



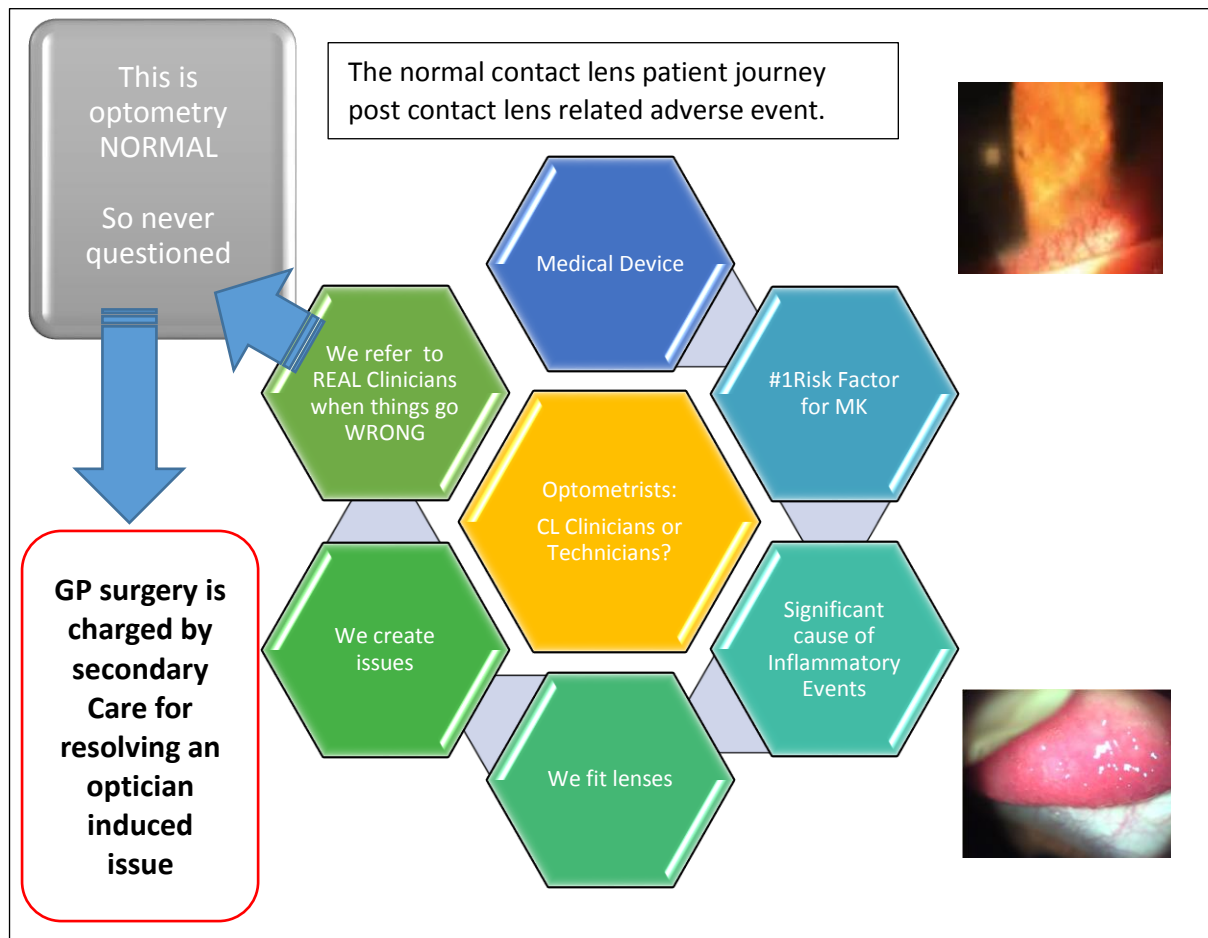
FACT SHEET

CONTACT LENS PRACTICE IN THE 21ST CENTURY?

Currently, all opticians are allowed to prescribe and fit contact lenses, but only a minority of 'Medical Optometrists' have the qualifications and experience to treat potential contact lens related complications.

Yet contact lenses are designated a 'medical device' and as such should necessitate a standard of medical expertise on the part of the practitioner. The extremely rudimentary medical knowledge of the majority of contact lens practitioners constitutes a societal health risk.

