

Winter 2017

michael offord

AWARD WINNING OPTOMETRIST



VISION

What's going on at Michael Offord Optometrist

I hope you enjoy reading this latest edition of Vision. We love to keep you informed about what we are up to. You could follow us on social media (Instagram, Facebook and Twitter) to get regular updates. Wishing you all a happy time at Christmas and best wishes for the coming New Year from everyone at the practice.

Michael



This year Michael visited Ghana for his annual trip with Vision Aid Overseas. He has been working with the charity for over 15 years, both locally and internationally, and regularly gives presentations around the region.

On this trip he spent some of his time training Optometry students and clinical staff at the Kwame Nkrumah University of Science and Technology in Kumasi, in the South of Ghana. Alongside this he worked in outreach clinics providing eye examinations for over 400 patients.

'As always, the experience of seeing so many patients was very humbling and rewarding. The trip was as interesting as ever, and a few new challenges were thrown our way. I am looking forward to next year's trip already.'

If you want to find out more about Michael's charity work or just want to hear some of his stories we're sure he'll be pleased to have a chat!

We've got Christmas all wrapped up at Michael Offord Optometrist





MICHAEL OFFORD OPTOMETRIST IN THE HEART OF THE COMMUNITY

This year has seen a new community defibrillator installed at the practice. All of our staff have been trained to use the device but its easy to follow voice commands mean it is specifically designed for people with little or no medical background. We hope to spread the word through the Kingston Park Community.

The practice is pleased to sponsor a number of sports teams in the region including Kingston Park CAFC, Newcastle East End FC, Team Gosforth FC, Montagu and North Fenham Whites and Gosforth Rugby Club. Michael was also delighted to sponsor a hole at the City of Newcastle Golf Club and the stumps for the Northumberland County Cricket Club this season.

SPOTLIGHT ON STAFF

At Michael Offord's we are passionate about staff development so we're thrilled that Deborah is now working at the RVI one day a week. Whilst there she is alternating between the Opticians Department and Eye Casualty and is enjoying the new challenges the experience holds. She is gaining valuable experience which she hopes will be of benefit to her patients in the practice. As well as this, Deborah has recently qualified as an Independent Prescriber. Both Michael and Deborah hold this qualification and are two of the few Optometrists in the region that are able to prescribe medication for eye conditions. Grace is now well into her second year of her three year Dispensing Optician course, while Sam is enjoying a new challenge working towards her Optical Assistant Level 4 qualification.

We also welcome our new Optical Assistants, Erin and Katie to the team. We are confident they will be brilliant assets to the practice and we're sure you'll quickly get to know them! Laura is now working part time for us as she has embarked on a Pharmacy degree at Newcastle University. We are sure she'll do really well. We're delighted that she is still keeping all of our social media up-to-date.



Last year's winning design by Emily

Christmas Card Competition

It's time for our annual Christmas Card competition! We were thrilled with Emily's 'spectacular' entry last year and all of our young patients should have received one in the post.

This year's competition closes on Friday the 22nd of December. There will be prize categories by age and our overall winner's card will be sent to over 900 young patients next year!

Drop your entries in to the practice – good luck!

HOYA LIFESTYLE 3 EASY AS 1,2,3

Varifocal lens technology continues to improve at a phenomenal rate. At Michael Offord Optometrist we are committed to keeping absolutely up to date with lens developments. The latest lens to be added to our portfolio is the brand new Hoya LifeStyle 3.

Modern lifestyles can be a challenge for our eyes, with constantly adapting to different distances and conditions. Hoya believe one design does not fit all so LifeStyle 3 lenses are specially adapted to your individual requirements.

The lenses are equipped with Binocular Harmonisation Technology™ which deliver precise and effortless focusing to give excellent depth of vision and stability across all distances. When you choose LifeStyle 3 lenses we will discuss which lens option would suit you best.

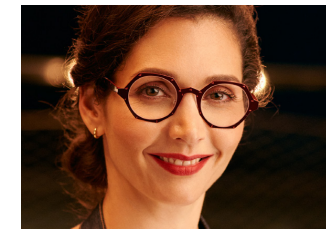
If you would like to find out more about these excellent lenses, please contact the practice or book an appointment with Cecilia or Vikki.

Indoor



A progressive lens with focus on near vision. Perfect for people who spend a lot of time indoors reading, using digital devices or in an office environment.

Urban



A progressive lens with equal focus on all areas. Designed for people who are dynamic and always on the go but enjoy reading and using mobile devices.

Outdoor



A progressive lens with focus on distance vision. The best choice for people who spend a lot of time outdoors.



Practice Survey - Thank you!

Thank you to everyone who has filled in one of our patient satisfaction surveys this year. We always welcome your feedback as we continually try to improve our service for you.



Michael Offord Optometrist

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Normal Opening Times:

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



Christmas Opening Hours

23rd December	8.30am-4.30pm
Christmas Eve	Closed
Christmas Day	Closed
Boxing Day	Closed
27th December	8.30am-6.00pm
28th December	8.30am-7.00pm
29th December	8.30am-6.00pm
30th December	8.30am-4.30pm
New Year's Eve	Closed
New Year's Day	Closed
2nd Jan	Open as normal
3rd Jan	Open as normal

We were delighted to be a collection point for Samaritan's Purse Operation Christmas Child campaign once again this year. You donated over 300 boxes, which will provide a very welcome Christmas present for underprivileged children around the world.



#ipackshoebboxes

Thank you once more for your generosity!



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