



Outstanding
Optometrist
of the Year

INDEPENDENT
Prescribing
OPTOMETRISTS

Extending the Role of Community Based Eyecare



Introducing clarity

The healthiest, fairest, contact lens service

The Aaron website at www.aaronoptometrists.com displays all our contact lens products. We encourage people to visit the site and challenge anybody to find another supplier offering our lens products at more competitive prices. However, contact lens shopping highlights a potentially serious health concept - what should you be purchasing from your eye care practitioner; clinical time and expertise or simply the contact lenses? It is important to differentiate the professional costs from the commodity costs. While we have split these fees for many years it is easy to forget this vital differentiation when only one price is quoted. Clarity is our way of ensuring clinical care is not devalued, while ensuring our lens prices are amongst the most competitive.

clarity



Valuing clinical care is vital since **Contact Lenses are designated 'Medical Devices'** and as such necessitate a legal standard of clinical care.

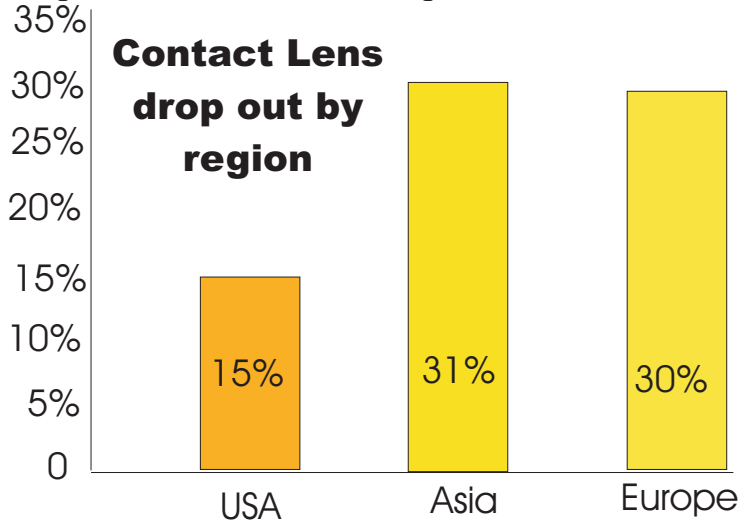
Deregulation of lens sales allowing 'lenses only' to be purchased does not alter the need for ongoing care, carrying associated costs.

Clarity is fair for everyone because it is a totally honest and transparent fee structured system. The lens commodity is priced separately and open for comparison at www.aaronoptometrists.com.

The clinical fees are then also itemised, allowing everyone to customise their plan to suit their wear schedule or circumstances - full time wear, social wear, unplanned replacement. We even have some patients who purchase their clinical care from us but not their lenses.

Clarity: Perfect regardless of your wear schedule.

It is interesting to note contact lens drop out rates in different parts of the world. In the USA drop out is half that of Europe and Asia.



This would seem to reflect the level of emphasis and value placed on quality contact lenses and high standards of clinical care. In the USA all Optometrists are called 'doctors' and can prescribe drugs. The emphasis is on clinical care rather than commodity selling.

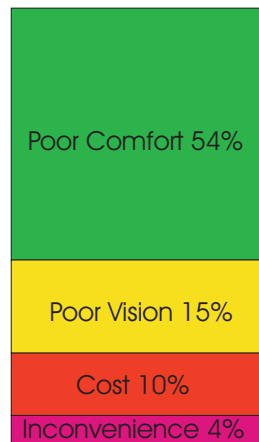
In the UK, in contrast, the marketing 'spin' seems dedicated to obscuring the true value, and need, of a professional clinical service by only emphasising the cheapest commodity costs.

Reasons for Contact Lens drop out

Most contact lens drop out is due to poor lens comfort or vision; both more likely when poor quality, cheap lenses are offered. Cost is not a high priority, health and comfort are!

A professional's role should never be to presume what someone can or cannot afford or may or may not value. This attitude, endemic in optometry, belittles the patient and ensures only 'second best' is offered. Our role is to ensure our patients are given the fullest choice allowing each person to decide what is important to them. Offering people only the cheapest product could, and should, be construed as devaluing the patient. It is like saying:

'You can only afford second best so that is all I am going to offer you'.



Fortunately for ocular health most patients are VALUE CONSCIOUS rather than PRICE DRIVEN.

So to reduce drop out and maintain a successful contact lens wearing experience clinicians must ensure:

- 1) Everyone is at least offered the best product, not just the cheapest.
- 2) Optometrists must offer a full clinical service, not just a fitting service.

We refuse to yield to marketing trends driven by business people at the expense of your ocular health.

clarity

Clarity ensures the clinical care is itemised separately to the contact lenses. This allows people to convenience shop for spare lenses from our website without paying an inflated price incorporating professional fees. Some people only buy the professional service if they have a stockpile of lenses or prefer a different web supplier, while those travelling or living away may stop the professional fees temporarily and only take the lenses.

What does the Clarity service include?

1. Professional care throughout the period of wear whether you buy lenses intermittently or are a full time wearer.
2. Instant access to the practice for unplanned presentations or emergencies.
3. Access to Independent Prescribing Optometrists. Unlike most UK optometrists we are Independent Prescribers, allowing us to prescribe drugs for the eye without referral. As a designated 'Medical Device' this, and the instant access to the practice are the most important clinical services purchased.
4. Fitting and refitting of contact lenses as required.
5. Automatic courtesy fits as new lens technology becomes available or if your lifestyle requirements change.
6. Free replacement disposable contact lenses due to loss or tears.
7. Up to 20% discounts on spectacle purchases.