




EYESPY

EYECARE COLLINS PLACE NEWSLETTER ISSUE 09



Lindberg strips!

Danish frame designer Lindberg's range has proved to be incredibly popular within the practice. Renowned for their beautiful rimless designs, Lindberg have recently added another product – the STRIP titanium – to its titanium frame concept.

Lindberg's titanium wire has been given an extra dimension to become a strip. Laser technology allows the strip to be cut to any shape or thickness. The long-term perspective is one of spectacles shaped to the order of individual wearers. While just as light, strong, hypoallergenic and allowing the same scope for colour

combinations, STRIP titanium is a completely new design that opens up endless possibilities for creating more striking visual expressions.

The STRIP titanium frame, including the hinge construction, is in the best Lindberg tradition free of screws, rivets and welds. The hinge is a naturally integrated element in the simple and elegant STRIP design. The two-dimensional strip now allows a variety of surface treatments such as etching, scratching, cutting, embossing and engraving.

Frames by
Lindberg

EYECARE

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More advances in disposables

We have written a number of times about the widespread introduction of the new silicone hydrogel material for daily contact lens wear.

This material lets more oxygen through to the front of the eye, meaning better eye health, and also are less prone to dry out, meaning more comfortable lens wear, especially towards the end of the day.

Our experiences with silicone hydrogels have generally been excellent, but occasionally to our surprise some patients have been a little less comfortable in the new material. In these cases we believe this has been due to a quality of the lens called the modulus – in lay terms we might say this describes how "stiff" or flexible the lens is.

The first generation of silicone hydrogels generally had a relatively high modulus, meaning they were sometimes less flexible.

We are now seeing newer generation silicone hydrogels with a lower modulus, making them even more comfortable to wear while providing the same eye health benefits of more oxygen and reduced dehydration.

Examples of the newer generation silicone hydrogels are Cooper Vision's monthly Biofinity lens and Johnson & Johnson's fortnightly Oasys lens. J&J have also brought out a single-use daily lens called OneDay Moist in a similar material.

So if you're in for your routine contact lens review, or if you've previously given contact lenses away due to discomfort, speak to our optometrists about trialling these exciting new lenses.

Sport-tinted contact lenses

See sport better is the catchphrase for the revolutionary new *MaxSight™* contact lenses.

These lenses are the result of a joint venture between sporting apparel giant Nike and leading contact lens manufacturer Bausch & Lomb.

Nike MaxSight™ is a soft contact lens available in two glare-reducing tints; amber for soccer, tennis, cricket and football, and grey-green for golf and running. The tints block out specific wavelengths of light which in some circumstances enhances colour contrast and helps make the main object of interest (usually the ball) more noticeable.

Check out the Nike and Bausch & Lomb websites at www.bausch.com/us/vision/products/softcontacts/nikemaxsight.jsp and <http://www.nike.com/nikevision/main.html#section=home> for more on this exciting new concept.

Contact lenses still safe and effective

Contact lenses remain a safe and effective form of vision correction despite a lot of recent media coverage about eye infections and contact lens solutions. As with any medical device, hygiene plays a key role in the safety of the product. Particular attention should be paid to the cleanliness of your hands, the contact lens case and the lenses themselves.

Lenses should be cleaned as soon as they are removed from the eye, and should be rubbed and rinsed thoroughly before being stored in the lens case. Contact lens solution should be discarded as soon as the case is opened and fresh solution used each time the lenses are stored in the case. The lens case should be stored dry and replaced every 3 months.

When not properly cared for, contact lenses have been associated with eye infection. It is important to replace lenses as directed as well as following proper hygiene measures. If you experience any unusual symptoms, you should remove your lenses and make an appointment to see one of the optometrists.

Please note that ReNu with MoistureLoc® solution has been recalled and if you have any bottles you should return them to use for exchange.

New equipment arrives

Our eagerly awaited (and expensive!) new imaging equipment has arrived, to help keep us at the forefront of technology to detect eye disease as early as possible, especially glaucoma.

As well as the Heidelberg HRT3 Retinal Tomograph, we have also purchased a new retinal camera. The *old* (4 year) camera had a resolution of about 3 mega pixels, whereas our new *baby* has a resolution of 12 mega pixels.

The HRT3 provides the most advanced method currently available of imaging the optic disc to detect glaucoma. It takes 3-dimensional images of the disc and surrounding nerve tissue at the back of the eye. Sophisticated software enables

us to see subtle but important structural changes to the disc over time and thereby detect glaucoma at the earliest possible opportunity.

The improvement in imaging of the new camera has been demonstrated on none other than our senior optometrist, John Jennings. John has a couple of retinal features that were not visible on our old camera but are clearly so on the new one.

These specialised imaging procedures are regarded by Medicare as being above and beyond the normal scope of service for which a standard consultation fee rebate is provided.

Since the start of the year, when these specialised imaging techniques are required for your clinical care, an additional fee (separate to Medicare) has been charged. If you have any questions about these tests, why they are performed, and what fees will be charged, your optometrist will be pleased to answer them.

