

OUR PROFESSIONAL SERVICES

When you become a patient of this practice the health of your eyes is our first concern. Our second concern is to provide you with the best possible visual performance for all your lifestyle needs. To this end, this practice will provide you with the latest techniques and equipment to examine your eyes and to safeguard your sight together with the latest contact lens materials and the most exciting spectacle fashions with the thinnest, lightest spectacle lenses in the world.

Our patients enter into a commitment with us to follow our advice and to visit the practice regularly as advised, so that successful contact lens wear and good visual comfort can be sustained for many years.

This **Professional Services Brochure** is designed to tell you something about what happens when you visit the practice.

Contact lenses and other accessories may be ordered in the practice, over the phone or by e-mail.

ABOUT THE PRACTICE

We are a team of optometrists and dispensing opticians who specialise in excellent visual correction and thorough care of the eyes. We particularly specialise in eye examinations, all types of contact lenses for all age groups and dry eye conditions, false eyes and high quality fashionable eyewear.

Mr Nigel Burnett Hodd has the Higher Diploma in Contact Lens Practice, granted by the British College of Optometrists. This is the highest UK qualification possible in contact lens practice, and with his experience, we are considered one of the world's leading practices in contact lens fitting to overcome unusual eye conditions and contact lens problems that have baffled those that do not specialise.

Our practice is a leading fashion centre for modern eyewear. Our Dispensing Opticians, **Miss Yvonne Sander** and **Miss Daun Cuthbertson** run our elegant dispensing suite.

We take the opportunity to attend, either as delegates or speakers, many of the most important international conferences. In this way, we ensure that our knowledge is up to date and, because this practice is one of the foremost in the country, new products and materials are frequently made available to us before they are generally available. We seek out the best possible products for our patients from all over the world.

GETTING TO KNOW US

Every new patient will be given a full eye examination whether they are seeking contact lenses, spectacles or just reassurance and advice.

Please bring to your first appointment your most recent spectacles and/or contact lenses. If you are taking drugs, it would be useful if you could bring those along too. Copies of old prescriptions and details of familial eye problems are also invaluable in building up your history.

AN EYE EXAMINATION

If an eye examination only is required, a half hour appointment will be booked for you with **Mr Burnett Hodd** or one of his colleagues. At the end of the appointment you will be asked to undergo some special tests with our clinical assistants. Sometimes it will be necessary to dilate your pupils and drops will take time to have an effect. The results of the extended eye exam will be assessed later and necessary communications sent on to you.

If spectacles are required, dispensing may take up to an hour; so all in all **you should be prepared to spend one and a half hours in the practice or make a further appointment.**

An eye examination includes the necessary tests to check you for eye conditions such as - cataract, glaucoma and macula degeneration. Some systemic conditions such as raised blood pressure and diabetes can also be monitored on our imaging systems. An extended examination looks at your peripheral retina and visual functions. With your permission, we will also liaise with your doctors and specialists when pathology is found.

NEW TO CONTACT LENSES

Every patient wishing to wear contact lenses for the first time, and those who have failed with contact lenses in the past, will need a longer eye examination which lasts approximately one hour, but **you should still allow extra time for additional tests and for spectacles.** At this visit, **Mr Burnett Hodd** or **colleagues** will examine your eyes in order to establish your spectacle prescription and to ascertain that you and your eyes are healthy enough to begin contact lens wear.

After a series of special instruments and tests, trial lenses will be tried in your eyes and a decision will be made as to the most suitable type for you. You may be asked to wear some trial lenses for a few hours and to return later the same day, so that we can see how you and your eyes react to them before you become committed. You may also need to spend time with a practice technician, learning how to handle lenses. Bifocal contact lenses and lenses for astigmatism may have to be specially made before a trial is carried out.

Please remember that if at any time you decide not to continue further on the contact lens route, you only have to pay fees for our time. We usually ask our patients to pay 50% of our total charges before special contact lenses or spectacles are ordered.

EXISTING WEARERS

If you are already a contact lens wearer **Mr Burnett Hodd** or **colleagues** will still need to see you for an hour's eye examination. However, during your visit your existing lenses will be analysed and full details of your lens history will be taken. Often, existing wearers are more complicated to sort out than those who have never tried - **so please allow plenty of time** particularly if your spectacles need sorting out too. You will be advised also as to whether an **Annual Care Plan** is appropriate for you.

