

NEWS FROM 2006!

N.F. BURNETT HODD NEWSLETTER

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STAFF NEWS

In the Spring we recruited a new Dispensing Assistant, Daun Cuthbertson. Daun spent many years at the Davidson/Querido practice in Newcastle before moving to London. She has worked her way through all of our departments in the practice and has finally taken over from Albert Russell in the Dispensing Suite.

Dispensing Optician, Yvonne Sander has now become the Practice Manager as well as running our Dispensing Suite.

Albert has now officially left the practice to concentrate on his specialist glazing laboratory. He will be called upon in the future for locum work when needed. The practice continues to benefit from his expertise and experience in producing the thinnest lenses and highly crafted spectacles.

Mel Horner, our front desk receptionist, is taking maternity leave from December. Hayley Pugh is planning to move onto the front desk for the duration with Tessa Matthews working extra days in the office.

An extra Technician, Matthew Carter, has been recruited to provide continued support for our optometrists and patients alongside Jason Huque and Richard Cox.

TRAVEL WARNING

TUBE: Patients should note that Regent's Park Tube Station is closed for refurbishment and is not expected to reopen until after JULY 2007.

DRIVING: Patients driving in should note that it is no longer possible to turn right from Great Portland Street into Devonshire Street as the last 50 yards between Hallam Street and Great Portland Street is now one way.

CONGESTION CHARGE: Some patients are unaware that the Park Crescent is not in the Congestion Charge Zone. It's the only road south of the Euston Road to escape. However, as soon as you turn into Portland Place the cameras get you! You can go round the Crescent and if no parking is found then cross over into Regent's Park.

NB. We recommend that you allow 1½ hours in the practice, especially if you are wanting both Ophthalmic and Dispensing Services.

DISPENSING SUITE

Our Dispensing Suite has seen some changes over the last year, with the introduction of many new brands and new equipment.

PRADA and **BVLGARI** are the two main designer ranges that we have now included in our extensive stock of eyewear. The Prada range provides many new stylish plastic and metal frames ideal for smart, fun single vision spectacles. The Bvlgari range caters for the more sophisticated and mature patient. The frames are made of top quality materials with innovative designs.



We now also provide many quality non designer brands to keep costs down, especially for our contact lens wearers.

In addition to our range of **Tom Ford** sunglasses, we now stock the newly released Ophthalmic collection of frames.

The latest in rimless is the new range of Lindberg Solid Gold frames. These follow the sophisticated designs of the original frames but are made especially by jewellers in Denmark. Both Yvonne and Mr Hodd are wearing solid white gold frames made by Lindberg. The frames can also come in yellow gold and can include diamonds of three different weights. All of the frames in this range are beautifully crafted to the highest standard.

The latest technical addition to the Dispensing Suite is a new software programme known as **EYE IMAGINATIONS**. This provides a visual image and explanation to nearly all your optical questions. For example, explaining the concepts behind varifocal lenses to a non technically minded patient can be quite confusing. Eye Imaginations provides a visual sequence of how it will actually feel looking through a varifocal lens. Next time you come to the practice Yvonne or Daun would be more than happy to demonstrate this for you.



Now that Christmas is looming, if you are stuck for stocking fillers or original presents for your family, we offer much funkier ready readers and also a variety of chains and cases for your frames.

GIFT VOUCHERS

We have noticed that kind hearted relatives often pay the accounts for their offspring or those in need of our specialist services. We are not registered in any way with the NHS but are happy to advise anybody we can help. So, this year we are making available Gift Vouchers in different denominations from £10 for purchase from us to pay future bills. Please ask our office staff for details.

MAKE UP

Few patients realise that we carry a range of make up called "EyeCare" especially for contact lens wearers. This make up is hypoallergenic, so if you have any problems with other make up brands why not try some from our range.

See our web page for instructions on make up and details of the range.

ON THE CONTACT LENS FRONT

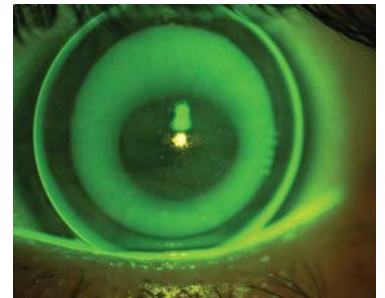
Ortho K lenses continue to be popular for people who wish to reduce their short sight without risking problems from laser surgery. It is a reversible procedure so there are no long term problems.

