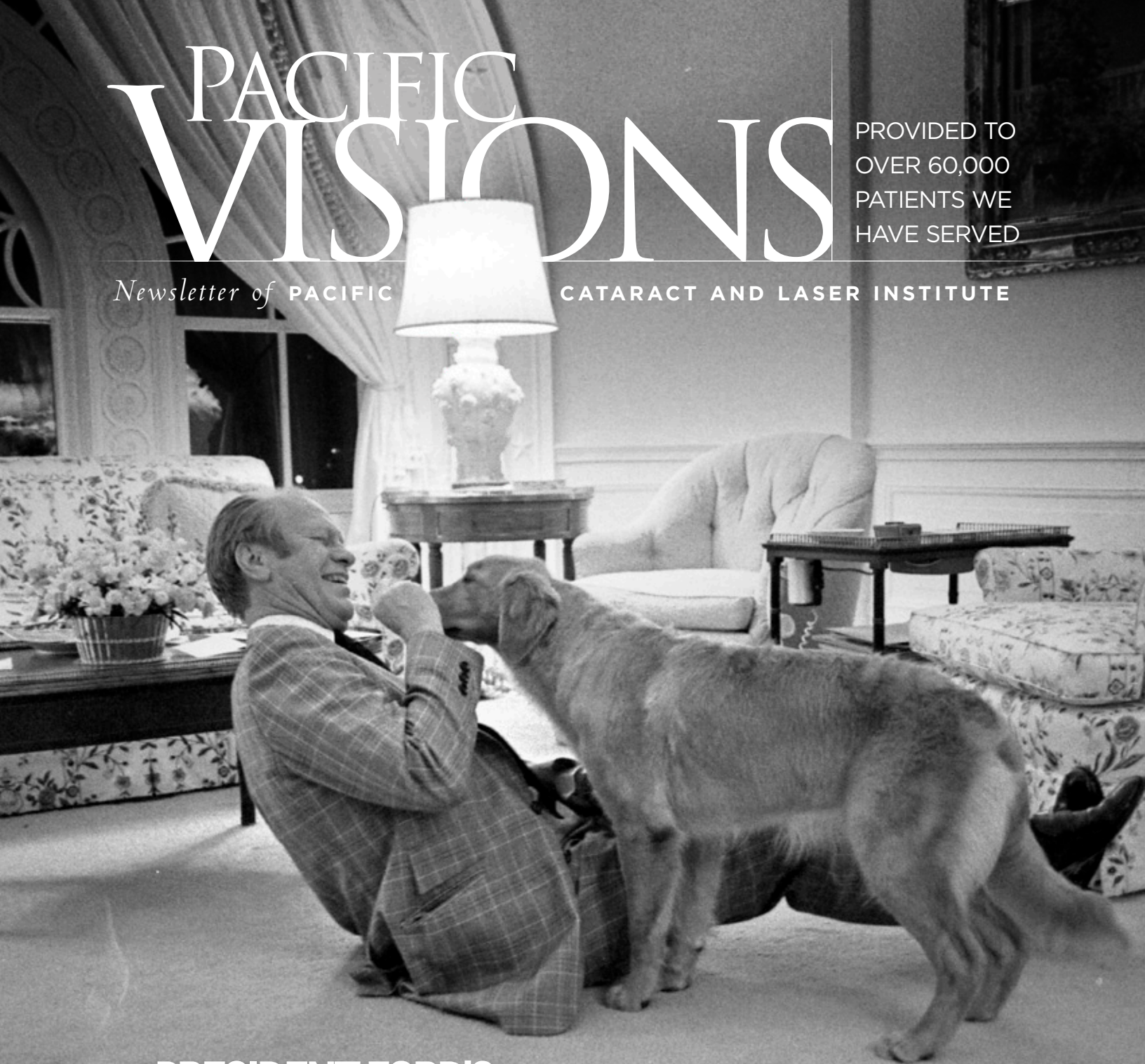


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President Ford's Dog Trainer



On August 6, 1974, I was walking down a hallway near the Oval Office when a Secret Service agent took me by the arm, opened a closet door, and pushed me inside. I was told to stay there until he let me out,” recalls Bill Brockett. “Soon I heard footsteps shuffling by and voices, including President Nixon’s. After the people were gone, the agent opened the closet and apologized. He explained that Mr. Nixon did not want to see anybody, and they were trying their best to accommodate that.”

Twenty-four-year-old Army Specialist Bill Brockett had been working with the White House Communications Agency for a little over a month. As a member of the military staff, his job was videotaping the news from the four major networks – ABC, NBC, CBS, and PBS – for President Nixon. Unfortunately, at this time, most of the broadcasts centered on Watergate and the cover-up, which the young military professional recorded and filed every week in the National Archives.

“Two days later, on August 8, I was in Appointment Secretary Steve Bull’s office repairing a monitor that wasn’t working properly,” says Bill. “Mr. Bull was on the phone to friends indicating that he did not know what the president was going to say that night and did not know if he would have a job the next day. That evening, we went on live TV with Nixon’s resignation speech to the nation. There were five people in the room – the President, two TV cameramen, a White House Staff member, and me.”

August 8 and 9 brought dramatic change to the White House with four historical events that took place within an 18-hour period:

- » Nixon’s resignation speech the evening of the 8th
- » Nixon’s farewell to the White House staff the next morning
- » The helicopter departure of Nixon and his family
- » Gerald Ford’s swearing in as the 38th President of the United States

Bill Brockett was the only person to physically attend all four.

“At Nixon’s farewell speech to the White House staff, there wasn’t a dry eye in the room,” remembers Bill. “When the helicopter lifted off with the president and his family, it was almost like things went back to some sense of normalcy. Then, I immediately headed to the East Room for the swearing-in of Gerald Ford.”

