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Eye care – with light at the forefront



Our sole objective is excellence.

In Lugano, the **Switzerland Eye Research Institute (SERI Lugano)** is a referral centre of excellence in Canton Ticino. It is dedicated to research and **innovation in ophthalmology with treatments that employ photons in their various forms.**

Founded in 2013 by **Dr. Roberto Pinelli**, it offers solutions for all vision disorders (including presbyopia) employing “non-surgical” techniques using photons. The procedures are scientifically-recognized, absolutely non-invasive, and always bilateral and entirely pain-free during and after the treatment. Dr. Pinelli is renowned throughout the world for having developed **new techniques** over the past twenty years that harness the **power of light** and make it possible to **avoid** surgical instruments or knives.

In addition to the resolution of visual impairments and presbyopia, SERI Lugano offers personalized diagnosis and treatment in all the different ophthalmology fields, from **retinal disorders to pediatric ophthalmology**, with a sensitive and skilled approach towards very young patients and their parents.

In particular, SERI Lugano guarantees:

- **correct, clear and complete information** given to the patient about their clinical condition at every stage of the treatment process;
- the **psychological well-being** of the patient and his or her companions during their stay in the institution and throughout the entire treatment process;
- close attention to **patient satisfaction**, both from a technical point of view (effectiveness of the results) and from a psychological point of view (assessment of the motivation and expectations and caring for the patient in all of his or her individuality and complexity);
- the **search for excellence as an institutional culture**, while fostering the advancement of vision science with the least possible invasiveness.

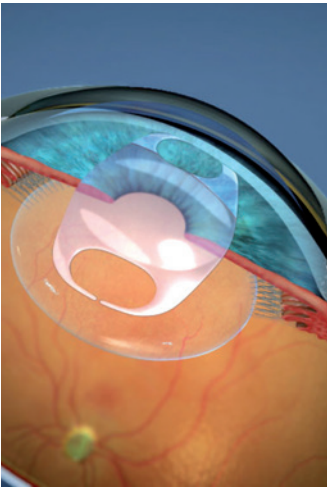
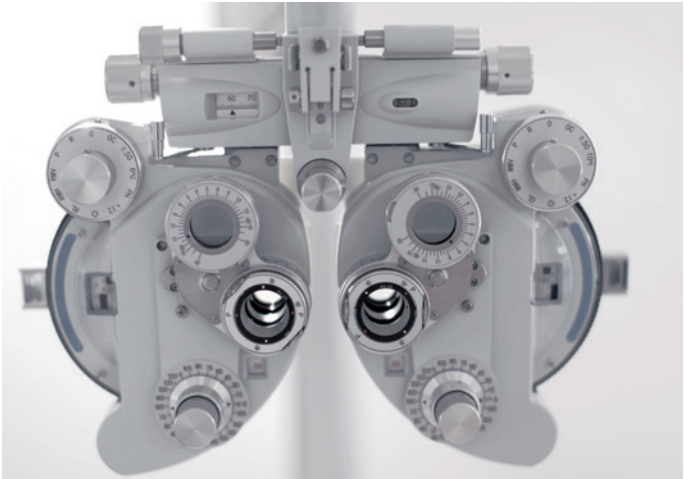
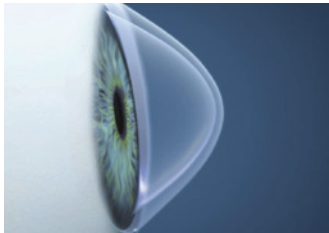
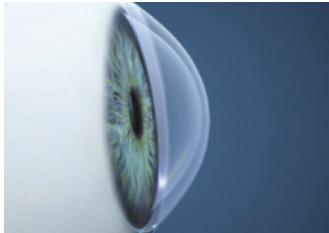
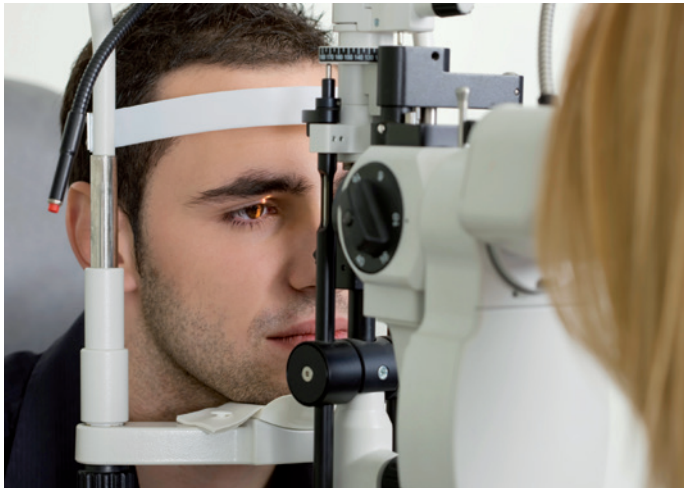