Further, when an optician refers a patient to an eye hospital with a contact lens related complication, the patient's GP surgery is charged by Secondary Care. This is an unnecessary financial burden on Primary Care. Indeed it can be argued the cost of contact lens complications, as a privately purchased commodity, should not be borne by primary or secondary care.



This is a counter-intuitive model not reflective of real medical expectations. Please view our short PowerPoint entitled 'Home Truths' PowerPoint on our Website for further information. Any Contact Lens patients who value eye health should value a 'Medical Optometry' driven service. Aarons has embraced 'Medical Optometry' and introduced 'Clarity'

CONTACT LENSES AND CLARITY



Please view our patient testimonial on the Website; Pauline explains the importance of **Clarity**. (Click on the image to go to the short interview).

The most important aspect of 'Clarity' is instant access to Medical (Independent Prescribing) Optometrists. As a 'Medical Device' we feel a medical clinician is vital for a comprehensive contact lens service. We are the only practice in Northumberland committed to permanent, qualified 'Medical (IP) Optometrists'. The ability to prescribe ocular drugs immediately, without referral to hospital, eliminates enormous inconvenience and cost in time for the patient. Linked with our 'Instant Access', we believe patients should value this service most. When monitoring treatments we also have an out-of-hours emergency number to ensure peace of mind. Our policy dictates a 'Medical IP Optometrist' is always on the premises during opening hours. If you attend as an emergency you WILL be seen without additional charges.

Click on the images to access our 'Clarity' Fact Sheet.

FACT SHEET

clarity When everything becomes clear

The healthiest, fairest, contact lens service

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. Coupled with our policy of instant access to the practice and an out-of-hours contact number when required we hope patients will value our professional service above all else.

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.

Professional Charges Vary

Professional charges vary depending on the practice's commitment to you. Online suppliers understandably do not include any professional fees and do not commit to your ongoing ocular care. Some optometry practices do not value professional services either, offering infrequent and very quick checks; ticking a legal box but not really satisfying the medical expectations. Aarons is the only practice in Northumberland with full time cover of 'Medical Optometrists', with immediate access to the practice and out-of-hours number when necessary.

Clarity supplies a service, while ensuring our lens prices remain competitive. We believe Clarity is fair for everyone because it is a totally honest and transparent fee structured system. The lenses are priced separately and open for comparison (see our website at: www.aaronoptometrists.com). The clinical fees are then also itemised, allowing everyone to customise their plan to suit their wear schedule - full time wear, social wear, unplanned replacement. We even have patients who buy their clinical care from us but not their lenses.

Page 2. Why we would always recommend purchasing the full clinical service.

Clarity supplies a service, not simply contact lenses.

Clarity includes:-

- 1. Access to Medical (Independent Prescribing) Optometrists**
As a 'Medical Device' we feel a medical clinician is vital for a comprehensive contact lens service. We are the only practice in Northumberland committed to permanent, qualified 'Medical (IP) Optometrists'. The ability to prescribe ocular drugs immediately, without referral to hospital, eliminates enormous inconvenience and cost in time for the patient. Linked with our 'Instant Access', we believe patient's should value this service most. When monitoring treatments we also have an out-of-hours emergency number to ensure peace of mind (see our website video).
- 2. Instant Access to Care for emergencies**
You are buying instant access to the clinic. Our policy dictates a 'Medical IP Optometrist' is always on the premises during opening hours. If you attend as an emergency you WILL be seen. It is always good to know if you have a red or irritable eye, or if your vision seems blurry you can present for a 'Contact Lens Check' without charge.
- 3. Routine professional care throughout the period of wear.**
This is a legal and clinical necessity. We allocate half an hour for this professional service. Time is necessary for any comprehensive clinical service and must never be undervalued.
- 4. Fitting and refitting of lenses as required.**
A thorough aftercare check and advisory process is not only to ensure ocular health. It demands time to reconfirm the lens type reflects your lifestyle needs. Dailies, Fortnightlies, Monthlies, Torics, Extended Wear, Multifocals. Specialist Lenses; we cannot guarantee to customise a service to you without taking the time to understand those needs.
- 5. The price of the lenses.**
A lowly fifth on our priority list for the patient. It is unlikely the actual contact lenses can be found cheaper on any internet site; please check and compare with our website; www.aaronoptometrists.com.

Extra bonuses include:
Replacement contact lenses due to loss or tears can usually be replaced free.
20% discount on spectacles purchased.