The unprecedented historical crisis of Richard Nixon’s presidency took place 45 years ago. “Watergate was overwhelming for the entire country,” maintains Bill. “The events of those days still make the hair stand up on the back of my neck.”

GROWING UP IN SAN DIEGO

Bill Brockett was born in Des Moines, Iowa, but when he was 3 his family moved to San Diego, California for a better climate. It helped ease his dad’s arthritis pain. Bill’s father worked in the aircraft industry before transitioning to the life insurance business. His mom worked at a bank but with her husband’s debilitating disease, she carried a heavy responsibility both at home and at work.

“I was a pretty average kid, wasn’t particularly outstanding in anything, and stayed out of big trouble,” laughs Bill. He and his older brother swam competitively and spent hours at the beach body surfing. “My mom used to say, ‘Bill never meets a stranger. By the time he leaves the check-out with groceries, he and the checker have found at least five things they have in common.’”

“My dad didn’t complain or talk about his difficulties with arthritis, but he was in a lot of pain,” asserts Bill. “Almost every day, my brother or I would fasten the top button of his starched, white shirt and tie his shoes because he couldn’t. But he tried to do as much as he could with us. I remember playing catch, going fishing at the lake, and taking a road trip to Oregon.”

In late 1963, Bill’s parents traveled to Cleveland, Ohio, where his dad underwent a kidney transplant. The two boys stayed in California with family friends. But then their military uncle was assigned to

Germany and offered to let Bill live with his family for a year and go to school in Europe.

“My dad’s transplant was successful until he contracted a serious infection and passed away in 1964. Although I remained in Germany for my freshman year of high school, losing my dad at 14 was the most traumatic thing that happened to me growing up.”

FROM DOG TRAINER TO THE WHITE HOUSE

“Arriving back home in San Diego from Germany, I got a Springer Spaniel pup I named Raider and began training him. I think it helped fill the void of my dad not being there,” reflects Bill. As soon as the teen got his driver’s license, Bill took Raider to a large dog training kennel nearby. When



Bill and his dog JoJo heading out on a retriever excursion.

the owners saw Raider’s skills and what he could do, they offered Bill a position as a staff trainer. “I ended up training dogs, mostly retrievers, all through high school and college until I was drafted into the Army in 1970.”

Bill studied law enforcement in college, but learned that he couldn’t be a law enforcement officer due to his acute nearsighted vision. “I took two years of college, but never finished my degree,” he muses. “I eventually did work in Emergency Medical Services (EMS) as a volunteer and did wilderness firefighting with the Forest Service for 6 years.”

When Bill was drafted into the army, he was sent to Germany instead of Vietnam. “I served 2½ years as a fire control crewman in the HAWK surface-to-air missile system,” he recounts. “Then, I re-enlisted in the Army school at Fort Monmouth, New Jersey, to take electronic training in television equipment repair. That’s how I got involved with the White House.”

The White House needed a television equipment repair person, so, they sent a team to Fort Monmouth to interview Army students taking electronics. Bill was the top student in the class. After interviewing him, they selected Bill for the White House position.

EARLY FORD PRESIDENCY

“A lot of White House personnel lose their jobs when a new president is elected,” notes Bill. “But the military staff who directly support the President usually stay. These are the people who carry the nuclear suitcase, set up for speeches, videotape the news, and other things.” Since Bill was part of the White House military staff, he did not lose his job when President Nixon departed.

“The Fords moved into the White House that August,” acknowledges Bill. “At the end of September,



Bill Brockett and President Ford converse in the Oval Office.

the First Lady was diagnosed with cancer and sent to Bethesda Naval Medical Center for surgery. While she recuperated in the hospital, her 17-year-old daughter Susan and White House photographer David Kennerly decided to get the President a Golden Retriever dog for companionship.”

“It was quite the news when First Dog Liberty, an 8-month-old female puppy, came to the White House,” recalls Bill. “I had an extensive background in dog training, mostly with Labradors and Chesapeake Bay Retrievers that included some national level field trial dogs. I had only been at the White House about 2½ months, so I kiddingly mentioned to a guy I worked with that I should volunteer to be the President’s dog trainer.”

“A few days later, I found a note on my desk that said to call Susan Ford or David Kennerly about training the President’s dog,” reveals Bill. “When I called David, he asked if I had any dogs I had trained to show the Fords what I could do. I happened to have a Chesapeake Bay Retriever from California that I had co-trained, so I put him through the paces in front of Mrs. Ford, Susan, and David on the South Lawn. As soon as



The Fords take a relaxing stroll at Camp David.

I finished, the three of them were talking in a huddle. David looked at me and said, ‘You want the job? You got it.’ I hadn’t even met President Ford yet, but that’s how I started working with his dog.”

“Every day, I worked with Liberty before going to my regular White House job, so it was volunteer work,” explains Bill. “Liberty didn’t have any training. If you threw her something, she’d grab it and run away. So, I had to take her to my home and train her there for about three weeks. When I brought her back to the White House, she would heel, retrieve, and come when called.”

