

aaron's update

Newsletter Number 35

Winter 2018

Northumberland 
Innovation in Practice Awards 

Optician
Awards

Outstanding
Optometrist
of the Year

MEDICAL
Optometrists

Extending the Role of Community Based Eyecare

Dr Peter Frampton remembers 25 years of owning, and transforming, Aaron Optometrists

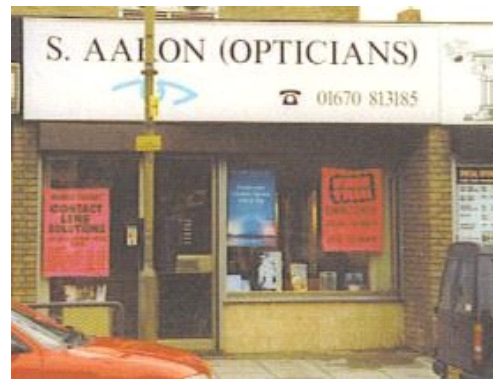
1993 - 2018



We believe it was 1905 when Saul Aaron opened 'S. Aaron Ophthalmic Opticians' on Station Road. Fortunately his son Sidney (Sid) had the same initial so no name change was required when he took over in the 1940s.

I came from Australia and became an employee at Aarons in 1988, 30 years this year. The practice was very much an 80s type 'Optician', testing vision, prescribing glasses and contact lenses and referring all abnormalities. All opticians were, and most still are, screeners, nothing more. In 1993, 25 years ago this year, I bought the practice. Liberated from standard business restrictions, I was able to start the slow process of transforming 'S Aaron Opticians' into 'Aarons: Medical Optometrist'.

This risky business plan, all self funded and well before any government legislation, was never to satisfy an immediate business strategy but because I believed achieving the highest educational qualifications, combined with technological innovation, was and is, the correct course of action for patient care in the community. Our stated Credo reads: The patient needs must come first with the well being and support for all colleagues an equal first. The business needs come third. We believe if the first two goals are achieved business rewards will follow.



S Aaron (Opticians) 1993



Aaron Medical Optometrists 2018



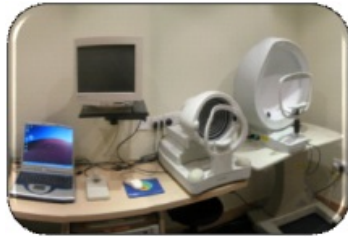
An historical review of our long term commitment.

TECHNOLOGY IN PRACTICE



Retinal photography introduced, when polaroid film was still necessary! Over 20 years ahead of mainstream.

1994



Automated Computer controlled perimetry



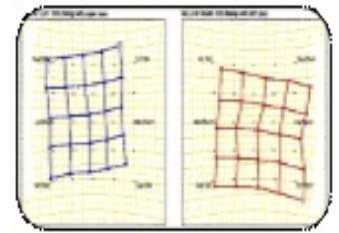
Corneal Topography for earliest detection of Keratoconus. Alongside Retinoscopy, vital for assessing all young people. Remains the only practice in Northumberland with this technology.

1996



GDx: Retinal Nerve Scanner for enhanced glaucoma detection.

2003



Computerised HESS for Binocular Vision assessment.

We also upgraded our Topographer for Keratoconus detection. These technologies remain unavailable locally in community Optometry.

2004

EDUCATION & QUALIFICATIONS

2001 - 2005

Peter Frampton commenced his Masters Degree in Ocular Therapeutics, 15 years before a national strategy on advanced qualifications was agreed.

Peter received an MSc with Distinction in 2005.

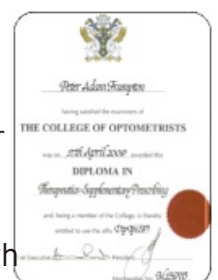


Andrew Watson becomes Aaron's 'Specialist Contact Lens' practitioner. Fitting an extended range of lenses for severe prescriptions and therapeutic lenses.

2004

2004 - 2009

Overlapping with the MSc Peter Frampton was a member of the first group to commence study for the qualifications of 'Additional Supply' and 'Supplementary Prescribing'. Preliminaries prior to 'Independent Prescribing' becoming a legal reality. Peter was successful in achieving both qualifications.



'Medical Optometrists': Technology can never replace qualifications and hard earned experience.

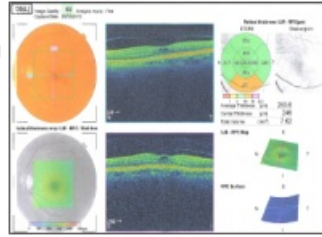
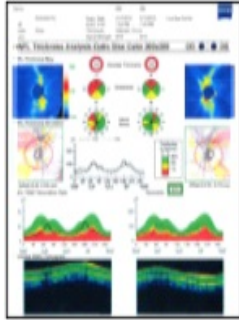
We remain vanguards in technology innovation.



Pachymetry: an instrument to measure corneal thickness. A vital measure for the detection and treatment of Glaucoma as recommended by NICE in 2009. Aarons incorporated pachymetry into routine practice for glaucoma immediately after its recommendation by NICE.

2009

Macula tomography for earliest detection of retinal disease including Macular Degeneration



2011 also saw the upgrading of our 'Retinal Nerve' scanner for early detection of Glaucoma (initially invested in 2003).

2011

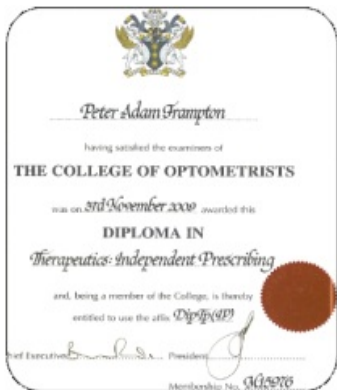


Caoimhe McGovern and Joseph Ong join our team. Both are currently pursuing Prescribing status and are welcome members of our professional team.

2018

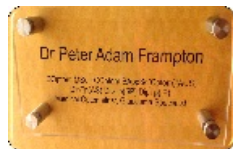
2009

Peter Frampton is very proud to be one of the first 30 optometrists in Britain to become a Medical 'Independent Prescribing' Optometrist.



2011 - 2017

Taking 6 years to complete Peter Frampton became Dr Peter Frampton having completed his Doctorate investigating aspects of glaucoma management.



2013 - 2015

After 2 years of intense study Debbie Liu-Tam joined Peter as our second Independent Prescribing (Medical) Optometrist



2017

Debbie Liu-Tam successfully completed her 'Medical Retina' qualification; essential to interpret modern scanning techniques.

2016 - 2019

Andrew Watson will also become a Medical (IP) Optometrist.

2018



Post Graduate Advanced Accreditation to assess and prescribe to children of all ages achieved by Peter, Andrew & Debbie.

Award winning practice

Little wonder Aarons is a multi award winning practice.



Dr Peter Frampton was made a 'Fellow' of the College of Optometrists for his 'Commitment to Clinical Excellence' To be recognised by your peers is a great accolade.

Our Second NHS Care Trust 'Innovation in Practice' award for demonstrating excellence in the manner in which they work and services provided.



- We were the first ever recipient of:
- 'Outstanding Optometrist of the Year'.

Dr Peter Frampton became an honorary lecturer at Manchester University



Our first NHS Care Trust 'Innovation in Practice' award was way back in 2003!

Aaron's became one of three community optometrists in the country to be selected to work alongside Manchester University's Master of Optometry course. Mentoring these high achieving students.



With our significant ongoing investment, Aarons won 'Technology Practice of the Year'.

- With the long term investment came:
- Winner of 'Technology Practice of the Year'