Zeiss joins our lens stable

Zeiss is one of the most respected names in optics, and one synonymous with the highest quality. Founded as a workshop for precision mechanics and optics in the German city of Jena in 1846, Carl Zeiss is today a global market leader in most of its fields of activity with 14,000 employees and offices in 30 countries.

Recently Zeiss merged with our major lens supplier Sola, which means that many of our lens products will now come from Zeiss' state-of-the-art manufacturing plants. The prescription production area at Carl Zeiss is the largest and most modern in Europe and was awarded the German Logistics Prize in 1995, no mean feat in a country world-renowned for its precise engineering.

Sun protection – sunglasses or transitions?

As we look forward to the sunnier months of the year, the issues of UV protection and dealing with glare become more and more important.

Glare results from too much visible light and results in discomfort, squinting, eyestrain and fatigue. The darker the tint, the more visible light is absorbed and the greater the glare reduction.

UV radiation is not part of the visible light spectrum and the UV-absorbing properties of a lens are not evident from the darkness of the tint. UV radiation is responsible for or a contributing factor towards many eye diseases such as cataract, macular degeneration and pterygium. The good news is that many lenses today, even clear lenses, provide full protection from UV radiation. Sunglasses must do so by law.

Traditionally glare and UV have been addressed by the use of sunglasses, either with or without an optical prescription. This is an excellent option, especially for those who are very sensitive to glare and desire a relatively dark tint. Sunglasses also work very well in polarized form for those who

work or play around water or highly-reflective flat surfaces, for those who drive and of course the fashion-conscious.

Photochromic lenses, or lenses that lighten or darken according to the light levels, have become an increasingly popular choice and also provide excellent protection from UV. Most photochromic lenses are manufactured by the Transitions® company and often known by this name.

In the past many people were discouraged from using colour-change lenses at least partly because they retained a slight tint indoors. This is no longer the case as Transitions® lenses now turn completely clear indoors. One limitation of the lenses is that they don't tint as darkly in the car, so if you prefer a very dark tint when driving they may not be for you. Some people use Transitions® lenses as their *clear* pair and have prescription sunglasses for brighter conditions.

For more information on Transitions® lenses, see www.transitions.com



Around the practice

In our last edition of EyeSpy we promised to tell you about our new Laboratory Manager, even though we didn't know who she was going to be at that time. We can now announce that REBECCA PLEVNIK has taken up this position and done so with considerable aplomb. We are enjoying a laboratory even more organized than it has been for some time.

Rebecca previously worked with one of the optical lens wholesalers, so has invaluable experience and understanding of the lens supply chain. She is also an accomplished equestrian, having competed regularly at national level for many years (this makes her an interesting combination with Chris, who competed at national level in fencing). More recently she has turned her sporting energies to competing in the *Run to The 'G'*.

Where Rebecca went running, our Administration Manager SUSAN BOOTH preferred the more leisurely pursuit of the Mothers' Day Walk. And speaking of Chris, he continues to enjoy his exploits on his Moto Guzzi bike.

Our artistic dispenser DAVID HELMERS left us mid-year after two very interesting years in our practice. His talents were recognised with his award of the Moreland Sculpture Prize for best ephemeral work. David leaves with our best wishes and we look forward to him dropping in from time to time.

David's replacement is HOVICK AZAR, who continues our philosophy of employing highly experienced optical dispensers committed to high levels of service and patient care. Hovick had been working with us first on a casual basis, then two days a week and is now in the practice permanently four days a week.

Our new optometrist LAURA DOWNIE pursued her interest in research and further education by serving on the Continuing Education Committee for this year's Southern Regional Congress, the largest educational meeting of optometrists in the country.



This year over a thousand optometrists attended this prestigious meeting – including of course our other optometrists JOHN JENNINGS and DAVID SOUTHGATE. John recently moved house, departing the bayside area after many years and heading to leafy green Malvern, while David enjoyed himself immensely in the Commonwealth Games Village Polyclinic.

Contact lenses online

Our website gives you the options of purchasing disposable contact lenses online using a secure payment service. Most major brands are available. Our new service has a number of advantages including:

- > Significant savings on our normal disposable lens prices
- > The convenience of delivery to your door
- > Easy, secure credit card payments

You can access online purchasing simply by going to our home page at www.eyecarecollinsplace.com.au and clicking the *Online Store* button on the left-hand side. You will also need a customer number to place your order – just phone reception on 9650 2233 or email us at optometrists@eyecarecollinsplace.com.au for your number.

Keep an eye on our website

www.eyecarecollinsplace.com.au has many exciting features.

Check out the latest news and special offers. There are many useful links to frame, contact lens and lens suppliers, as well as organisations concerned with vision care.

There is also a section on various eye conditions. You can even request an appointment online, as well as order and pay for products such as disposable contact lenses.

Privacy

At Eyecare Collins Place your privacy is our priority. The data we collect and hold about you is handled sensitively, securely, with proper regard to privacy and in accordance with the Privacy Act. For more information on how we manage your privacy, or for a copy of our Privacy Policy, please contact the practice to arrange to speak to one of the optometrists about the issue. If you no longer wish to receive copies of our practice newsletter, please notify us by mail, telephone, facsimile or email.

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