CONTACT LENS FITTING FEES

When a patient sees us for the first time, whether they be a current wearer or new to contact lenses, the initial one hour consultation fee of £160 applies. At the end of the visit a course of action will be agreed and lenses may be ordered for you or supplied from our huge stock.

Follow up eye examinations (during the first 6 months) may be required at a cost of £80 each. If you need contact lens tuition then this costs £55 per session. If your lens specification needs alteration or even a total rethink then every follow up visit must be paid for but extra lenses used to achieve the final result are not charged. Where appropriate we will give you a quotation for an **all inclusive Annual Care Plan** for a particular type of contact lens to include **ALL** consultations for **12 MONTHS** and membership of our contact lens CLUB (supplies replacement lenses at a reduced cost).

If you are new to contact lenses or are undergoing a complete reassessment it may take several visits before we are all happy that the lenses are ideal for you.

THE REPLACEMENT SCHEME

We believe that it is very important to replace lenses well before they wear out without financial restraint. **Gas Permeable Lenses** should last up to two years with perhaps an annual polish. **Soft lenses**, worn regularly, rarely last beyond one year and ideally should be replaced no later than six monthly. Some lens materials are more durable than others, but more importantly, some patients are more heavy-handed or careless than others. We are strong advocates of disposable soft lenses. Planned regular replacement reduces the risk of adverse reactions and eye infections.

Provided a registration fee is paid annually, replacement lenses will be supplied at a considerably reduced charge, through our CLUB.

Replacement lenses will be supplied at the reduced charge when the current ones are worn out, lost, broken, generally unserviceable or if there is a change in prescription. Spare lenses can also be purchased at the CLUB price.

If a change of fitting type is advised (e.g. from Single Vision to Bifocal), patients on such Replacement Schemes will receive the new lenses at the Standard Charges less 20%. Thereafter, replacements will be provided at the reduced CLUB price. Unless there are exceptional circumstances, **our policy is that the Replacement Scheme must be continuous between the supply of new lenses.** Patients in the **Annual Care Plan** (see later) are automatically given free membership of the Replacement Scheme and will receive lenses at CLUB prices.

FOR HARD LENS WEARERS

Patients who have gas permeable hard lenses can often go for years without any problems. We recommend an annual eye examination to ensure continual good eye health and to check the lens condition and strength. However, visits to the practice are unlikely to be as controlled as with soft lenses, which need regular planned replacement.

As a result, many patients opt for paying for **consultations** when they need them (£118) and join our **Replacement Scheme** (£51 per annum) to enable reduced cost lens replacements to be supplied through the **CLUB**.

We will advise you of what level of care is needed and of course you will be sent timely reminder letters inviting you to return.

Patients on the **Replacement Scheme** have automatic free membership of our **Contact Lens CLUB**.

FOR SOFT LENS WEARERS

Whilst soft lens wearers may also just go on the Replacement Scheme and become members of CLUB they are urged to join an **Annual Care Plan**. This is a scheme that allows you and us to select the level of care needed to ensure the continuous safety of your eyes as well as supplying all the lenses that you need at your planned visits to the practice. There are four levels of care:-

We recommend:

LEVEL 1 To supply two consultations per annum to include 2 x 30 minutes with **Mr Burnett Hodd** or **colleagues**, and to carry out supplementary tests (where required) with the support staff. To have access to the practice technician and all the services of the practice. To receive all lenses and solutions at **CLUB** prices and to receive all the benefits of **CLUB** membership.

LEVEL 2 As **Level 1** but includes only **one** eye examination at 12 monthly intervals.

LEVEL 3 As **Level 1** but includes **three** consultations.

LEVEL 4 As **Level 1** but includes **four or more** consultations.

The practice fees for the **Annual Care Plan** are:-

LEVEL ONE	(2 Visits)	£203.00
LEVEL TWO	(1 Visit)	£130.00
LEVEL THREE	(3 Visits)	£300.00
LEVEL FOUR	(4 or more Visits)	£406.00
REPLACEMENT SCHEME	(No Visits)	£51.00

The contact lenses that you need are usually supplied at your visit, though they may be posted by request. Prices of lenses may change as new materials and products come on to the market. As a result **CLUB** prices are updated and reprinted regularly.

