



OAKWOOD OPTICIANS KIMBERLEY ALVASTON

Group Practice Newsletter 2019

25 Years young



Time has flown since Oakwood Eyecare opened in 1994 and a lot has changed since then...

Before mobile phones became commonplace and before google was created, patient records were hand-written on paper. Now it's a computer-based record system meaning notes are always available, can't be lost and give clear history for the staff to compare to.

Eyes were tested using an illuminated box on the wall, now charts are electronic allowing a variety of letter combinations, pictures for kids and comparable results from more consistent images. The year the Eurotunnel opened, Oakwood Eyecare had one test room and the back of your eyes were examined with just a light. Now there's 3 rooms and 3D scans of the retina can show all the layers of your retina.

A referral to hospital could take up to a year, now there's an telemedicine scheme where queries and images can be sent to an ophthalmologist meaning we can tell patients within days whether they need to be referred or not.

The staff working at the practice has increased from 2 to 11 and appointments can be booked online 24hrs a day. Some faces have changed but Liz and Tom are still enjoying testing eyes every day. Laura now works 3 days a week since starting a family in 2017, Myrilla has worked here since 1996, Emily manages the Office upstairs and Nic supervises all activity downstairs.

We test eyes 6 days a week, 2 evenings until at least 8pm and offer out of hours emergency care via the practice answerphone. The refitted displays upstairs and down have given a different feel to the practice and have helped to showcase the great variety of frame designs and sunglasses which we believe gives everyone a wider choice.

By keeping up to date with the latest lens technology you have access to services that you may not find elsewhere. Since 2008 we have been fitting contact lenses that change the shape of your eye while you're asleep to allow some short-sighted people to stop using glasses. There is now a new contact lenses that slows down children's short-sightedness (further details on next page). Glasses can now be glazed with Xtractive photochromic lenses which are much better at changing tint even behind a car windscreen. There are now anti-reflection finish lenses which have an 18 month warranty as standard. Don't forget we offer Interest Free Credit on glasses orders to help spread the cost and allow you to have the best quality lenses available.



We're excited to announce that from December 2018 you can access **free Hearing tests** in partnership with Amplify Hearing (a national team of audiologists) so your Eyecare and Hearing care can all be under one roof.

The demand for Home-based Eye Examinations is increasing and we enjoy visiting all patients (new and old) to test their eyes, dispense and then deliver glasses. If you know someone who is unable to attend the practice we may be able to test them at home. If they are in receipt of

NHS help then this will probably be free. Please contact us for more information.

The service we offer is continually evaluated to ensure all your needs are met with the best quality optical product available as we aim to be different, exceed expectations and to learn from patient feedback.



Zeiss varifocal lenses are individual and one-of-a kind – just like you.

The wide selection of progressive lens designs available from Zeiss enables us to produce a pair of glasses optimised for your particular vision needs and featuring unprecedented quality. Cutting-edge computer technology assists in measuring visual performance and fitting the lenses to your frames. The near, intermediate and distance zones are all incorporated into one lens with smooth transitions. These lenses are tailor-made for your facial shape, your lifestyle, your career and your visual habits. Individual and one-of-a kind – just like you.

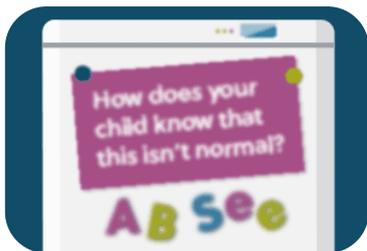
UV is always around. Even on cloudy days. UV radiation represents a health risk for your eyes but as also to the eye surroundings. Do you always protect your eyes when you are outdoors? Now all clear lenses from ZEISS come with full UV protection! The special properties of the lens filter out harmful UV rays and provide your eyes with lasting protection.



Enjoying life with lenses made for you.
ZEISS Progressive Individual 2.



Is your child's vision normal?



It is often assumed that a parent will know if their child isn't seeing probably (unfortunately this isn't the case). Without having an eye test it is impossible to tell whether one eye sees better than the other or has to concentrate harder or even if the two eyes are aligned properly. As the eyes only develop until the age of 6, having a vision check once they start school is probably too late. We have a wide range of tests that are tailored to the child's ability, they don't need to know letter names and most think an eye test is fun. Some eye conditions can cause permanent damage if not detected early enough, book before it's too late.

New Frames in stock

Dutz Eyewear is a very distinctive brand, bursting with funky two-tone colours and using the finest of materials in Japanese titanium, matt finished Stainless Steels and Hand-made acetates, they create beautiful eyeglasses that everyone can wear and look amazing in. Visit the practice to find your perfect pair of Dutz



Reading Lights available now

Have you ever struggled to read, it might not be due to your glasses, have you got enough light too. Our new bright daylight colour LED's make this portable lamp ideal for all tasks. It features a rechargeable built in battery, ideal to take out with you when you require extra light. The easy one button operation makes this very simple to use with two brightness levels. This Lamp fits in most handbags and is ideal for low vision users and SAD. Can be wall mounted, bracket included. Ask us for more details.



Individually Crafted Contact Lenses for the Uniqueness of Each Eye

Have you previously been told you can't have contact lenses due to your prescription being out of range? We now have a solution, the new Versa One Day Toric is the world's first made-to-order daily disposable contact lens that provides the widest range of spheres, cylinders and axes on the market. Its proven lens design and hydrogel material provide patients with stable vision and excellent comfort all day, every day. Please contact us for some free trial lenses.



Free Hearing Testing now available

It's no secret that to maintain healthy eyecare, it's vital to receive regular eye examinations. Sadly, when it comes to looking after our hearing, many people don't approach it with the same level of importance, with one in six people in the UK currently suffering from hearing loss. This is why we have proudly partnered with Amplify Hearing. With over 30 years of audiological experience, their experts have ensured that you can now have the very best in audiological provision. In keeping with our own key principles, Amplify Hearing offers exceptional clinical expertise, the latest in technology and the finest quality products, culminating in a service that can be truly life changing. Contact us to book an appointment.

