

EYESPY

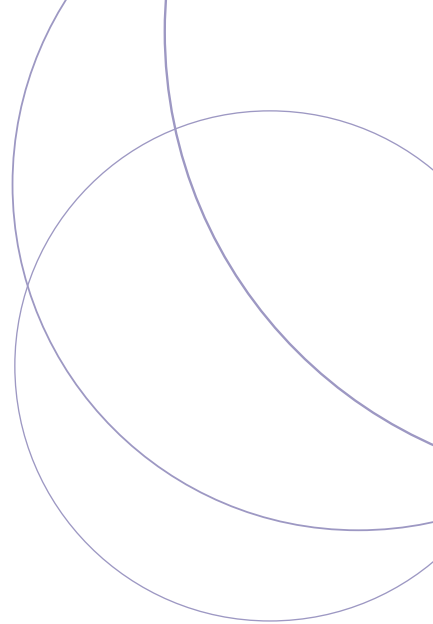
EYECARE COLLINS PLACE NEWSLETTER ISSUE 11



FENDI IMAGE | FRAMES BY MAUI JIM

Stylish sunnies from Fendi and Maui Jim

As winter starts to fade from memory the new season's sunglasses will again rise to prominence. Amongst the stars this summer will be high-fashion models from Italian designer Fendi and high-performance polarizing lenses from Maui Jim. Importantly, both manufacturers provide frames that are highly suitable for glazing with prescription lenses. This means that your sunglasses look just like they should – like sunglasses, not just tinted spectacles.



MAUI JIM is the fastest growing polarised sunglass manufacturer in the world.

Frames by Maui Jim

FENDI are a premier name in opulence and cater to women of all ages with bold, innovative designs. Ultra-feminine and luxurious, these styles will bring out the charm in everyone. Like all Fendi products, the eyewear is designed with Italian workmanship, decorative originality and skittish luxury.

MAUI JIM is the fastest growing polarised sunglass manufacturer in the world. With all we know today about UV rays and how damaging they can be, why not protect your eyes and with polarised lenses see the world and all its true colour like never before.

Maui Jim's multi-layered lenses and patented coating along with a unique bi-gradient mirror set them apart from other polarised brands. The patented Polarised Plus 2 lens enhances red, green and blue while filtering out all the harmful rays. This lens technology is also available in prescription form and, matched with over 50 lifestyle frames, gives you a choice from sporty through to fashion with the most amazing polarised lens in the market.

All this technology along with Maui Jim's 2-year manufacturer's warranty shows how serious they are about protecting your eyes. Don't forget to ask our staff if your prescription is suitable for Maui Jim lenses and soon you could experience what it's like to see the world in real colour through a sunglass lens. Or go to www.mauijim.com for more information.



Looking after your contact lenses

Contact lenses continue to be a very popular form of correction for about 20% of our patients. If you are currently wearing contact lenses it is important to remember that wearing lenses is a privilege that you might enjoy for a finite period of time. That period differs for everyone. Some people can wear lenses for only 5 years while others can wear them for 20 years or more.

At the end of your lens wearing time your eyes become very irritable, red, mucousy and generally uncomfortable. If you want to increase the time that you can wear lenses for then you should:

- > reduce your exposure to lenses, by limiting the hours per day and days per week you wear your lenses.
- > dispose of your lenses as scheduled – fortnightly lenses are for 14 wears or for one month after opening, whichever comes first; monthly lenses are for one month after opening, regardless of how many times worn.
- > clean your lenses on removal by rubbing them vigorously with the correct solution; the claim of many solutions that no rubbing is required is incorrect and should be ignored. People who stop rubbing their lenses usually complain of discomfort, and find this is remedied when they start rubbing again.
- > store your lenses in the correct contact lens storage solution or multi-purpose solution.
- > have the fit of the lenses and the health of your eyes checked annually.

If you follow these steps you should have many years of comfortable lens wear.

Contact lenses online

Our website gives you the option 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.

Victorian of the year

One of our distinguished clients, CARRILLO GANTNER AO, was recently recognised for his cultural and



philanthropic contributions by being named 2007 Victorian of the Year. His numerous roles over the years include serving as cultural

counsellor at the Australian embassy in Beijing, election as a Melbourne City Councillor and chairman of organisations such as Asialink, the Sydney Myer Fund, the Australian Council Performing Arts Board, the Melbourne International Comedy Festival and the Victorian Art Centre. Born in San Francisco, he came to Australia as a 10-year-old. He is well known for his bow ties and waistcoats which we believe go beautifully with his elegant spectacle frames!

Future changes to your eye examinations

If you've had your eyes examined in the past six months you may have noticed that you're spending more time with us. With some of our new equipment, in particular the Heidelberg Retinal Tomographer (HRT), we've found it necessary to lengthen our appointment time for a standard initial consultation out to 40 minutes.

In the meantime we've also been busy changing our computer network so that data captured in our imaging and field

testing rooms can now be transferred and seen on the computer screens in the optometrists' consulting rooms. This data includes retinal photos, optic disc scans, field of vision results and corneal topography.