Patients joining our unique **CLUB** will enjoy the following benefits over and above the full services of the practice:-

- ◆ **Reduced Cost Lenses**
- ◆ **Reduced Cost Solutions**
- ◆ **Postal Service for solutions and planned replacement lenses**
- ◆ **Full Refund or Exchange if lenses are not needed but unopened**
- ◆ **Optional 3 or 6 Monthly Standing Order Facility (£10 Annual Administration Fee)**
- ◆ **Special Sunglass Discount Offers**
- ◆ **Special Offers in the Dispensing Suite**

To become a member of **CLUB** all you have to do is register on the practice **Annual Care Plan** or **Replacement Scheme**.

HOW TO ORDER A REPLACEMENT LENS OR LENS SUPPLIES

If you need a new lens please telephone the practice on 020 7636 2444 or 020 7636 5209, give your full name, address and telephone number, and tell us if you need a right, left or both lenses. Alternatively, you can order by e-mail but please ensure accuracy on delivery instructions. The Practice Technicians will then be able to organise an urgent replacement either straight from stock or within 24 hours. Specially made lenses such as bifocals and torics can take longer.

An account can be included with the lens, but these days we find patients are pleased to pay for this service by credit card over the phone. **The new lens can be posted or collected.** We only use Special Delivery Post when requested as it delays despatch. We can also arrange a courier service. Despatch charges will be added to your account.

WHICH ANNUAL CARE PLAN WILL I NEED?

There are many different treatments offered in this practice and all people are different when it comes to the amount of time needed. Some people are very sensitive and have complex fitting requirements, so need a lot of attention. Others are straightforward to fit, put their lenses in and out in ten minutes and never have a problem. As a rough guide, we would estimate the following Annual Care Plan might be required for the following types of treatment, after the initial one hour consultation (£160).

Soft Single Vision	1	Soft Monovision	3
Soft Multifocal or Bifocal	4	Soft Extended Wear	4
Soft Astigmatic	4	Soft Tinted	3
Soft Chromagen	2	Gas Permeable Single Vision	3
Gas Permeable Monovision.....	3	Gas Permeable Bifocal	4
Gas Permeable Multifocal	4	Gas Permeable/Soft Combination....	4
Gas Permeable Keratoconus.....	4	Scleral	4
Prosthetic	4	Accelerated Orthokeratology.....	4

TO THE COST OF THE EYE EXAMINATION YOU HAVE TO ADD THE COST OF THE PARTICULAR MAKE OR TYPE OF LENSES THAT WE FINALLY SUPPLY YOU WITH AT THE STANDARD CHARGE AND THE ANNUAL CARE PLAN. THE LENS CHARGES FLUCTUATE AND ARE AVAILABLE IN THE PRACTICE AND WILL BE QUOTED WHEN WE SUPPLY THE LENSES.

CONSULTATION FEES

INITIAL CONTACT LENS EXAMINATION	£160.00
ADULT EYE EXAMINATION	£118.00
CONTINUATION VISIT (in a series)	£80.00
CONTACT LENS INSTRUCTION	£55.00
CHILD'S EYE EXAMINATION (under 17 years)	£85.00
SEPARATE FUNDUS ANALYSIS (Imagenet)	£55.00
SEPARATE CORNEAL MAPPING (Eyesys or Keratron)	£55.00
SEPARATE TOMOGRAPHIC EVALUATION (Heidelberg)	£55.00
CORNEAL THICKNESS MEASUREMENT	£55.00
FULL VISUAL FIELD EXAMINATION (1)	£69.00
OPTOS PERIPHERAL RETINAL EXAMINATION (2)	£55.00
OCULAR COHERENCE TOMOGRAPHY (3)	£75.00

EXTENDED EXAMINATION COMBINATION FEES

CONSULTATION + EXTENDED EXAMINATION + REPORT TO SPECIALIST	£280.00
FULL EXTENDED EXAMINATION 1 – 3	£160.00
EXTENDED EXAMINATION 2 + 3 ONLY	£115.00
EXTENDED EXAMINATION 1 + 3 ONLY	£130.00
EXTENDED EXAMINATION 1 + 2 ONLY	£90.00

REPORT FEES

FULL REPORT ON EYES FOR PATIENT USE	£27.00
SUPPLY SPECTACLE PRESCRIPTION (not at consultation)	£10.00
SUPPLY CONTACT LENS SPECIFICATION (not at consultation)	£10.00
PREPARE & SEND LETTER TO DOCTOR/OPHTHALMOLOGIST	£25.00
IMAGENET PRINTS (for doctor)	£6.00 each
EYESYS PRINTS (for doctor)	£4.00 each
OPTOS PRINTS	£6.00 each

CHARGES FOR WORK DONE ON PATIENTS' OWN LENSES

N.B. Per Lens (Where practicable and always at owner's risk).

