



# FACT SHEET



# insight

*Where all the pieces fit together...*

We believe Insight to be 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, in both training and technology, these enhanced services are not offered by every optometrist and are not available via a standard NHS eye exam. Further, the NHS has set strict schedules, entitling most to an NHS funded sight test only every two years. This makes monitoring eye conditions problematic. **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.** Some may not value this commitment, in which case Insight would not be for them. However, simply offering the minimal legal service is a disservice to the many who value comprehensive health care with highest level technology augmenting the educational commitment of all professional staff.

**Insight** is an elite package entitling you to 'Enhanced Eye Exams', as opposed to Sight Tests, as standard. **We have totally committed to the medical ethics of optometric practice.**

We are the only practice in Northumberland with full time cover of 'Medical Optometrists': licenced to treat with prescription drugs as well as being qualified to interpret advanced clinical scans. Coupled with instant access to the practice and emergency out-of-hours contact number we hope patients will value our professional service above all else.

**Insight members are also entitled to huge discounts (up to 40%) on ALL purchases.**

The entire practice range is permanently discounted.

Insight: Where all the pieces fit together.

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

## Clinical Benefits

### **1. Access to Medical (Independent Prescribing) Optometrists**

We have decided to only employ 'Medical (Independent Prescribing) Optometrists'. Medical Optometrists, still quite rare in Britain, can prescribe drugs for the eye without referral to a hospital. Further advanced training is necessary to interpret the clinical scanning techniques now available. A technician may capture an image, but a clinician is essential for the correct interpretation.

Linked with our 'Instant Access' policy, we believe this is the service patient's should value. When monitoring treatments we also have an out-of-hours emergency number to ensure your peace of mind.

### **2. Instant Access to Care for emergencies**

Unlimited access to professionals as required. You are buying access to the clinic. Our policy dictates a 'Medical Optometrist' is always on the premises during opening hours. If you attend as an emergency you WILL be seen. Non emergencies will be prioritised.

### **3. Routine professional care**

Unlimited eye care appointments as clinically required. We allocate 40minutes for this professional service. Time is valuable and necessary for a comprehensive service; this commitment to our patients should not be underestimated.

### **4. Access to state of the art technology at no charge**

Heavy investment in state-of-the-art technology aids early diagnosis, regular monitoring of conditions not necessitating treatment and prompt referral if necessary.

### **5. For contact lens wearers: Fitting and refitting of lenses as required**

A thorough aftercare check and advisory process should not only ensure ocular health, but also that the lenses fulfil your lifestyle needs. We need to keep up with you. We cannot guarantee to customise a service without understanding your needs.

## Financial Benefits

'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.

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!**

**As already described: access at no additional cost, to the latest clinical services, both technical and educational. Up to 40% discount on spectacle frames and lenses as well as sports wear with unlimited purchases.**

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

**Accidental damage cover on purchases.**

**Replacement contact lenses FOC**