

Benefits of Optos Daytona *plus* are no illusion to London-based Mirage Opticians



Based in Ealing, London
Device: Daytona *plus*
Consulting rooms: 1
Optometrists: 62

Ealing independent practitioner, Dilesh Patel, introduced a Daytona *plus* to his business in October 2017 to uphold his promise to deliver the best quality eye care he could. What he didn't anticipate was how the device had the capability to actually save time, as well as his patients' eyesight.

Dilesh Patel has been director and owner of Mirage Opticians in Ealing, London since 1992. He decided to introduce the Optos Daytona *plus* device into the practice in October 2017. "I did it to deliver on my continued promise to customers that I'd always provide them with the highest quality eye care," he explains.

By installing the latest in ultra-widefield technology, Dilesh is now confident that any potential eye conditions or diseases that could have been missed before, will never be missed again. This is thanks to the device's ability to provide a 200° single capture digital image of the retina - an **optomap®** image.

"As a practice, we cater for all ages and types of eye conditions or diseases," Dilesh says. "We have always strived to be the best in our field and have built ourselves a reputation for providing the highest quality service and eye examinations in the area."

Saving time and eyesight

Once Dilesh discovered what the Daytona *plus* was capable of, it wasn't long before he secured one for his own practice. "I just knew we had to have this new technology. It can spot things we wouldn't see before, it educates patients and, something that I didn't appreciate before, it saves a lot of time."

I find the images phenomenal, as do our patients.



Being able to use the device on almost all patients is huge plus, as far as Dilesh is concerned. “You can use it on any pupil size and any age. We are a busy practice so not having to dilate a patient’s eyes saves us a lot of time. If a child can sit or stand at the device, I am happy to do the examination. Previous equipment wasn’t as straight forward to use as the Daytona *plus* and we were often limited to only examining adults.”

Happy patients, happy practice

Despite only having the device for a short time, Dilesh is already extremely impressed by what it can offer. “I find the images phenomenal, as do our patients”, he explains. “They are amazed that they can see the image of their retina straight away and gain a better understanding about the health of their eyes. So far, I haven’t picked up anything serious during a patient’s examination, but I am hopeful that, when we do, it will be early enough to prevent any long-term damage to their sight.”

When it comes to the practicalities of using the Daytona *plus* and integrating it with the practice, Dilesh feels it has all been extremely easy.

“The **optomap** images are simple to interpret. We sometimes use the online customer training support materials for extra information but on the whole we have found bringing the device into our business very streamlined.”

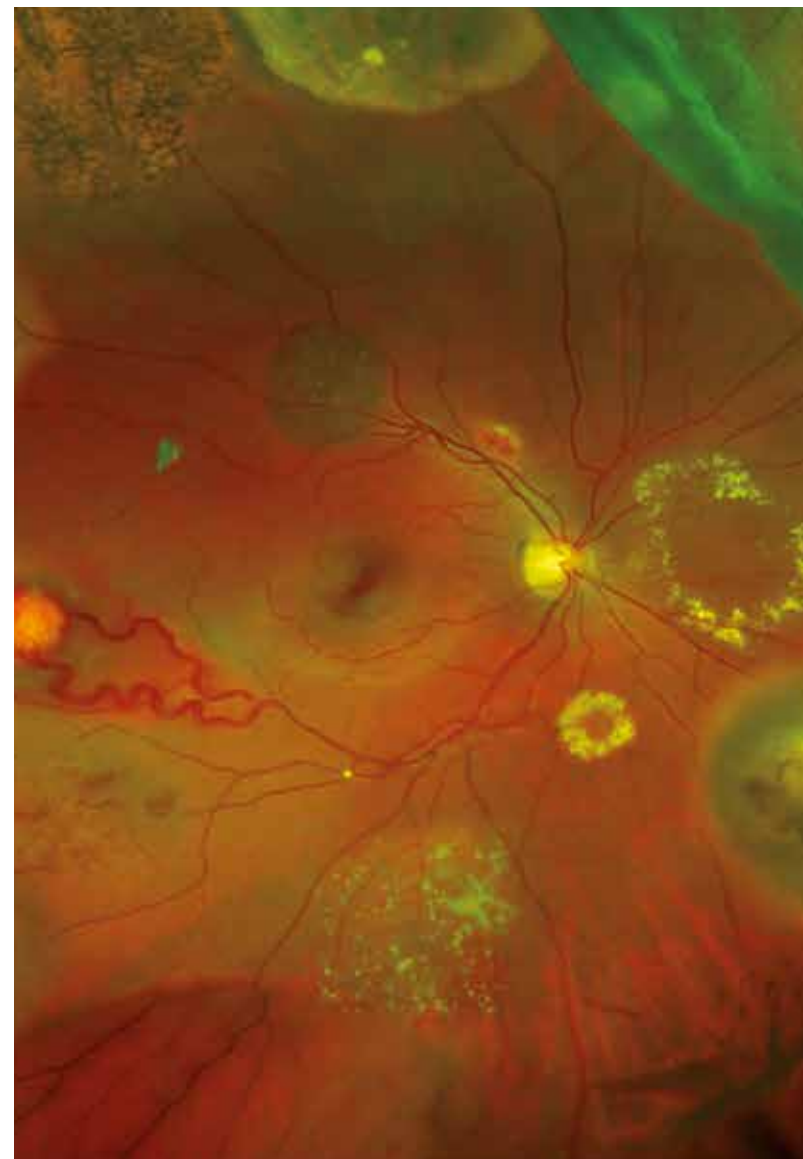
Word gets around

In terms of promoting the practice having this specialist equipment, Dilesh says word-of-mouth delivers all the advertising he needs. “We tend to not pay for advertising or run promotions. When you have the Daytona *plus*, word gets around. That, plus our reputation for always offering our patients the latest in technology, is enough to get patients through the door.”

The practice initially offered the Daytona *plus* examination as an optional extra, but as of April 2018 it became part of its standard eye test. “At first, some patients see the added cost as expensive, but when we explain the issues it can pick up they often choose to add it on.”

For Dilesh, being able to boast about having the latest technology is not why he chose to add the Daytona *plus* to the Mirage Opticians offer. “Introducing the device is part of an ongoing investment within the practice, which I plan to continue. It’s all about ensuring I’m delivering the best eye care for our patients, and it gives me that.”

Mirage Opticians provide care and advice on all aspects of eye care including contact lens care, children’s eye health and elderly eye care.



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