The Practice Technicians will either carry out adjustments while you wait or send your lenses to another laboratory.

ALTERATION TO POWER	£13.00
REPOLISH	£13.00
REPOLISH & REPOWER	£19.00
CLEANING: PERSPEX OR G.P	£7.00
SOFT	£11.00
AUTOCLAVING	£7.00

LENSES FOR ASTIGMATISM

People with astigmatism are usually able to wear contact lenses successfully. These lenses require careful fitting, therefore more visits to the practice are required. The lenses cost more than ordinary lenses and have to be specially designed and manufactured for each individual eye. Such custom made lenses, called **Toric Lenses**, will take longer to arrive from the manufacturer and several visits may be required before we are satisfied with the fitting.

There are several different types and complexities. Only at the initial consultation can we judge which one is needed for you. Often soft disposable lenses are available in cases of mild astigmatism.

PROSTHETIC LENSES

A special cosmetic lens can be prescribed and fitted for a damaged or unsightly eye or where an eye has been removed. Specialised fitting procedures may include taking a cast of the eye or orbit so that an exact fit can be achieved. Once the final shell has been made an iris is painted to match the good eye. Occasionally it is necessary to sit with the artist in order to achieve a perfect colour match.

The Inclusive Fee including the prostheses and follow up visits is £950

RETURNING YEAR AFTER YEAR

Our patients expect to wear contact lenses all their lives. **It is essential that you return for regular routine examinations once, twice or four times a year.** Even spectacle wearers should return once every two years or less. Contact lenses cannot be supplied legally after two years.

We have a computerised recall system, which will automatically send you a reminder letter when we feel you should return to us. However, you may book an examination whenever you want, and **Mr Burnett Hodd** or **colleagues** will always call you back if you telephone with a problem.

As with all appointments, book a half hour appointment, **but allow for one and a half hours** in the practice so that we can do extra tests or sort out your spectacles.

BIFOCAL LENSES FOR PRESBYOPIA

As we reach the age where we need different prescriptions for distance vision and reading, spectacle wearers either have separate pairs of spectacles for each task or choose bifocal or multifocal lenses.

With contact lenses it may be possible to over-correct one eye so that it is still possible to read. This **monovision** technique works well in the early stages of presbyopia but eventually the imbalance between the two prescriptions becomes too great. At this stage the choices are to have distance contact lenses with reading spectacles, reading contact lenses with distance spectacles, revert to bifocal or multifocal spectacles or opt for bifocal or multifocal contact lenses. There are various methods of achieving bifocal vision with contact lenses. **The lenses have complicated designs and are made specifically for each individual eye.** Not everyone can adapt to bifocal contact lenses but we have a high success rate. Please see our Web Page for a paper on this subject.

COLOUR VISION AND DYSLEXIA THERAPY

Over the years **Mr Burnett Hodd** has been exploring the use of special tinted spectacle lenses, contact lenses and tinted overlays to help colour defective and dyslexic children and adults.

For colour defectives it is possible to wear a specially tinted soft lens in one eye only. Alternatively, the tint can be incorporated into special mirrored spectacles either to prescription or as a clip-on. The visual improvement in colour perception and recognition generally by colour defectives can be quite spectacular.

For dyslexics the improvement can be demonstrated using coloured overlays on top of printed material. It is not necessary to tint one eye only, though it can be tried. Once an overlay is found to help, the same colour can be made in spectacles or contact lenses. We have a machine called the Intuitive Colorimeter to assist the process. We also use Chromagen, Cerium and Harris tints.

An hour-long assessment appointment is needed (£160) and you may be asked to use a coloured contact lens or an overlay for an hour or two to see the effect and decide whether to go further.

ACCELERATED ORTHOKERATOLOGY

Recently a new technique has been developed to reduce short sight by up to -4.00 Dioptres. Special '**Reverse Geometry**' gas permeable lenses are fitted to reshape the cornea without recourse to surgical techniques such as laser or LASIK. The practice has had considerable success with this method of '**Accelerated Orthokeratology**' and we now offer this treatment to patients who have a clinical need or are considering laser surgery.

Ortho-K patients need to wear their lenses every night or for 4/5 hours to see without glasses for the rest of the day.

For further information on this technique do telephone to talk to a member of staff. An hour's appointment is needed for proper assessment (£160).

