates before surgery. Pupillometry measurements quickly became the standard of care for all patients before undergoing LASIK.

Surgical spears that are both free of debris and have quick wicking characteristics are important for successful LASIK procedures. OASIS developed the Soft Cell PVA spear that offers these traits. The company has a disposable line of products for LASIK, including LASIK blades, SOFT CELL PVA surgical foam products, cannulas, disc fluid filters, and the Terry-Schanzlin Astigmatome for correcting astigmatism.

BROADENING AND CUSTOMIZING PUNCTAL PLUGS FOR EYE CARE PRACTICES

When silicone punctal plugs were first available for commercial use, they were sold only in pairs. This created a number of costly inefficiencies to practices. In order to provide a more cost-effective and efficient solution, OASIS offered a dispenser box available in all sizes with six plugs per box. The dispenser model allowed eye care professionals to customize punctal plug treatment for their dry eye patients while maintaining excellent profitability of the procedure.

OASIS improved the design of the silicone plug by anchoring for more security, and softening the silicone material. The company partnered with clinicians to improve patients’ adoption of punctal plugs through patient-friendly educational materials. OASIS offers the broadest line of punctal plugs available, including 2- to 5-day dissolving diagnostic collagen plugs, 90-day extended duration plugs for LASIK-induced and seasonal dry eye, SOFT PLUG silicone plugs, and Form Fit hydrogel plugs.

A DIFFERENTIATED TEARS PRODUCT AND BUSINESS MODEL

OASIS began researching the inventors and manufacturers of artificial tears in 1995. The options on the market were very limited, and demand from customers was increasing. OASIS was approached by a corporate research group that had formulated the patented product that is Oasis TEARS, Oasis TEARS PLUS, and Oasis TEARS Multidose. Most brands of tears are dispersive in nature and are easily pushed off the ocular surface by the natural movement of the eyelid. A proprietary formulation of glycerin and long linear molecules with high viscosity and high molecular weight lubricates the ocular surface with each blink of a patient’s eye for continued relief from dry eye.

To help their customers grow their business, Oasis TEARS are sold through physicians’ offices. Because Oasis TEARS are not sold in retail outlets, doctors control their delivery to the patient, thus eliminating patient confusion about dry eye product selection.

THE VISION FOR THE FUTURE

Now under the leadership of Craig Delgado, president of the company, OASIS continues to fulfill its founding vision in providing solution-focused products and improving the efficiencies in delivering them to eye care practices. OASIS will continue to partner with ophthalmologists to provide innovative, differentiated products for the eye care provider and consumer.