It continues to be best for Myopes between -2.00 and -4.00 who should expect to see without glasses. Astigmatism up to -1.00 D is also correctable. Our youngest patient to achieve success is 6 years old and the oldest is 81 years old!

More myopic patients who don't get exactly to zero are happy to use daily disposables to fully correct their

vision. Others enjoy being able to buy ordinary sunglasses with no prescription.

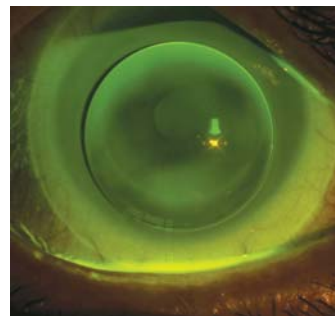
Just to remind you, or for those that don't know, Ortho K is a procedure where Mrs Christie or Mr Raz-Rhodes take special measurements of the eye with a machine called the Keratron. The measurements are transmitted to the laboratory and contact lenses are manufactured that will reshape the cornea.



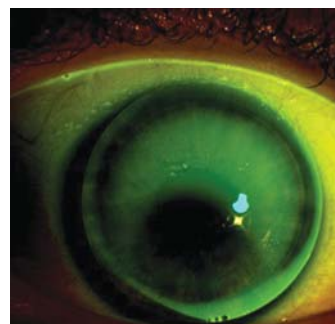
The contact lenses are put in at night and removed the next morning. Eventually, as the eye is reshaped, the lenses are usually worn every other night. If stopped it takes two weeks to revert to the original prescription.

LASER GRIEF AND KERATOCONUS CASES

The practice continues to attract patients who have either naturally distorted corneas (keratoconus)



or surgically distorted corneas (grafts and laser problems). We have considerable success with Piggy Back lenses where a large hard lens is worn over a soft 1 day lens as a cushion (see photo, left)



However, more products have become available such as a special soft lens called the Kerasoft. Also a new soft/hard combination lens from a company called SYNERGEYES now has a

license to be sold in Europe but we await its introduction. Three patients have flown to New York to be fitted by a colleague who is a FDA investigator and initial results appear promising.

SOFT LENS NEWS

What is it about soft lenses? We seem to be hit by new products every week!

1 day lenses seem to be increasing in their popularity. They take up 36% of the UK market as opposed to less than 5% in the USA. It seems that the British recognise the ease, convenience and safety of new lenses every day.

In October Johnson and Johnson released a new 1 day lens to correct modest amounts of astigmatism (up to 1.50D). At the same time Ciba Vision have added a 1.50D to their Dailies Toric range. This should open up more opportunities for our patients.

CIBA now have 1 day coloured lenses in four colours, which really are rather good. They currently have a special offer to try all four colours in the range, zero to -6.00. If you use CIBA dailies we can order you samples by sending in a card and they will send them with a £5 voucher to use on your first order. We are sorry, but we can't send them out to non CIBA dailies wearers without trying them in the practice first.

The Johnson and Johnson Acuvue 1 day moist lenses advertised on TV and in the press were not available in plus powers. This ridiculous anomaly has now been rectified and all our patients can upgrade if they wish at their next appointment. However, we have a few patients who can't tell the difference and some who see better with the originals. So, as they cost 15% more, we prefer to assess their suitability at your appointment.

There is a new monthly disposable lens from COOPER-VISION called ASCEND. The material is bio-compatible so should feel less dry than other lenses. It is also made as the Ascend 1 day, which is far cheaper than 1 day Acuvues or CIBA dailies.

Silicon Hydrogels such as Air Optix, Night and Days and Bausch and Lomb's Purevision have some new competition. Coopervision will be launching Bio-Affinity Monthlies soon. J & J's Oasys has been very successful on problematic patients.

Silicon Hydrogels for astigmatism are becoming more varied with the Acuvue Advance for Astigmatism and the Air Optix Toric. (CIBA Vision are shortly to announce the availability of Silicon Hydrogels in custom designs.)