THE PRACTICE TECHNICIANS

The Practice Technicians are always happy to help you if you lose a lens or if you are having a problem with a lens. They arrange adjustments, repolishes, lens cleaning, replacement lenses and lens analysis.

Soft lens cleaning is carried out on a 24-hour service arrangement.

The technicians are trained to use the specialist instrumentation found in the practice. They are responsible for teaching contact lens insertion and removal techniques and giving instruction on lens hygiene and care.

ORDERING SOLUTIONS, MAKE-UP & ACCESSORIES

Solutions, make-up and accessories are supplied at or below the recommended retail price. **It is very important that you should use only the products prescribed for you** because there is a considerable variation in the preservatives and other constituents of different brands. Toxic and allergic reactions are common when patients change brands without asking for advice.

Solutions may be collected from the practice or sent by first class post. They may be ordered by phone. CLUB members receive a discount on bulk orders.

CORNEAL SURGERY

We are always willing to give advice to those considering corneal surgery. We have specialised equipment to map out the surface of the cornea before surgery and at various stages after surgery. It is not always possible for patients to see clearly without some form of correction after surgery and occasionally the only way to fully correct the sight is with special contact lenses designed to fit the new corneal shape. In conjunction with your ophthalmologist we offer specialised fitting with either gas permeable corneal lenses, gas permeable scleral lenses, combination lenses or piggy back soft designs.

SPECTACLES

Miss Yvonne Sander and the dispensing team apply the same skill and expertise to our spectacle dispensing as Mr Burnett Hodd and colleagues do to our contact lens fitting. We like to provide the most suitable spectacles for your individual needs. To this end, we gather information to give you the benefit of the latest technical developments in spectacle lens design.

We concentrate too on the fashion side of spectacles to ensure the latest styles and the least conspicuous lenses. **Every pair of spectacles is tailored to suit your lifestyle and visual needs.**

We have a dedicated dispensing room that is used on a one to one basis, where our dispensing opticians will give you personal care and attention. We are happy to show you what we can do for you without obligation or pressure.

We can give specialised advice for those who are partially sighted. We can also offer advice on sunglasses, ski goggles and other sports vision products.

SPECTACLE CHARGES

There is no apparent charge for the time spent with our Dispensing Optician in the dispensing room. As is traditional amongst opticians worldwide, the dispensing fees are included in the cost of the final eyewear purchased. There is also no charge for adjustments to spectacles or simple repairs, however, we do have to charge for repairs where the spectacles have to be sent away to a laboratory or spare parts have to be ordered.

The full cost of your new spectacles will be quoted when you order them and you will be asked to pay 50% of the total cost before we order. If the spectacles are to be mailed or couriered to you then the full cost will be payable in advance including despatch costs.

VISION ENHANCEMENT CLINIC

The practice now boasts a new facility for patients with failing sight or those with reduced sight who wish to see better.

Our Vision Enhancement Room is equipped with the latest electronic aids to enlarge print close to and at a distance. Modern computer technology can also be used to enlarge print for certain hobbies such as stamp collecting.

Patients who need this service will be charged a fee of £150. You will spend 30 minutes with **Mr Burnett Hodd** or **colleagues**, after which you can try the aids in the Vision Enhancement Room with one of our technicians.

PAYMENT METHODS

We accept payment by cheque, debit card, credit card, banker's orders, building society cheques, traveller's cheques or even cash. If paying by cash please ask for a receipt. We accept payment by most major credit cards provided they are validated by the Cardnet machine in the practice. We also accept advance payment over the telephone by quoting your credit card details.

CANCELLATION POLICY

Recently we have had some patients who have booked appointments and several times either not shown up or cancelled within an hour or so of their time. This has meant that other patients desperate to come in have been denied the opportunity. To be fair to all and to encourage more responsible behaviour we shall be making the following charges:

- **Failing to attend either a 30 minute (£118) or one hour (£160) appointment: full fee payable.**
- **Cancellation within 24 hours of the appointment: £60 for 30 minutes, £100 for one hour.**

Every effort will be made to fill the cancelled spot as there is usually a waiting list. If the appointment is filled no cancellation charge will be made.

OUR GUARANTEE

We will do everything possible to ensure that you are happy with your contact lenses and spectacles. We go to endless trouble for everybody who attends our practice. However, if it is not possible to achieve success with contact lenses we will refund the material costs of custom made lenses - you will only pay examination fees for the time spent. With spectacles we will change the lenses and/or frame if there is an insurmountable visual and/or fitting problem within three months of supply.