In the future there are likely to be further changes as over time our support staff will be trained to capture some of this data for us. So eventually the staff will take you into the imaging room before seeing the optometrist. During your

consultation with the optometrist your images will be brought up on the screen and discussed in full detail just as they are now. And especially with practice over time we think trained staff will take equally good, if not better, images than the optometrists. Interpretation and explanation of the images will always remain the responsibility of the optometrist, however.

Around the practice



Optometrist LAURA DOWNIE attended the 57th Lindau Foundation Nobel Laureate meeting in Germany in July. Laura was one of only seven PhD students

selected from a range of academic fields throughout Australia (and 500 worldwide) and is the first Australian optometrist ever invited to this meeting. She discussed current scientific issues with over 20 Nobel Prize Winners at the conference, before travelling on to prestigious laboratories at the University College, London, and Oxford University, where she presented her research findings. This should provide great inspiration for Laura as she completes her PhD in optometry towards the end of the year and gives us extra pride in having her on our team.

Also doing their bit for Qantas shares were JOHN JENNINGS and DAVID SOUTHGATE, who journeyed to Hong Kong to explore new suppliers and supply chains for lenses and frames, more of which will be revealed over the next year or so.

Not to be left out in the second half of the year included SUSAN BOOTH, who was headed to the United Kingdom – was it for afternoon tea with the Queen? And HOVICK AZAR again headed for China and Malaysia.

A highly significant development for our patients and for the profession of optometry generally was the recent inclusion of optometrists' prescriptions for eye drops in the national Pharmaceutical Benefits Scheme (PBS). Until now, a prescription written by an optometrist for eye drops such as antibiotics or steroid drops would not receive a PBS rebate when dispensed at the pharmacy, resulting in extra expense to the patient.

This anomaly has now been rectified and scripts written by our optometrists now attract the full rebate.



Sadly, our highly efficient Lab Manager REBECCA PLEVNIK departed in July for a great opportunity in a new field of mortgage-broking.

Her replacement is the highly experienced PETER BLASKETT, who we look forward to enlivening the place with his ready smile.

Pentax lenses for the best in vision

The Pentax brand is well known through its popular cameras. So it's no great surprise to discover that Pentax also manufacture spectacle lenses, with the same benefits of Pentax innovation and excellence in optical design.

Pentax premium spectacle lenses can be up to 50% thinner and 45% lighter than ordinary lenses. This means that your spectacles can look and feel as good as when you first tried the frames on. For those people who need help focusing on small print, Pentax can also enable you to have one pair of spectacles that focus at all distances. When you buy Pentax lenses you know that your lenses have been made to the highest Pentax quality standards.

Since Pentax was founded in Japan in 1919 it has grown into a multinational business with distributors in over 80 countries. Although most famous for its cameras, Pentax also makes many other optical products such as medical scopes, closed circuit television lenses and surveying equipment.

More information on Pentax lenses can be found at www.seiko-optical.co.uk

OSIRIS AND TOM FORD FRAMES MAKE THEIR DEBUTS

Tom Ford is a leading fashion designer best known for his creations in luxury clothing and accessories. After training in New York (first in architecture) he moved to Milan in the early 1990s to join Gucci, rising to the position of Creative Director. On Gucci's acquisition of the Yves Saint Laurent group, Ford also assumed the position of creative director of YSL. In 2005, a year after his departure from Gucci, Ford announced the creation of the Tom Ford brand.

While all facets of the Tom Ford label have been received incredibly well, his eyewear was the first collection to really take-off, with virtually every celebrity from Brad Pitt, Lindsay Lohan, and Madonna to Joaquin Phoenix, Jennifer Aniston and Sally Field being huge fans of his eyewear collections. The eyewear collection can be viewed at www.tomford.com

Osiris is one of our newer brands from the UK featuring bold striking lines, angular features and vibrant colours in mixtures of metal and acetate. Although the name is little-known, this range has already shown itself to be extremely popular, especially for those patients who are looking for fashion and a name that not everybody else is wearing.

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 on-line, as well as order and pay for products such as disposable contact lenses.

Health fund rebates use them or lose them

As we approach the end of the calendar year, patients with private health funds and ancillary cover should be aware that, in most cases, if they don't use their benefits they will lose them. So before then is an ideal opportunity to think of:

- > updating the look of your current spectacles and/or improving your vision with them
- > having prescription sunglasses made up
- > ordering a spare pair of spectacles
- > purchasing your next supply of contact lenses

Claiming this year will also mean that you will still have funds available if needed in 2008. Please note that to claim this year you must have actually collected and paid for any new appliances by 31 December. Our HiCaps terminal also makes life easy for you, as it enables us to direct-bill almost any private health fund to make claims on your behalf. This simple system requires you only to bring in your fund membership card for swiping. You then pay only the gap between the cost of your spectacles and the benefit provided by the fund.



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.

SALT CREATIVE 4520 8/07

Shop 30 Collins Place
45 Collins Street
Melbourne VIC 3000
Telephone 03 9650 2233
Facsimile 03 9654 8912
optometrists@eyecarecollinsplace.com.au
www.eyecarecollinsplace.com.au