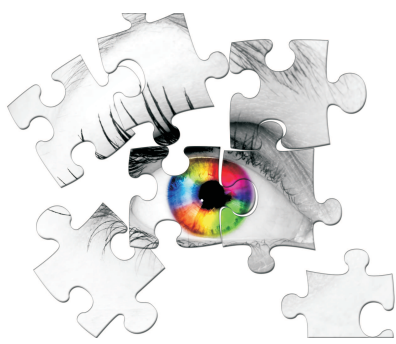


Extending the Role of Community Based Eyecare



insight

Where all the pieces fit together...

We believe Insight is a more appropriate way to deliver eye care services in the 21st century, reflecting the rapidly evolving technology and clinical skills available. Requiring significant financial investment and clinical training, these enhanced services are not offered by every optometrist and are not available via a standard NHS eye exam; but is that a reason not to offer them? **Regardless of the current lack of official NHS funding patients should be allowed choice. Our goal, regardless of funding difficulties, is to be able to supply a total service.**

A professional's role should never be to presume what someone can or cannot afford or may or may not value. This presumption, 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.

Marketing 'Spin' versus Insight

In the UK the marketing 'spin' seems dedicated to obscuring the true value, and need, of a professional clinical service in a bid to sell product. Devaluing the Eye Exam to a simple 'sight test' is actually unfair to the patient as it degrades clinical standards; the sight test becomes truly as it is perceived by some consumers, a loss leader to sell spectacles. Little wonder many people in the UK report experiencing extremely quick 'sight tests', on which they understandably put little value. If the profession only offers second best then we cannot blame patients for expecting no more.

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

Insight is an elite package, entitling you to specific eye care benefits, allows access to the best optical technology currently available and Optometrists with advanced qualifications.

Insight members are then entitled to huge discounts (up to 40%) on ALL purchases. The entire practice range is permanently discounted.

So what do people who become 'Insight' members value?

Advanced clinical services with rapid access.

WHY CHOOSE AARONS

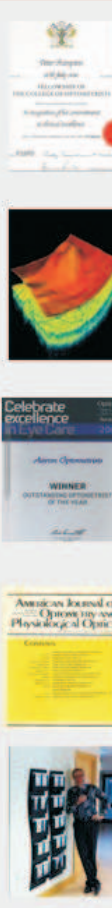
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Peter
Peter Frampton trained as an Optometrist at QUT, Brisbane, Australia; he moved to Britain in 1986 and took ownership of Aaron Optometrists in 1993.



Many people are increasingly health conscious. Prompt access, at a community level, to advanced clinical services and technology is very appealing. Visit our Website at www.aaronoptometrists.com to investigate the many enhanced services we can supply; many have no NHS funding and private charges apply for patients not members of Insight.

Our OCT is a perfect example of technological advances outstripping NHS services. Costing £50,000, this technology visualises inside the retinal tissue allowing the earliest detection of 'Wet' macular degeneration, diabetes and many other retinal diseases. Early detection means early treatment; it has certainly revolutionised our clinical capabilities.

Aarons also boasts many 'firsts' in advanced training and qualifications. Peter Frampton is very proud to be one of the first 30 optometrists to become an **Independent Prescriber (IP)**.

Taking Optometry toward full medical status IP optometrists can prescribe any licensed medicine for the eye independently of a GP. We are also honorary lecturers at Manchester University, Key Educators at the 'Vision Care Institute', winners of two Care Trust and Outstanding Optometry awards and are 'Fellows' of the 'College of Optometrists' in recognition of our clinical excellence.

'Insight' membership: Up to 40% discounts on ALL our products from the practice offering arguably the largest selection in Northumberland.

Patients of course also want value for money and choice. Since the clinical care is now separated from the sales aspect of the business the actual spectacles or contact lenses need no longer carry an inflated cost necessarily incorporating a professional cost.

Our practice offers perhaps the most extensive range of frames in Northumberland and with savings of up to 40% 'Insight' members do not need to hunt for deals; the entire practice range is permanently discounted.

So what can 'Insighters' expect:

So people who value 'Insight'

do so for the enhanced clinical care or the massive savings. Usually both!

Unlimited eye care appointments as required.

Access to state of the art technology not supplied via the NHS.

Prompt Access to Independent Prescribing Optometrists

A full clinical service rather than a simple fitting service for Spectacles and Contact Lenses incorporating full lifestyle assessment.

FOC replacement contact lenses.

FOC courtesy contact lens assessments.

Unlimited access to Professionals.

Up to 40% discount on spectacles, lenses and sports wear with unlimited purchases.

Prompt access to the team member of your choice for advice and product servicing.

Accidental damage cover on purchases.