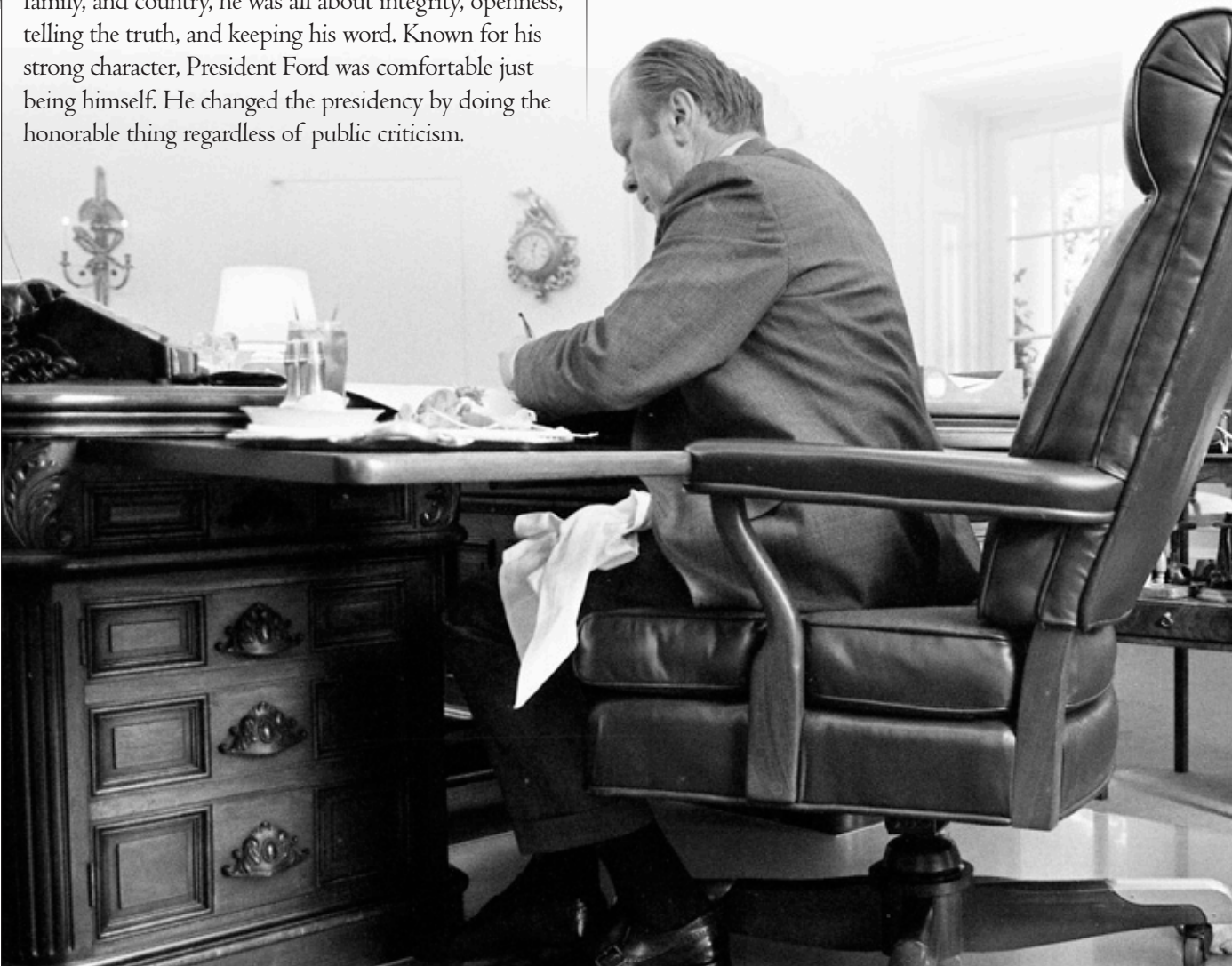
“As often as possible, I took Liberty down to the public tours of the White House. I liked to walk her alongside the people on the tour, especially the kids. I let them pet her and get their pictures taken with her. Golden retrievers are very social dogs, and Liberty loved it.”

PRESIDENT FORD

Honest and hardworking, Gerald Ford was kind, thoughtful, and gave people his undivided attention. A true gentleman who embraced the values of God, family, and country, he was all about integrity, openness, telling the truth, and keeping his word. Known for his strong character, President Ford was comfortable just being himself. He changed the presidency by doing the honorable thing regardless of public criticism.

Bill’s first encounter with President Ford came in late October of 1974 when the President returned from an Army-Navy football game in Philadelphia. “I took Liberty to the Rose Garden to get her used to the sound of the helicopter, since the First Family would eventually want her to ride in it,” He points out. “After disembarking, the President started walking to the residence. Catching a glimpse of us, he walked over, reached out his hand, and said, ‘How are you, sir.’ I already had great respect for him. But when he called me, ‘sir,’ he set the stage for an amazing friendship. We had a brief conversation, and then one thing led to another.”

“President Ford began having me come upstairs to their residence or the Oval Office to talk about how Liberty’s training was going,” says Bill. Early on, the President mentioned that he thought Liberty was in heat and he would like to breed her. Bill quickly responded that she was only 9½ months old and too young to breed. “Although he was Liberty’s owner, I usually told the President what his dog needed and how he could help support the training I was doing. President Ford and I became remarkable friends.”



The Ford family trusted Bill, confided in him and treated him like family because he was honest and straightforward as well as polite and comfortable to be around. Bill became the youngest unofficial advisor to the President at the age of twenty-four. “The Fords were extra special people,” he admits. “I’ve never known anyone as kind to my family and me as they were.”

Gerald Ford did a fine job keeping President Nixon’s positive diplomacy with China and Russia moving forward without scaring off any of our allies or emboldening our enemies,” observes Bill. “He had a good military and congressional background, and was well-respected in congress by both Democrats and Republicans.”

“Tip O’Neill, a staunch Democrat and soon-to-be Speaker of the House, was a regular visitor to the Oval Office. Gerald Ford respected him and wanted to understand what the other side was thinking.” The most challenging decision for Ford came 31 days into his presidency – the pardoning of Richard Nixon. “People were upset on both sides of the aisle,” contends Bill. “Yet, through the lens of history, the pardon seems like a good decision because it brought a sense of peace to a divided nation.”

