



# EYESPY

EYECARE COLLINS PLACE NEWSLETTER ISSUE 01

## A moving experience

We're now well and truly settled in our dazzling new retail surroundings, having opened just before Christmas. There have been many positive comments on the colourful new premises, which feature a modern open plan.

We now occupy about 120 square metres, an increase of 50%. The new position is far more prominent, and staff and patients can now see for themselves what's happening in the outside world.

Another benefit of the move is that we can now offer extended hours, which at this stage means an early (8am) start and later (6.30pm) finish on Thursdays and from 10am to 1pm on Saturdays. These times are already proving popular for appointments.

Lunchtime usually sees Eyecare Collins Place really humming as the centre fills with city workers and shoppers. It's an exciting atmosphere!

The new premises have also enabled us to expand our frame and especially our sunglass ranges. This has attracted far greater walk-in trade and has made the shopping experience at Eyecare Collins Place a far more diverse and fun experience.

If you've not visited us since the move, we look forward to showing off our new practice.



Frames by Dolce & Gabbana

EYECARE

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## Smile for the (fundus) camera!

Our move is much more than cosmetics at the retail front of the practice. We have also installed considerable additional equipment, including our new pride and joy, our digital imaging suite.

The suite comprises a fundus camera for photographing the retina (or film at the back of the eye), a slit-lamp camera for photographing the front of the eye and software for storing the images in digital form. Very few optometry practices in Victoria have a comparable system.

We now include retinal photography as a standard part of our regular eye examinations. One of the benefits of doing so is that we see an overall view of the retina before looking in more detail with a handheld ophthalmoscope as we have always done.

Because the software stores the images digitally, over time we will be able to make extremely accurate comparisons with how your retina looked 1, 2 or 10 years previously.

When next you have your eyes examined, we will provide you with a printout of your retinal photos for posterity – and if you like we can even email them to you in jpeg format.

## Howzat!

Far too often David Southgate lets his profession of optometry get in the way of indulging in his passion of cricket, but recently he managed to combine the two. Via the Australian Cricket Board's team doctor, Trefor James, David was engaged to examine the ACB's contracted squad of players. Through Trefor, David was also

involved in providing ACB development officials with advice on research into vision as it related to cricket. One of these meetings was held in the Australian dressing room on Boxing Day, much to David's delight, but because the Aussies were fielding at the time there were no souvenirs or autographs!

# Exciting new products

## Great new disposable lens for astigmatism

Our patients with astigmatism are often frustrated by the lack of contact lens options for correcting this condition. Many are mistakenly given the impression that astigmatism cannot be corrected with lenses when in fact the reverse is the case.

Until recently, disposable lenses have been relatively unsuccessful in correcting astigmatism, but the release of the new "ProFlex" lens appears to be filling the gap that once existed for many patients.

## At last, colour-change lenses that can be worn inside

Remember the "photochromic" spectacle lenses that change colour when you go in and out of sunlight? And how they always looked ridiculous when some of the tint stayed even when you moved indoors? Not any longer.

The Transitions company was the first to find a way of making plastic lenses change colour. Now they've come up with a formula for making those lenses go almost perfectly clear indoors. In the old days, photochromic lenses used to retain at least a 15% tint indoors. Now, by using the "New Generations" lens and an anti-reflex coating, this figure has been reduced to only 2%, barely discernible.

# New!

## Macular Degeneration

Advancing years bring many changes in our bodies. Changes in our eyes and vision can be particularly distressing. One of these changes is Age-Related Macular Degeneration (AMD).

People afflicted with AMD lose their central vision and their ability to discern detail. Faces disappear, reading and television become impossible and they are unable to work or play on computers.

Recent research has shown that these changes can be arrested or at least slowed down. One study showed that high levels of anti-oxidants and zinc significantly reduce the risk of AMD and associated losses in vision. Although these nutrients are not a cure for AMD and cannot restore lost vision, they will play an important role in protecting those at risk of developing the disease.

## Chanel in the pipeline

The second half of 2002 sees the arrival of Chanel's exclusive range of spectacle frames and sunglasses. Chanel is available only from half a dozen outlets within the Melbourne metropolitan area.

Frames from this famous fashion house are as distinctive and eye-catching as you would expect, featuring bold colours and shapes. Not many people have the opportunity of wearing Chanel, but eyewear offers a relatively affordable option.

Look out for the special Chanel display later in the year.



Ask about the New Generations Transitions lens when next you're in the practice.

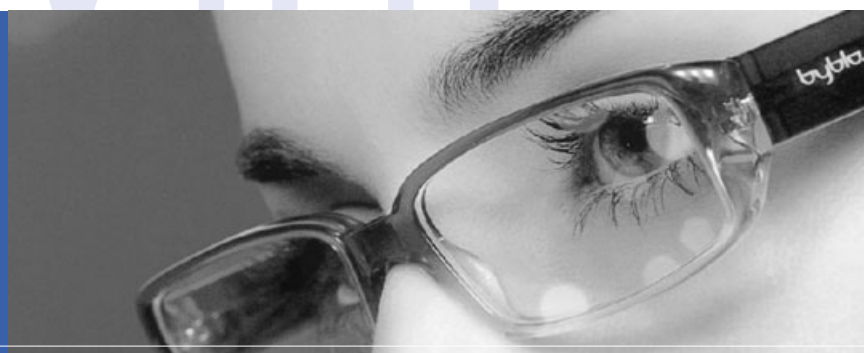
## The two Sues

Our staff has grown with the return of Sue Adamo and the arrival of Susan Booth. "Old" Sue returned part-time from maternity leave just in time for our move, and has fitted back in again as if she'd hardly left. Everyone from patients through to the other staff and optometrists has appreciated her expertise and calm and orderly manner, no matter how busy the surrounding environment.

Susan Booth ("new" Sue) joined us on a part-time basis in February, bringing her vast experience of working in a Hobart CBD optometric practice. Susan's roles are in reception and administration, and in the latter area in particular she contributes significantly to our systems running smoothly.

## Win a prize with the Eyespy feedback form

We value your feedback so much we thought we should run a competition for the best suggestion from a reader to improve our practice. Simply fill in the form below with your advice on how we could do things better. The best entry will receive \$150 savings on your next pair of complete prescription spectacles!



My suggestion for improvements to Eyecare Collins Place is...

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## Collins Place under refurbishment

From our own renovations we know what it's like to live in a building site. Now we're getting another taste of the same as the Collins Place centre undergoes a multi-million dollar refurbishment.

There's some short-term pain, but judging on the architect's diagrams, the overall effect will be stunning. Exciting new food outlets and retailers will create greater excitement while the centre retains its Paris End elegance.