

Starbeck optometrists invest in ultra-widefield technology to stay ahead of the pack



Based in Starbeck
Device: Daytona
Consulting rooms: 3
Optometrists: 4

Independent practitioner, Giles Prices, introduced a Daytona system at his North Yorkshire optometrists in 2013, replacing the P200 device that had been in place since 2006. The new system benefitted not on the practice's everyday patients, but also post and pre-operative patients for the local eye hospital.

Giles Price has been an independent optometrist for 25 years and is currently the Clinical Lead Optometrist at Christopher Nixon Optometrists in North Yorkshire, where he joined thirteen years ago.

The eponymous independent practice, which is known for its clinical expertise, was opened by Christopher in 1981, and has four optometrists running two or three daily clinics.

Upgrading for success

In 2013 the team invested in an Optos Daytona device, replacing the P200 that had been in practice

since 2006. The Daytona provides a 200° single capture digital image of the retina – an **optomap®** image.

“From day one we’ve positioned the business as being a leader, not a follower in terms of investment in technology and that’s how people think of us,” Giles says. “We recognised the P200 and subsequently the Daytona as instruments that could keep us ahead of the game. They delivered something no other single piece of equipment could, so we knew we had to have it. People expect us to deliver thorough examinations, so the device fitted into our ethos nicely.”

“Just today a patient’s seven-year-old daughter tapped the screen for me to take her mum’s optomap – everyone can get involved.”



Investing in the future

The Daytona is used in all standard eye examinations and offered to NHS patients as an 'enhanced eye exam' for £29. "I'd say in excess of 50% of our NHS patients opt for **optomap**. We paid off the device within three years of getting it. It would take a bit longer in smaller practices, but it definitely pays for itself. We offer it when people book in and present it as a fuller examination of their eye health. I like to compare it to an MOT versus a service – an MOT will only look so far, but if you want to be in tip top condition, then you have to have a full service."

The business offers children one free **optomap** examination, which Giles says is a great way of getting buy in. "The kids love it because it's fun, and the parents like knowing the full eye health of their child. Plus, once you've got one **optomap** image on file to compare to future ones, patients will keep coming back."

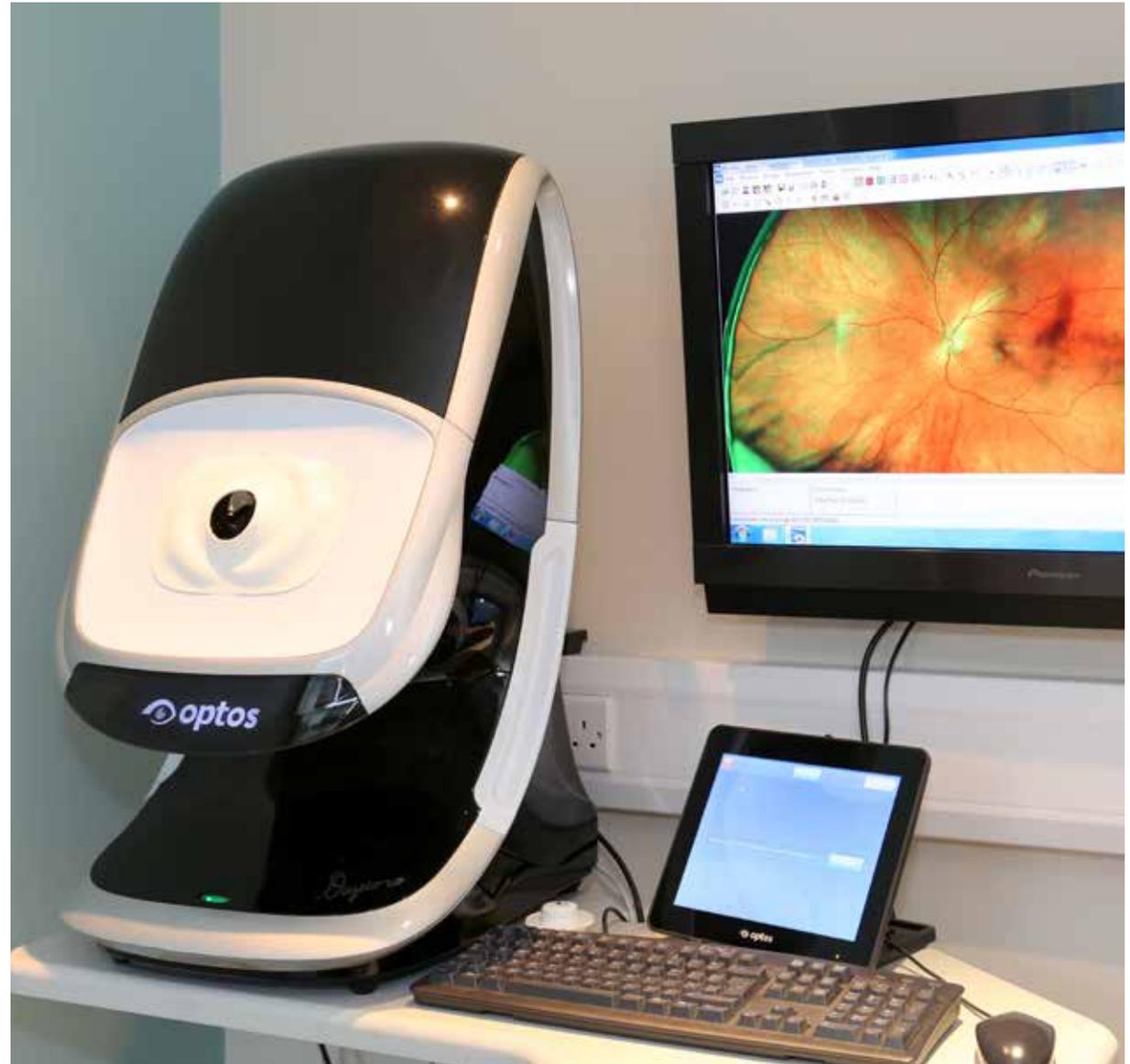
For Giles, the best thing about using the Optos device is the interaction with patients. "We always spend time showing the image to patients, even when it's clear. That's one of the joys of the tech as it opens up a new area of discussion with patients."

They can see and understand what you're looking at. It's reassuring for them, which is fulfilling for a practitioner."

New partnerships

The practice has run a satellite evening clinic for the Optegra Yorkshire Eye Hospital, offering pre and post-operative appointments for patients. "We have the Daytona for these appointments and the great thing is that we have something physical to show the ophthalmologists – a physical record that can back up what we've seen. We sometimes even have our local vitreo-retinal specialist asking to see his patients' images, so they can see the results of his 360-degree repair in such detail!"

After 12 years of working with **optomap**, Giles has words of advice for anyone considering it for their practice: "If you're going to invest, don't be afraid - it will pay for itself. And don't be afraid to put a premium on it. It is different from the norm and patients appreciate that. It will keep you ahead of the pack and certainly differentiate your practice."



Optos plc
Queensferry House, Carnegie Campus,
Enterprise Way, Dunfermline, Fife,
Scotland, KY11 8GR
Tel: +44 (0)1383 843350
ics@optos.com

Optos, Inc.
500 Nickerson Road, Suite 201,
Marlborough, MA 01752, USA
Call Toll-free (US & Canada): 800-854-3039
Outside of the US: 508 787 1400
usinfo@optos.com

Optos Australia
10 Myer Court, Beverley,
South Australia, 5009
Tel: +61 8 8444 6500
auinfo@optos.com