LIBERTY THE DOG

“When Liberty was old enough, I had her bred. A dog is pretty normal for the first 4 or 5 weeks of pregnancy, and you can do almost everything with them,” says Bill. “So, I bought something called a retriever trainer that launches a ‘dummy bird’ – a canvas cylinder 4” wide and 10” inches long with a metal tube inside – that dogs can chase and retrieve.”

“Camp David was a great place to work with Liberty. On several occasions, my wife, Germaine, and I were invited by the Fords to go there for the day,” recounts Bill. “The presidential home at Camp David is called Aspen and is referred to as a cabin. But it had a big deck out back with a nice swimming pool and a small golf course beyond the cabin. No motorized vehicles are allowed inside the camp other than golf carts – so you can walk, ride a bicycle or take a golf cart.”

“When I arrived at Camp David to work with Liberty, President Ford was in the swimming pool with her. He got out, put a robe on, and said he would like to see how she was doing with her retrieving. I brought the bag with the dog training equipment to the backyard. The dummy launcher breaks open like a single-shot shotgun with a powerful .22 caliber blank shell inside.”

“I got Liberty ready, handed the launcher to President Ford and told him that when it discharges, it’s going to be loud, like a rifle going off. The President handed it back and said, I’m just not into guns. Why don’t you shoot it? So I fired the launcher. Liberty ran down, made the 100-yard retrieve, and brought the dummy back to us.”

“At Camp David, the Secret Service can back way off from the First Family and give them some space. So there were no agents around the presidential cabin,” reports Bill. “When they heard the shot go off, it was very frightening for them. Assuming that



Bill (left) visits with former White House Press Secretary, Ron Nessen (right) at the 2013 christening of the USS Gerald R Ford Aircraft Carrier.

a shot fired near the President could have a bad outcome, they came at a dead run very concerned that the President was down. When they saw the situation, they didn’t say much. They just caught their breath and sighed with relief.”

“President Ford and I both apologized for the traumatic experience,” discloses Bill. “But when I got down to the gate on my way home that night, the chief agent of President Ford’s detail was there with another guy. They didn’t chew me out. They just wanted to see what the dummy launcher was and make sure it couldn’t fire a bullet. They also asked me to let them know in advance whenever we were going to shoot it off in the future.”

When Liberty was close to delivery, Bill and his wife Germaine moved into the White House for a month to be there when her nine puppies were born. “At that time, President Ford smoked a pipe, so his daughter Susan posted a no-smoking sign that featured a drawing of Ford with his pipe, and her note – ‘That means you too, Dad!’ We kept the puppies indoors for about 4 weeks,” shares Bill. “Then, they transitioned to an outdoor kennel just off the West Wing until they were ready to go to their new homes.”

In every way, Liberty was President Ford’s loyal friend and companion while he managed the complicated affairs facing the United States. She liked being with him in the Oval Office, sitting or snoozing by his chair, waiting for a friendly tussle, a walk outdoors or a reassuring hand on her head. The two were inseparable.

POST WHITE HOUSE

After working at the White House 2½ years, Bill left near the end of President Ford’s term. He was re-assigned to Lowry Air Force Base in Denver, Colorado, where he taught electronics to Air Force students. Upon finishing a 6½ year stint in the military, Bill left the Army. For the next 8½ years, he installed large sound systems in churches all over the South. Then, moving to Montana, Bill started a website design business, which he still operates. Bill also has a daughter and two sons.

Over the years, Bill continued his friendship with the Fords and still stays in touch with Susan Ford Bales. He regularly attends events at the Ford Presidential Library and reunions with White House friends. But being the President’s dog trainer and having a special friendship with President Ford changed Bill’s life. Currently, he is putting the finishing touches on his book *Follow The Yellow Line – Eyewitness To History*. It will be available sometime in 2020.

ON THE ROAD

“Today, my interests are dogs and photography,” grins Bill. “I have a 3-year-old Springer Spaniel field trial dog named Keeper. He goes everywhere with me. Right now, I’m living full-time in an RV because of the business I’m building. I can go wherever I’m needed or want to go. I spend winters in the Southern California desert, guiding at a pheasant hunting club with Keeper. But when it starts getting warm, I head back up to Idaho and Montana.”

Confident and decisive, Bill Brockett possesses a remarkable memory and eye for detail. He’s a gentleman and diplomat, open, friendly, and comfortable with almost anyone. But Bill’s also a storyteller, a reciter of cowboy poetry, and a traveler who welcomes the adventure and freedom of the open road. . .

Bill’s Cataract Experience

After my third-grade teacher noticed I was having trouble reading the chalkboard, I got glasses and have worn corrective lenses ever since. Then, a few years ago, I detected some challenges with my eyes when I was on the computer. I had to blink often to clear my vision and could not see colors well. My primary doctor at the VA hospital discovered cataracts and sent me to Pacific Cataract and Laser Institute (PCLI) for surgery.

At PCLI, I felt like I was in excellent hands. Everybody has a job, and knows what to do. It’s unbelievable how they move people through, but it didn’t feel like being herded. Even though they are handling dozens of patients, it felt like they cared totally about me. I wasn’t afraid – they know how to put people at ease. One thing that impressed me was when the surgeon asked if it was okay to say a prayer before doing surgery. I liked that.

The procedure was simple, painless, and not scary. I almost enjoyed it. Once I had surgery on the first eye, I saw that white was white, not like murky water. I couldn’t wait to get the 2nd eye done.

The difference in my vision is fantastic. I wouldn’t change a thing.



Bill’s book is a fascinating read on the White House during President Nixon’s last days in office and throughout the Gerald Ford Presidency. It will be available in 2020.