SOLUTION NEWS

We continue to be frustrated by the discontinuation of popular solutions. 10/10 was stopped a few months back, as was the cleaner LC65. Renu, which we have never stocked, has been taken off the market for safety reasons. Oxysept 2 step is rumoured to be on the way out but Oxysept 1 step should continue. Miraflo has been in short supply but we do have some stock.

The Menicon brand solutions are very popular and successful. We recommend Menicare + and Progent for RGPs and Menisoft for reusable soft lenses. Amidose saline is a very convenient method of using a saline wash and the Quattro solution from the same source is a very economical, good quality storage solution.

Menitears are used and lauded by many patients to clean and lubricate their eyes at night and whenever their eyes feel dry. However, we have discovered a new eye drop called OXYAL, this is excellent for night time lubrication especially if the eyes are pathologically dry.

NEW INSTRUMENTATION



Our technology refit continues! Mr Hodd has replaced his old, uncomfortable chair and stand with the latest Topcon triple instrument table. He now has a softer puffer for measuring patients' pressures (*see above left*) and his fifth camera for anterior eyeshots. At last pictures seem to be in focus and have depth. So now, both consulting rooms are comfortably refurbished.



The OPTOS peripheral Retinal Camera has been moved to the basement (*see left*) and the Visual Fields machine is being upgraded to the latest online version. An Extended Examination to assess the peripheral retina and fields costs an extra £75 but we've seen several patients with serious eye conditions, which would not have been detected without this extra test.

We are now considering a further new machine, which will photograph the central retina and create a 3-D image of the structures of the macula. This will be ideal for non-invasive screening of the macula to allow us to detect treatable age related degeneration at an earlier stage. It's horrendously expensive but if we can usefully add it to the Extended Examination Model we will.

WEB PAGE

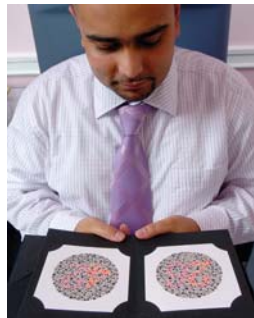
We have set ourselves the challenge of regularly updating our web page. It's easy to forget it is there! However, Mr Burnett Hodd's daughter, Doctor Caroline Hodd, has undertaken the task of doing this on a regular basis. We have finally realised that the web page is our shop window. If you have friends or family who might want to consult us, direct them to our web page www.nfburnetthodd.com so that they can see what they might be in for.

CONFERENCES

In September Mr Burnett Hodd became President of the International Society of Contact Lens Specialists at their meeting in Salzburg. At the same meeting Mr Raz-Rhodes gave an excellent presentation on The Prevention of Age Related Macula Degeneration. Mr Burnett Hodd is also Hon Meetings Secretary of the British Contact Lens Association and has organised a highly successful conference to commemorate the work of the world's Contact Lens Pioneers.

Mrs Christie continues to attend as key note speaker at several international events throughout the year and is also authoring two text books. Her patients continue to remark at her energy. As a direct result of her huge workload she will be cutting down to one day a week in the practice from January 2007. Mr Raz-Rhodes will do extra days to make up the shortfall.

COLOUR VISION AND DYSLEXIA



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 colour overlays on top of printed material. It is not necessary to tint one eye only, though it can be tried. The majority of dyslexics invest in spectacles or contact lenses with the specific tint chosen. We have a machine called the Intuitive Colorimeter to assist in the process.



MYOPIA PREVENTION

We provide advice to parents regarding their children and ways to reduce the chance of a child suffering from myopia in later life. For more information see www.nfburnetthodd.com

VISION ENHANCEMENT ROOM

The practice also facilitates the latest equipment for patients with failing sight or those with reduced sight who wish to see better. If you have elderly relatives some of our devices could really improve their life style.

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.

There is also a range of special lights to enhance contrast for the patient.

BURNETT HODD AND JENKINS, SIDCUP

Patients in Kent who have family who just need ordinary "High Street" eye care should make the effort to go to 55 High Street, Sidcup, DA16 6ED. Tel 020 8309 7951. The practice, which offers NHS and Private eye care, has been voted "Practice of the Year" for the third time by Rodenstock. It is so successful that SPECSAVERS opened next door - a very bad decision on their part. Burnett Hodd and Jenkins quality speaks for itself.