Rapid, pain-free procedures

The most appropriate procedure is selected according to the specific characteristics of each individual's eye and their particular visual impairment or disease. **Therefore, the approach is always personalized** and targeted towards the resolution of **myopia, hypermetropia, astigmatism, presbyopia**, and treating **keratoconus** and certain **retinal disorders**.

Every procedure involves the use of sophisticated **technologically-advanced and latest-generation** equipment, such as the excimer laser, femtosecond laser, instruments that deliver UV-A (ultraviolet light), calibrated photon emitters used in photobiomodulation (PBM) of the cells of the retina. **The procedures do not require general or local anaesthesia**, but only topical anaesthesia, which is carried out by simply applying a few eye drops. Some techniques, in fact, need no anaesthetic at all. **The patient can leave the Institute immediately after the treatment**, without bandages or any restrictions. **The following day, they will be able to return to normal activities.**

The SERI Lugano team is coordinated by Dr. Roberto Pinelli. It includes professionals trained in vision science: the ophthalmologist, the eye surgeon, the optician, the orthoptist, the optometrist, the vision psychologist, the visual trainer, and the patient counsellor. A central focus on the patient unites all of them. **The treatments required are provided in the best possible ways and within optimal timeframes**, according to **outpatient efficiency** standards with **immediate patient discharge** inspired by the **quality certification** model.



Research and innovation for pioneering solutions

SERI Lugano is continuously engaged in vision science research to deliver eye treatments that reflect the **latest scientific approaches** and guarantee **quality standards of excellence**.

It is essential to establish a **direct and personalised relationship** with each patient, with whom a dedicated and specific treatment program is shared. All this translates into:

- non-invasive solutions to **resolve visual impairments using light**;
- therapeutic solutions (medical treatments or procedures) in line with the **safest and most effective scientific developments**;
- use of **sophisticated technology** for state-of-the-art diagnosis and treatment;
- a team composed of **highly qualified** specialists;
- **continuous ongoing research in** ophthalmology, which is shared with the international scientific community.



A modern healthcare centre where light and clarity unite

The architecture of the interior spaces of SERI Lugano and its premises (Palazzo Mantegazza) is well balanced with the concept of **clarity of vision**. The common denominator is the light that enters **generously through the windows overlooking the lake and filters through the transparent walls**.

This enables patients and visitors to benefit significantly from the light and the external panoramic view and catch a glimpse of the instruments and diagnostic equipment, according to **an ethical concept of transparency of intent and accessibility of the spaces**.

The scientific director of SERI Lugano

Roberto Pinelli is an FMH (Foederatio Medicorum Helveticorum - Swiss Medical Federation) specialist in Ophthalmology and Eye Surgery. He holds several **international patents**, which have already been acquired by multinational companies in the ophthalmology sector. He has simultaneously pursued studies in music (for 23 years, he was **Professor of Score Reading at the Conservatory of Trento**) and medicine. He **specialized in Ophthalmology at the State University of Milan** and continued his training in **San Diego, California**. In 1998, he founded the **Laser Ocular Microsurgery Institute (ILMO)** in Brescia, northern Italy, a European specialist referral centre in ophthalmology, where he was Director until 2014. Following this, he focused solely on his **new project SERI Lugano**. He has authored numerous scientific papers and texts for specialized peer-reviewed publications in the field of vision science.



How to reach us

Our premises are situated on the ninth floor of Palazzo Mantegazza, in the Paradiso area of Lugano, about 300 metres from the **motorway entrance of Lugano Sud**. We are immediately facing the **Riva Paradiso**, close to many excellent hotels affiliated with the Institute, within a few minutes' walk from Lugano's city centre. Palazzo Mantegazza has a **spacious car park** for visitors, many shops and facilities, and an excellent **restaurant-bar**.

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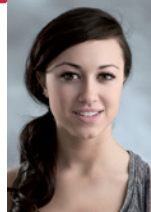
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