Learn more at www.inside-the-white-house.com



Diabetes is labeled by some experts as the most serious public health crisis of our time. It can have a devastating impact on eyesight. But diabetes also leads to a wide variety of problems affecting nearly every major system in the body. Each week I receive an email blog post from Dr. Michael Greger. This one, reprinted with his permission, offers a profoundly simple solution to a global pandemic.



Bob Ford, MD
PRESIDENT AND OWNER
Pacific Cataract and Laser Institute

How Not to Die from Diabetes

By Michael Greger MD, FACLM

SINCE THE 1930S, WE'VE KNOWN THAT TYPE 2 DIABETES CAN BE PREVENTED, ARRESTED, AND EVEN REVERSED WITH A PLANT-BASED DIET (FOODS DERIVED FROM PLANTS). WITHIN FIVE YEARS OF FOLLOWING THIS DIET, ABOUT A QUARTER OF THE DIABETIC PATIENTS IN THAT EARLY STUDY WERE ABLE TO GET OFF INSULIN ALTOGETHER.



AN EAT-MORE DIET

Since plant-based diets are relatively low in calories, is it possible these patients' diabetes got better because they lost so much weight? To tease that out, we needed a study where people are switched to a healthy diet but forced to eat so much food they don't lose any weight. Then we could see if plant-based diets have specific benefits beyond weight loss. We had to wait 44 years for such a study, which I discuss in my video *How Not to Die from Diabetes*.

Study subjects were weighed every day. If they started losing weight, they were made to eat more food – so much more that some participants had problems eating it all. Eventually, they adapted until there was no significant weight change despite restricting meat, eggs, dairy, and junk food.

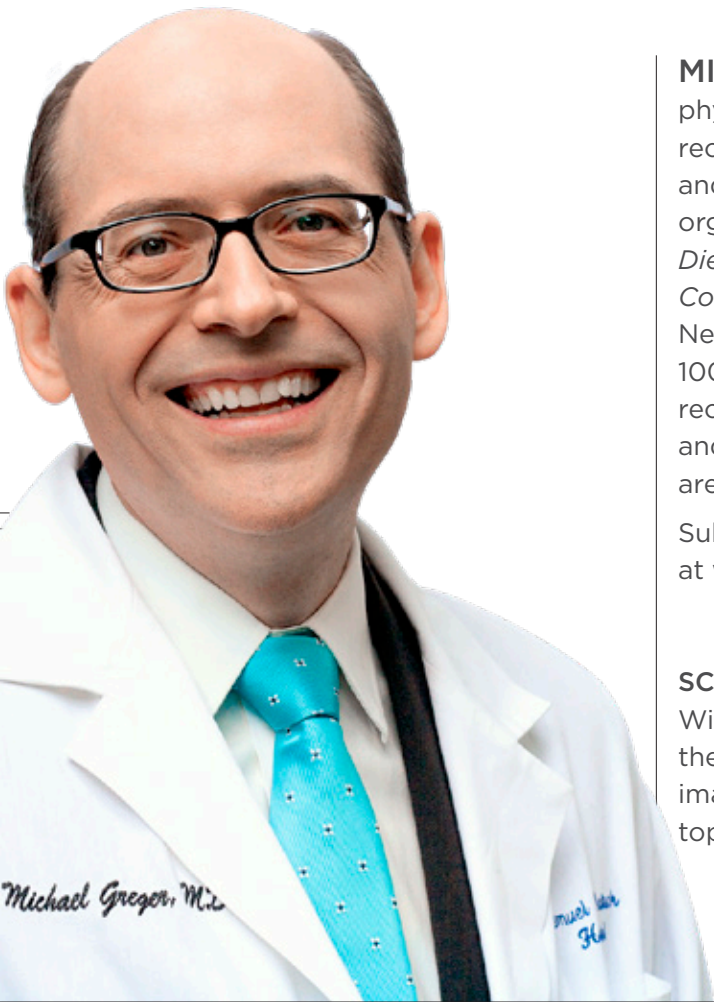
AMAZING RESULTS

Without any weight loss, did a plant-based diet still help? Overall, insulin requirements were cut about 60 percent, and half the diabetics were able to get off their insulin altogether. How many years did that take? Not years. An average of 16 days. Only 16 *days*!

Let's be clear. We're talking about diabetics who had had diabetes as long as 20 years and injected 20 units of insulin a day. Then, as few as 13 days later, they were off their insulin altogether, thanks to less than two weeks on a plant-based diet – even with zero weight loss. It's astonishing! Twenty years with diabetes, and then off all insulin in less than two weeks. Twenty years with diabetes because no one had told them about a plant-based diet. For decades they were just 13 days away from being free.

THE POWER OF PLANTS

In my video, I show data from patient #15: Using 32 units of insulin while on the control diet. Then 18 days later, after switching to the plant-based diet, on no insulin at all!



MICHAEL GREGER is a physician, internationally-recognized lecturer, author, and founder of NutritionFacts.org. His books, *How Not to Die* and the *How Not to Die Cookbook*, became instant New York Times Best Sellers. 100% of all proceeds he receives from his books, DVDs, and speaking engagements are donated to charity.

Subscribe to his weekly blog at www.nutritionfacts.org

SCAN TO WATCH THE VIDEO

With an iPhone or iPad, open the camera and aim it at this image. Then tap the link at the top of your screen.



That's the power of plants – without any weight loss! The patient's body started working this much better once it was provided with the right fuel.

EVERYTHING IN MODERATION?

As a bonus, cholesterol levels of patients in the study dropped like a rock – to under 150. Just as moderate changes in diet usually result in only moderate reductions in LDL cholesterol levels, how moderate do you want your diabetes?

