

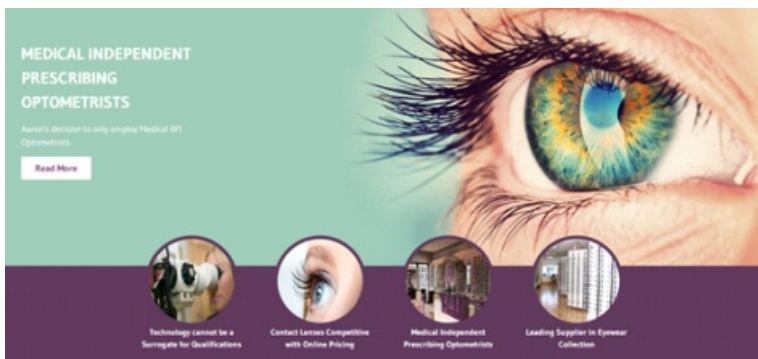


**Outstanding
Optometrist
of the Year** **MEDICAL
Optometrists**

Extending the Role of Community Based Eyecare

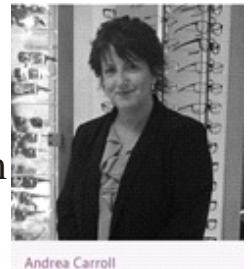
Re-vamped Website launched.

Visit us at: www.aaronoptometrists.com



Our Website has been re-vamped. The drivers of the remake are Andrea Carroll (Practice Manager) and Laura Wood (Design & Marketing).

Please visit them via the website they were instrumental in preparing.



Andrea Carroll



Laura Wood

Most web-sites are designed to shift product. This is not our aim. The primary aim is to emphasise the real value of clinical expertise. The 'who are we?' statement to the right, penned by Dr Peter Frampton, boldly states the Aarons' ethos. Medical Optometrists are still extremely rare. Regardless, with colleagues Debbie Liu-Tam and Andrew Watson, Peter has made it a practice policy to employ only 'Medical Optometrists'. This ensures a seamless service of medical cover throughout business hours.



But the clinical value goes further. Our website shows a patient testimonial.

An out-of-hours mobile number, given when monitoring a problem over a weekend gave essential peace of mind, knowing a medical optometrist was on call.

Who are we?

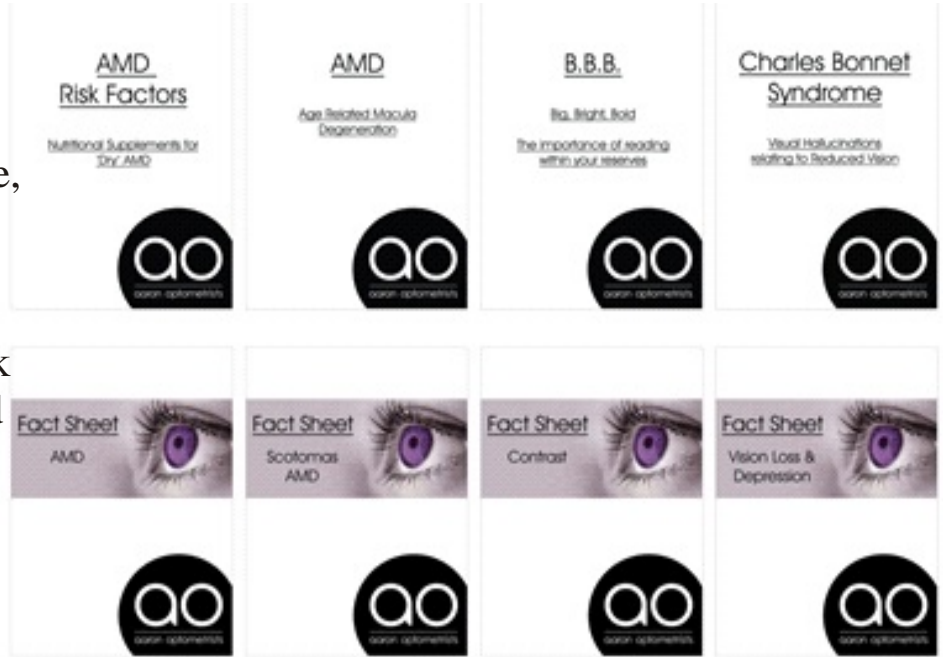
Dr Peter Frampton (Owner of Aarons) is proud to have been one of the first 30 Optometrists in the UK to become an Independent Prescribing (Medical) Optometrist. The ability to prescribe and treat directly, without referral, is a fundamental change to clinical care in the community. To enable a complete patient journey, Peter only employs Medical (IP) Optometrists. Aarons remain the only practice in Northumberland to offer continuous access to Medical Optometrists; a valuable service.

Our commitment to enhancing community care is reflected not simply by this policy. Our track record, for all our colleagues, reflects ongoing training and clinical advancement. If you value care please read more, our extended qualifications are open for inspection.

Dr Peter Frampton DOptom MSc FCOptom BAppSc(Optom)(AUS)
DipTp(AS) DipTp(SP) DipTp(IP)

The website is further intended as a support resource for our patients.

We can be contacted via the site, but it also gives access to our library of clinical information. All our leaflets and Fact Sheets are readily accessible. Just click on the document of interest and open up.



Contact lenses can also be ordered at our unbeatable prices. Available only to our 'Clarity' patients; non-Aaron/Clarity members cannot access lenses at these prices.



Clarity



clarity

When everything becomes clear ...

Contact lenses are designated as 'Medical Devices' and as such impose a legal standard of clinical care we, at Aarons, take very seriously. It is vital for everyone to appreciate what is being purchased and what the costs represent.

The most immediate value of advanced professional qualifications and technology is in Contact Lens practice. Contact lenses are designated 'Medical Devices' and as such should necessitate a legal standard of medical care. We have totally committed to the medical ethics of contact lens wear and only employ 'Medical Optometrists' licensed to prescribe drugs to treat immediately. We are the only practice in Northumberland with continuous medical cover for emergencies.

It is vital for everyone to appreciate what is being purchased and what the costs represent. Buying 'lenses only' does not alter the need for ongoing clinical care. Some people value this, others do not. We do.

The strength Independent Practice is not being restricted to national policies. The website is our way of showcasing our practice, our advanced qualifications and all our valued colleagues. Our aim is to ensure you have all available choices; our role is not to offer only second best service based on costs.