

Summer 2018

michael offord
AWARD WINNING OPTOMETRIST

VISION

What's going on at Michael Offord Optometrist



We have enjoyed a busy start to the year in the practice and it's been nice to see many familiar faces and catch up. Recommendation is still our main source of new patients. Ask our staff about our recommend a friend scheme. Welcome to the many new patients we have seen recently. We hope you enjoy your association with the practice.

We're excited to have new frame ranges from Tom Davies and Land Rover, as well as many other new frames for summer 2018 – I hope you'll pop in to see them.

I am heading off to Ethiopia in October with Vision Aid Overseas. I've travelled there before, so it will be interesting to see if there has been any positive changes.

Thank you to all of you who keep our recycled spectacles box overflowing. It's still a pleasure to be involved in supporting the local community of which we feel part, and it was nice to be invited to recent football club presentation days to present trophies.

Don't forget to follow us on Facebook, Twitter and Instagram. That way you hear more about practice updates, news and competitions.

All of us at the practice hope you have a lovely summer, and remember to protect your eyes from the sun!!

Michael



**Did You
Know?**

The resolution of the human eye is estimated to be 576 megapixels!

Spotlight on Staff

We are passionate about staff development at Michael Offord's.

Grace has worked hard to recently complete her 2nd year of her Ophthalmic Dispensing Diploma, so is 2/3 of the way towards becoming a Dispensing Optician.

Vikki qualified as a Dispensing Optician 2 years ago but hasn't put away her textbooks just yet, as she's now studying to become a distance learning tutor for students studying for their own degrees.

Sam has also been expanding her optical knowledge with a level 4 Diploma for Optical Assistants, and having been with us for seven years has been promoted to Practice manager, as Cecilia, our previous practice manager, has moved on to pastures new – we wish them both well in their new roles.

You may have seen a new face at the practice recently. We have welcomed Georgina as a new optical assistant - she is settling in well and is already a valuable member of the team.

One of our Optometrists, Alex Wilson will soon be Mrs Smith when she gets married in September – a big congratulations to her and Adam!



APPOINTMENT REMINDER SYSTEM

We are currently in the process of updating our appointment reminder system. In a bid to reduce our environmental impact, we are hoping to reduce the number of paper reminders we send out. We will not be getting rid of paper reminders entirely but realise some of our patients would prefer a text or email. We will be gathering opinions in the months to come and working with you to ensure the transition to a different system is smooth.



Don't Forget!

The lens cleaner spray you receive when you collect your glasses is refillable. Call into the practice for your free refills!

TOM DAVIES LAUNCH

We are thrilled to be introducing a fabulous new range to the practice. Tom Davies is one of Britain's leading Bespoke eyewear brands and we will be one of the few stockists to carry the brand in the North East. They work exclusively with the highest quality materials including pure titanium, natural horn and Japanese cotton acetate. All of their frames are produced by hand in their London factory meaning each frame is one of a kind and the process offers the highest levels of craftsmanship.



TOM DAVIES

Tom Davies' brand is built on the principles of fit, form and fashion. As well as each of their beautiful frames being handmade we are able to offer a unique made-to-measure service handcrafted to the individual. If you struggle finding glasses that fit correctly or simply cannot find eyewear in the exact colour and design that you want, we can design your perfect pair with Tom Davies custom eyewear. This custom service allows us to take facial measurements into consideration, altering the size of the frame, arm lengths and bridge measurements. Finally, all custom frames are finished with your name engraved discreetly on the inside of the temple arm making each frame truly exclusive.

Call into the practice or make an appointment for your personal frame styling appointment with one of our dispensing team.



Practice Survey

Many thanks to everybody who has filled in a practice survey after your visit. We are continually striving to improve our service and are grateful for any feedback you may have.

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



We've already enjoyed a few beautiful sunny days in the North East and we have everything crossed for a fabulous summer! Our 2018 sunglasses ranges are proving very popular - we have something for all tastes and budgets from Elle, Ted Baker, Cocoa Mint, Jensen, Esprit and LandRover.

For sporty types, we also stock specialised sports sunglasses from Adidas and we have recently introduced the new range from Maui Jim, whose cutting edge lenses make them second to none for visual clarity.

Hayfever season is well and truly upon us and sufferers will be familiar with the symptoms of itchy, watery eyes caused by hayfever. Over the counter eye drops are generally very safe and effective however they can take up to 5- 10 days to work fully, so they need to be used regularly throughout season. If your eyes are still itchy after using these drops correctly, our optometrists are available to help you and may recommended prescribing you alternative eyedrops, please contact us for an appointment.

If you wear contact lenses, let your optometrist know at your contact lens aftercare appointment and they will advise on the best course of action for you.

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.



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