“Everything in moderation” may be a truer statement than some people realize. Moderate changes in diet can leave diabetics with moderate blindness, moderate kidney failure, moderate amputations – maybe just a few toes. Moderation in all things is not necessarily a good thing.

WHAT'S THE RISK?

Remember the study purporting to show that diets high in meat, eggs, and dairy could be as harmful to health as smoking, suggesting that people who eat lots of animal protein are four times as likely to die from cancer or diabetes? If you look at the actual study, you'll see that's simply not true. Those eating a lot of animal protein didn't have just four times the risk of dying from diabetes, they had 73 times the risk of dying from diabetes! A 73-fold increase in risk. And those who chose moderation, only eating a “moderate” amount of animal protein, had 23 times the risk of death from diabetes.

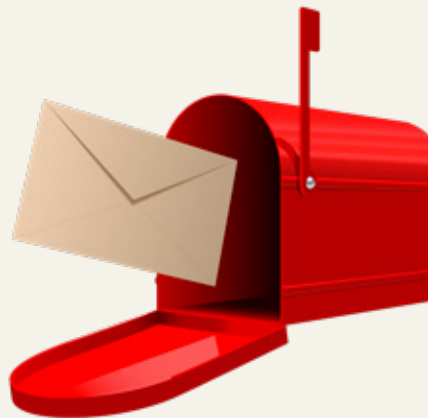


MASTERING
DIABETES®

Want to reverse your diabetes?

Check out the coaching and education options at masteringdiabetes.org. These guys have a track record of helping thousands through their revolutionary method.

Dear PCLI...



- Life changing procedure! AMAZING! Thank you and God bless!
LASIK laser vision correction patient from Great Falls, MT
- I'm a semi-pro photographer. For the last six months of shooting photos, it had become too difficult to see in the viewfinders or determine if the lenses were in focus. So I met with our local optometrist. He told me my eyes were so bad he could not make glasses for me. I had cataracts and one needed to be removed immediately. He gave me a referral to Pacific Cataract and Laser Institute. I don't know if you get so used to doing miracles that it borders on the mundane, but the way you treat your patients is miraculous. I see better without glasses for distance than I have in years. I can see in my viewfinder again, tell if the lens is focused, and see trees on the mountains behind my house. You allow a rating of 10 on your score card, but that isn't high enough. The quality of your facility and staff, the work you do, and the interaction you provided, I would mark at the very top of any measure. Thank you so much for your fine care and expertise.
Cataract surgery patient from La Grande, OR
- AMAZING! I can't believe I didn't come in sooner. The surgeon was beyond respectful and a gentleman. Keep it up, team!
LASIK laser vision correction patient from Bellingham, WA
- How much I appreciate my “new eyes” since my recent cataract surgery. What a difference it has made in my vision! This surgery has been a miracle for me! I pray God's blessings over you and your business always. Truly, it's a “5 Star Operation.”
Cataract patient from Coeur d'Alene, ID
- Best decision ever!! I am so happy with my LASIK surgery! Thank you!!!
LASIK laser vision correction patient from Kennewick, WA
- To say that I am terrified by the idea of having my eyes poked and sonicated is an understatement. Yet the results are beyond words – FANTASTIC! You all not only show caring, but radiate a sense of confidence with professional efficiency from beginning to end. Thank you for a wonderful, miraculous experience. Your services bring Amazing Grace to life.
Cataract surgery patient from Mukilteo, WA
- This whole experience was beyond excellent! Thank You!
LASIK laser vision correction patient from Lewiston, ID
- What an outstanding practice! I've had cataract surgery on both eyes and the entire staff couldn't be more courteous, helpful or informative. My experience has been that they really care about their patients! I don't like going to the doctor, but they made the experience so easy. The big bonus, my eyesight is sooo improved! I hate to gush, but if I could give them 10 stars I would. Thank you Pacific Cataract and Laser Institute. (Yelp review)
Cataract surgery patient from Port Townsend, WA
- I started with 20/400 vision. I got LASIK, and now I'm 20/20!
LASIK laser vision correction patient from Spokane, WA
- You have a wonderful organization with great people working for you. Thank you so much for your fantastic care during the past two months. It was a wonderful experience. I am almost disappointed I don't have a few more eyes. Keep up the great work.
Cataract surgery patient from Sand Coulee, MT

Jeffrey Mattson, OD

OPTOMETRIC PHYSICIAN IN OUR TACOMA, WASHINGTON OFFICE



Polite, caring, and honest, Dr. Mattson has an inquiring mind, pleasant demeanor and gentle sense of humor that make conversations enjoyable. His ability for self-reflection keeps him honest, grounded, and inspires a strong desire to help others. While being patient, empathetic, and sensitive, he also enjoys pushing the physical limits in outdoor recreation. Dr. Mattson respects people who follow a moral compass, possess strong convictions, and are not afraid to stand up for their principles. He also appreciates friends who make him a better person.

YOUTH

“I was born in Spokane, Washington, and grew up in a rural suburb on a hillside overlooking what later became Spokane Valley. It felt like living in a little town. I went to a small elementary school called St. Paschal’s across the bridge in Millwood. There were only five students in my 8th-grade class. But all the kids and our families knew each other, so it was a caring and supportive environment,” recalls Dr. Mattson.

The middle child, Jeffrey, has an older and younger sister. His English-Swedish dad is a retired building contractor who designed and built houses in Spokane. Creative and talented, he encourages others, is supportive and a good listener. Jeffrey’s Chinese mom was born in San Francisco, but tragically lost both her parents when she was 12. Gifted with a scientific mind, she is a retired hospital microbiologist who made sure her children put in the effort to get good grades.

