

Summer 2017

michael offord

AWARD WINNING OPTOMETRIST

VISION

What's going on at Michael Offord Optometrist



Hopefully by the time you are reading this the rain will have stopped and we are all basking in glorious sunshine!

As ever, we are very busy at Michael Offord Optometrist: Deborah Hodgson has gained her Independent Prescribing Diploma, and Grace Le Quelenech has completed the first year of her 3 year course in Dispensing Optics. It is good to see so many of the team learning new skills which can only benefit our patients.

We are currently anticipating the arrival of two new team members, Carrie and Erin. They are both experienced in providing excellent patient service in different areas and we're sure they will be valuable additions to our team.

Those of you who receive our regular e-shots will have seen we now have a defibrillator for use by any member of the community who should need it. Spread the word!

We continue to sponsor local groups, including Kingston Park Community Football Club and Gosforth Rugby club.

It is a pleasure to be able to support our community. August will see me off to Ghana with Vision Aid Overseas – more of that in the next newsletter.

Enjoy the rest of Summer and remember to protect your eyes from the sun!

Michael



Did You Know?

The average blink lasts about 1/10th of a second!

Dispensing Opticians

Following in the footsteps of Alex and Vikki, our Optical Assistant Grace is now well into her training to become a Dispensing Optician. Grace has completed her first of three years, and is enjoying the challenges her new career is presenting.

Dispensing Opticians are highly trained frame and lens experts able to interpret an Optometrist's prescription to advise on suitable lens type and frame style, as well as carry out facial, frame and lens measurements. Our DOs, Cecilia and Vikki, are also on hand to fit and adjust glasses, as well as offer advice on how to get the best results from them. Legally, children under 16 must have their glasses fitted by a qualified Dispensing Optician.



NEW RANGES

We are delighted to introduce two new ranges to the Practice this summer; Silhouette® rimless and Morgan®. Chic and minimal, Silhouette offers rimless frames that are lightweight and extremely comfortable. Morgan frames feature innovative colours and attention to detail that makes them perfectly on trend for the summer season.

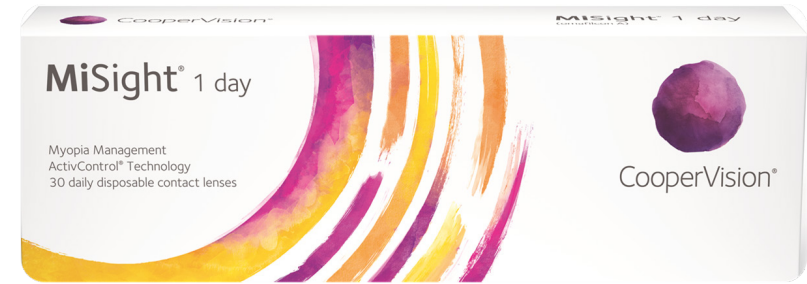
Call into the practice for a frame styling consultation.



Recommend a friend

We are always thrilled that so many of you recommend us to your family and friends. As a thank you whenever a new patient attends because of your recommendation we will credit your account with £25 towards your next pair of spectacles.

MYOPIA MANAGEMENT



Myopia or short-sightedness (when things in the distance appear blurry but are clear up close) is becoming more and more prevalent in the UK. Twice as many 10-16 year olds are myopic compared to 50 years ago.

There is currently no cure for myopia but there are now options to slow down/halt the progression of myopia in children as it is developing thus meaning children end up less myopic over time.

We are delighted to be one of the first Optometrist practices in the country to offer MiSight lenses, the first daily disposable contact lenses designed for children and young people from age 6 to wear to reduce the progression of myopia. In studies the amount of myopia progression over 3 years was reduced by 59%.

For more information please contact the practice.

In the community

We are always happy to help the community wherever we can. We currently sponsor children's football teams Kingston Park CAFC, Newcastle East End FC, Team Gosforth FC and Gosforth Rugby Club. Michael was also delighted to sponsor the stumps for the Northumberland County Cricket Club this season. Vikki recently called into St John's playgroup where she talked to the parents about the importance of getting their children's eyes tested and we have installed a defibrillator in the practice for community use.



Practice Survey

We are always grateful to receive your feedback. In line with our upcoming 'paperless practice', we will be sending out surveys by email. We would appreciate if you could give a few minutes of your time to let us know how we are doing.

Michael Offord Optometrists

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Opening Times:

Monday, Wednesday & Friday 8:30 - 6:00pm
Tuesday & Thursday 8:30 - 7:00pm
Saturday 8:30 - 4:30pm

SUMMER SUN



Fingers crossed we'll see a lot of the sun this summer! If you haven't already arranged your prescription sunspecs, then now is the time. With stylish frames by Elle, Lacoste, Ted Baker, Jensen and Cocoa Mint we have something to suit all tastes and budgets. Polarised lenses minimise uncomfortable glare from both the summer and winter sun. Call in or arrange an appointment with one of our Dispensing Opticians to help you keep your cool this summer.

Many thanks to everyone who keeps our spectacle donation box overflowing. Even if your old specs aren't in great condition, the parts are still able to be recycled for someone in need. Michael is leading a Vision Aid Overseas team to Ghana this year where he will examine eyes and help train local optometrists.

'I'm looking forward to a new challenge in a country I've never visited. These trips are always humbling and worthwhile. It's a great feeling to know you have made a difference and it's something I'll never get tired of.'

Keep an eye out for updates about Michael's trip!



Your Newsletter

If you would prefer to receive this newsletter by email please head over to our website at michaelofford-optometrist.co.uk/enews and let us know.



/offordeyecare