

We value your feedback. To continue to improve we need your comments : both positive and negative.

Aaron Optometrists strive to provide high quality clinical and retail care for the people of Northumberland. We continue to invest in advanced clinical training and the ever advancing technology. Our commitment has been recognised in a number of awards. We have received two Northumberland Care Trust Innovation in Practice awards and also the national 'Outstanding Optometrist' and 'Technology Practice of the Year' awards. We are also Independent Prescribing optometrists meaning we can treat many eye diseases directly without referral to hospital. Peter Frampton is also one of only 10 Optometrists in Britain to be awarded a Fellowship of the College of Optometry; the citation reads: 'in recognition of his commitment to clinical excellence'.



These awards demonstrate our commitment to quality care and the range of services and goods we provide is extensive.

However, occasionally our services do not reach the high standards we expect. We would like your help in identifying where and when we could do more to allow us to continue to improve.

Our staff receive a number of letters and cards expressing thanks for diagnosing and intervening in difficult cases and we appreciate and welcome patient support in this way.

We would like to ensure that you have an enjoyable experience when you visit the practice, whether it be for an eye examination, a specialist ocular procedure, a contact lens appointment or simply to look at spectacles or sunglasses.

Any patient is free to talk to a member of staff about issues they may have and, if this requires further investigation or we can provide further assistance we will endeavour to help.

As part of the National Health Service, [General Ophthalmic Services (GOS)] Regulations we are required to inform you about the system Aaron Optometrists has in place which allows you to express concerns, should they arise. This system is equally applicable to our private patients, although subsequent routes for investigating any concerns vary slightly.

We are always happy to receive your comments verbally and we monitor these comments as part of our programme for continuous improvement.

This leaflet explains the process for passing your written concerns onto us and how your questions will be answered.

If you have any queries please do not hesitate to ask a member of staff for advice.

(1) All expressions of dis-satisfaction should be directed towards Mrs Andrea Carroll (Manager) or Mr Peter Frampton (Owner).

Many problems can be dealt with effectively by the reception staff. As Manager Mrs Carroll will receive any enquiry that cannot be resolved immediately and initialise any investigation into your concern.

(2) We will record all concerns in writing and acknowledge receipt of your enquiry either verbally or in writing within 3 days of its receipt. (Excluding Saturdays, Sundays and Bank Holidays)

(3) Aarons will carry out an internal enquiry into your concerns.

(4) Within a period of 10 days (excluding Saturdays, Sundays and Bank Holidays) beginning with the day on which the enquiry was received by Ms Carroll, or where that is not possible, as soon as is reasonably practical, we will supply you with a written summary of our investigation into your enquiry and its conclusions.

(5) Where an investigation requires consideration of a patient's sight testing records, Mrs Carroll must inform the patient or the person acting on their behalf if the investigation will involve disclosure of information contained within the records to a person other than Mr Frampton, a director, partner, deputy or employee of Mr Frampton.

(6) A record will be kept of all correspondence relating to your enquiry.

Concerns may also be raised by persons other than the patient with their consent or where the patient is a child under the age of 16 years;

- * by either the parent, or in the absence of both parents, the guardian or other adult person who has an interest in their welfare.
- * where the child is in the care of an authority to whose care they have been committed under the provision of the Children Act 1989, or in the case of a voluntary organisation, by that authority or voluntary organisation;
- * or where the patient is incapable of making their concerns felt, by a relative or other adult person who has an interest in their welfare.
- * where a patient has passed away, concerns can be raised by a relative, other adult person, authority or voluntary organisation who had an interest in their welfare.

The staff at Aaron Optometrists would like to thank you, in advance, for any comments you may have.