As a youngster, Jeffrey was reserved and quiet, adored dogs and spent hours with his beloved Cocker Spaniel. He also enjoyed playing video games with neighborhood buddies. “My friends in school weren’t troublemakers or teachers’ pets. We just stayed under the radar,” chuckles Dr. Mattson. “My mom ingrained in me that achieving good grades always came before having fun. I did well in classes, especially math, but my favorite activities were soccer and basketball.” Although Jeffrey was the smallest guy on both teams, he was very competitive and dreamed of playing professionally.

“When I graduated from St. Paschal’s, I ended up going to a big high school with over a thousand students,” remembers Dr. Mattson. “I had the good fortune of meeting a friend who played guitar, and I fell in love with music.” After purchasing both acoustic and electric guitars, Jeffrey’s passion for playing and composing consumed his spare time. Even in college, his main activity outside of studies involved music. He and his guitar friend formed a band, and Jeffrey became the musical director for a magazine and wrote all the music reviews.

“My mom and dad had the biggest influence on me and were always my foundation,” says

Dr. Mattson. But his grade school principal also made a lasting impression. “Sister Loretta was a firm but fair disciplinarian who cared about her students. Whenever I came back to visit, she seemed glad to see me and was genuinely interested in where I was going in life. That personal support meant a lot.”

OPTOMETRIC TRAINING

In university, Jeffrey explored several careers. He started out with pharmacology studies to become a pharmacist, then switched to elementary education, and finally graduated with a Bachelor’s Degree in sociology with honors. However, his desire to help people physically and his mom’s strong science influence drew Jeffrey to the health professions. He chose to pursue eye care because it seemed to offer more freedom and autonomy than many other health care careers. After completing optometric studies at Pacific University College of Optometry

Living in Alaska was a chance to enjoy the great outdoors.



Jeffrey as a happy and curious baby.

in Forest Grove, Oregon, Dr. Mattson went on to finish residency training at the VA hospital in North Hills, California.

“I was looking for a job when I saw an ad for a position at Pacific Cataract and Laser Institute (PCLI),” maintains Dr. Mattson. “Upon inquiring, they asked if I would be interested in going to their office in Anchorage, Alaska.” Luckily, Dr. Mattson previously had spent a 3-month externship in the small village of Bethel, Alaska. “I was excited about the opportunity, the Alaskan way of life, the vast wilderness, and prospects for outdoor recreation. But at the same time, it also seemed a little daunting and overwhelming.”

After practicing three years in our Anchorage office, Dr. Mattson considered going to medical school to take ophthalmology and become an eye surgeon. Although accepted into medical school, he struggled with giving up the optometry profession, which he dearly loved. After much deliberation, Dr. Mattson canceled his plans for medical school and transferred to our office in Tacoma, Washington.

A LIFE EXAMINED

Dr. Mattson admits to living a varied life that can be somewhat unplanned at times. While being a creative, humorous, and healthy non-conformist, he maintains a well-balanced personality. “I can be social and animated, yet I also can be quiet, reserved, and comfortable being alone,” he muses. “I’m drawn to extreme conditions that are a challenge and will help me grow. What excites me about challenges is the challenge itself because I don’t know what to expect. But I like being able to go where the wind takes me.”

When Dr. Mattson moved to Alaska to practice in our Anchorage office, he started prioritizing his life and getting rid of the excess accumulation that bogged him down. “Some people call me

a minimalist,” he alleges with a grin. “But after discarding a lot of my possessions, it allowed me to have greater mental clarity and creativity. I had more time to spend with my friends because I didn’t have to take care of so much stuff.”

“I’m a hobbyist, and when I find something I like, I delve into it wholeheartedly,” laughs Dr. Mattson. “With music, I went from learning to play instruments, to songwriting, then into music production, and finally music publishing. The same thing happened with rock climbing. It got me focused on fitness, weight lifting, and camping.”

Dr. Mattson’s interests include piano, synthesizer, keyboard, guitar, drums, singing, composing, rock climbing, hiking, skiing, traveling, reading, cooking, and writing. “Music is great for the soul and emotional well-being. Rock climbing is good for physical strength, agility, and fun. Whereas helping people and caring for patients feels enjoyable and rewarding because it’s a way for me to give back.”

“I try not to keep too many unfulfilled dreams or expectations, so I’m not disappointed. I want my life to be more spontaneous, more about following my intuition and staying open to what life throws my way,” reasons Dr. Mattson. “Goal-wise, I would like to continue to pursue my hobbies, go on more adventures, travel the seven continents, and volunteer my medical skills on mission trips.”

“Sometimes, eye missions are no vacation,” smiles Dr. Mattson. “They are all about helping people and can often involve long hours of work in uncomfortable heat and less than ideal conditions.” He has gone twice to North Korea on eye surgery missions and recently returned from helping a busy cataract surgery team in India. “I have learned to be more appreciative of all the things we have and take for granted in America. The people we often see in other countries have very little or nothing. Yet they seem genuinely happy. They are joyful for their family, for having what they need, and that we were able to restore their vision.”

Pondering the future, Dr. Mattson acknowledges, “I know I’m not going to be able to rock climb and ski forever. But, I don’t think my body will wear out as quickly just being outdoors in nature and being one with the planet,” he grins.

“Someday, if I choose to retire, I probably will live a simple life in a cabin in the woods somewhere. It would be nice just to wake up in the morning, drink my coffee, read a few chapters in a book, and chop wood.”

Rock and indoor climbing are some of Jeffrey’s passions.



The Mattson family celebrating Christmas together.

IN THE CLINIC

As a physician, Dr. Mattson is thorough, cautious, and patient-centered. “When I enter the exam room, I don’t just stare at the computer screen. My focus is totally on the patient until I leave,” he admits. “I listen and talk to them and try to mold my recommendations around their needs. I’ve found that a little sense of humor here and there puts patients at ease. They trust you more when you smile and show a lighter side.”

Dr. Mattson is continually driven to know more, yet understands that the more he knows, the more he realizes he doesn’t know. “I may feel a little annoyed when I’m not knowledgeable about something. But if I don’t use the information I have, it soon wastes away. So, I’m constantly trying to challenge myself at work to expand my scope of knowledge by using what I’ve learned.”



Medical eye missions are an opportunity to give back and see the world.

Dr. Mattson’s professional mission is to leave those he serves better off. “For patients, that means individualizing their exams, explaining things well, answering their questions, easing their anxieties, and giving each one what they desire if possible. For doctors, it means trying to be supportive and contribute a positive attitude in the clinic. For staff, it means creating a friendly, helpful, encouraging environment, and reinforcing that we are a team.”

“I like working with referred patients and their family optometrists. Patients know they are coming to us for cataract care, laser vision care, or a medical issue, so, so we’re all on the same page,” observes Dr. Mattson. “Sometimes, it may seem like the specialists get most of the glory for a surgery or

treatment well done. But actually, the majority of the successful legwork is done by the patient’s family optometrist at home. It’s gratifying and motivating to have these family doctors tell us how nice their patients are treated and how happy they are when they come back from surgery.”

PACIFIC CATARACT AND LASER INSTITUTE (PCLI)

“I learned about PCLI during optometry school, and did an externship rotation through their Bellevue, Washington office in my 4th year,” explains Dr. Mattson. “I was amazed at the organization. Their skills, work, and patient care were tip-top – the highest quality imaginable.”

“Pacific Cataract and Laser Institute is focused on the level of care given to patients and their



Dr. Mattson performing an eye exam in India.

referring doctors. That involves listening to their concerns, solving problems, and being cautious about recommending surgery,” shares Dr. Mattson. “I owe PCLI everything for teaching me how to be a more caring, understanding, giving, and compassionate individual.”

“This organization not only supports optometry, their doctors are also leaders and role models throughout their communities and professions,” notes Dr. Mattson. “It’s their focus on meeting patients’ needs that drives me professionally and makes me strive to always put my best foot forward.”

“PCLI is an influential and respected institution with an incredible track record,” points out Dr. Mattson. “I was privileged to be considered for a job with this group, which offered the best chance to become the finest clinician possible. I was incredibly humbled to be part of the team. Every day, I try to give my best to show that I am worthy of the trust this organization puts in me and my care.”

PROFESSIONAL PROFILE

OPTOMETRY SCHOOL

2013 – Pacific University College of Optometry, Forest Grove, OR

RESIDENCY

2014 – VA Sepulveda Ambulatory Care Center, North Hills, CA

MEDICAL PRACTICE

2013 to 2014 – Associate with Greg Pearle, OD, Lakewood, CA
2014 to present – Pacific Cataract and Laser Institute

WORLD CLASS CARE

Pacific Cataract and Laser Institute (PCLI) specializes in cataract surgery and LASIK laser vision correction. Having performed over 500,000 micro surgeries, the organization is regarded as one of North America's most unique and experienced eyecare facilities. Patients are often recommended and referred by family eye doctors—optometric physicians. In fact, more than 1800 doctors from Alaska to New Mexico have come to trust the organization's expertise and high caliber of service. PCLI is made up of an exceptional group of physicians and warm, caring staff who bring a gentle touch to the sophistication of eye surgery.

To reach our office nearest you, call **800-224-7254**.
In Alaska call **800-557-7254**.

ALASKA ANCHORAGE	WASHINGTON BELLEVUE
IDAHO BOISE LEWISTON	BELLINGHAM CHEHALIS KENNEWICK
MONTANA GREAT FALLS	OLYMPIA SILVERDALE SPOKANE
NEW MEXICO ALBUQUERQUE	TACOMA VANCOUVER YAKIMA
OREGON PORTLAND TUALATIN	

Christmas Greetings

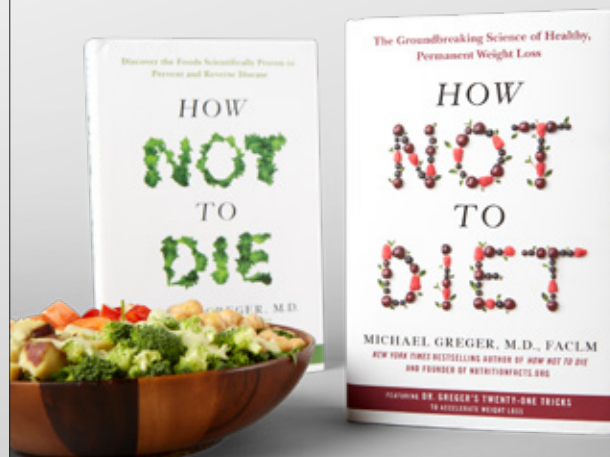
IF YOU'D LIKE to get a jump on a New Year's resolution to lose weight (permanently this time) and eat better, I encourage you to read Dr. Michael Greger's books—*How Not to Die* and *How Not to Diet*.

The first, a New York Times Best Seller, reveals groundbreaking scientific evidence behind the only diet that can prevent and reverse many causes of premature death and disability.

Before writing the second book, Dr. Greger and his research team took a deep dive into diet and weight loss literature. They combed through tens of thousands of studies to answer simple questions like whether you should

eat breakfast or skip it. Or whether it's better to exercise before meals or after. Both are full of practical, actionable advice—backed up with cutting-edge science.

Bob Ford, MD
PRESIDENT AND OWNER
Pacific Cataract and Laser Institute



*There is no simple way to
gain your confidence —
we must earn it every day.*

www.pcli.com



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