DISPENSING OPTICS

NEWS, INFORMATION and EDUCATION for OPTICIANS

MARCH 2015
The ABDO Conference and Exhibition is the premiere event for dispensing opticians. The conference, which has successfully grown year-on-year since 2008, is also hailed as one of the most convivial and rewarding networking events in the UK optical calendar.

The 2015 ABDO Conference and Exhibition will be held at Manchester Central - an award winning venue located in the heart of city centre Manchester.

Further details will be released and online booking available in due course.

**ABDO CONFERENCE AND EXHIBITION**
Sunday 20 and Monday 21 September 2015
Manchester Central

**PRE-CONFERENCE GOLF TOURNAMENT**
Saturday 19 September 2015

**PRE-CONFERENCE WELCOME PARTY**
Saturday 19 September 2015
Wolfson Reading Room, Manchester Central Library

**ABDO GALA DINNER**
Sunday 20 September 2015
The Midland Hotel, Manchester

- A unique event in the 2015 optical calendar
- Interactive CET events to cover all GOC core competencies
- AOP education stream
- BCLA day
  Sunday 20 September
- FREE exhibition entry to all members of the optical profession
- All optical professionals and students are welcome to attend
Features

18. Obituary

20. Sports eyewear in the spotlight
    Built to perform

24. Continuing Education & Training
    Prescription lenses for sports
    by Tanya Storey

29. CET Answers
    Measuring that unknown RGP in practice
    by Keith Cavaye

30. Sports vision
    Sports eyewear and eyecare
    by Antonia Chitty

34. Preview
    Eyes down for Optrafair

36. Report
    100% Optical "here to stay"

39. Charity
    VAO celebrates

Regulars

5. DO Dispatches

6. Black Arts
   by ABDO president, Peter Black

8. News

40. Jottings
    Taking centre stage in shared care
    by Max Halford

42. Classifieds
FAREWELL TO A PIONEER

AND A GENTLEMAN

On Thursday 12 February, I was privileged to have been able to attend the funeral service of the Reverend Michael Jaggs – and what a service it was.

Michael was well known to many for his innovative, enthusiastic and pioneering approach to contact lenses in a career which spanned more than 50 years as a member of this Association.

A tribute to Michael, written by Rosemary Bailey, can be read in this month’s issue on page 18. The funeral service attracted more than 250 people, who reflected Michael’s wide circle of family and friends, his interests and his professional life as well as his ministry as a Priest in the Church of England. His was a truly full and fulfilling life.

On my drive home after the service, I was able to reflect on a number of conversations we had over the years, most of which dealt with matters, which were coming up or people who needed some help or support. Michael embodied all that was good and caring in this profession and he was a kind and compassionate man. He will certainly be missed by his many friends and also all those whose life he touched. His contribution to the life of this Association will be long remembered.

SPORTS IN FOCUS

The general theme of this month’s issue is sports, reflected in our CET article, ‘Prescription lenses for sports’ by Tanya Storey (pages 24-28), Antonia Chitty’s business feature on ‘Sports eyewear and eyecare’ (pages 30-33) and in our product spotlight, showcasing the latest industry innovations in the field (pages 20-22).

This is certainly a fascinating area, so we hope you find these insights useful and relevant to you in everyday practice. As always, please send your news, views and letters in to the team and we’ll do our best to feature them in future issues.

Sir Anthony Garrett
ABDO general secretary
A festival of frames, fashion and the latest new products from across the sector, 7-9 February saw 100% Optical come and go. Much debate has been had in optical political circles as to whether there are too many trade exhibitions and CET events these days, and this is a conundrum that will only be decided in the end by market forces.

Certainly 100% Optical seemed to be a success, with a large number of exhibitors, and on Sunday at least it appeared to be very well attended. The ExCel exhibition centre is also an excellent modern venue with decent accommodation nearby that was surprisingly inexpensive at less than half what you expect to pay in central London, and budget accommodation was even cheaper.

It represented a great opportunity to view and purchase a wide range of new, unusual and different frames to help differentiate your practice from its local competition, and was also a great opportunity for registrants to pick up those vital interactive CET points.

From my point of view, I don’t believe there was enough CET on offer. Certainly the skills workshops that ABDO provided were fully booked within hours of being advertised online. We put on an additional six skills workshops over the weekend (as nobody was dropping in to our scheduled drop-in sessions!) and were able to fill them within minutes from the steady stream of people asking if there were places available on the fully booked sessions.

There are some who say CET stops people viewing the exhibition and prevents delegates placing orders with suppliers, and I found myself debating this with show organisers in the hotel bar one evening. Since then, I have spoken to many members who didn’t attend the exhibition because they were unable to book on any suitable CET in advance as it was fully booked. Food for thought for Optrafair?

ABDO will also have a CET presence at the UK’s largest trade show Optrafair in Birmingham from 18-20 April (see preview on pages 34-35). The message from 100% Optical is that if you need CET points, book early to avoid disappointment and click through the link as soon as you receive it to register your attendance and book CET. And keep an eye out for our latest Eye TV News launch in conjunction with ITN, promoting dispensing opticians to the wider healthcare community, politicians and this time to the general public.

DON’T LEAVE IT TOO LATE

The final weekend in May will see the BCLA conference visit my home city of Liverpool. Although I’m not a contact lens optician, I’ve always found the BCLA an excellent way of keeping up-to-date with all things contact lens related and, for contact lens practitioners, I believe it is the best contact lens educational event anywhere in the world and well worth the trip.

Also well worth the trip is Liverpool itself. Although Liverpool remains Britain’s most deprived city, and the average visitor has low expectations, it has many world-class tourist attractions. If you only have an hour or two to spare then the one you really should visit, even though it will make you cry, is the world’s only Museum of Slavery located at the Albert Dock.

PREFER A ONE-STOP CET SHOP?

The ABDO conference, from 20-21 September in Manchester, is the only national CET event that covers every single CET competency for dispensing opticians and contact lens opticians. Providing you book early, it should be possible to get all your CET requirements in one go, and may well be the last opportunity of the year to get interactive points in some of the more difficult to obtain competencies.

This year promises to be our biggest and best conference yet with five tracks of CET across Sunday and Monday including special tracks run by the AOP and BCLA. This in conjunction with exhibition only attendance being free should increase delegate numbers to record levels.

DON’T LEAVE IT TOO LATE

I don’t want to worry our members unnecessarily, but I am very fearful that in almost exactly a year’s time, hundreds of them are going to find themselves receiving an invitation to 41 Harley Street to answer the concerns our regulator will have about their fitness to practise.

If you have accepted CET points recently, you will know that the peer average for the number of points achieved by mid-February was 18 points, and yet we are now over two-thirds of the way through the CET cycle. In other words, over the next 10 months the industry must provide as much CET to registrants as it has provided in the previous two years.

Add to this the complication that at this stage of the game the CET needs to be of the right type with the right competencies covered, 18 interactive points by the end of three years, and for CLOs and optoms this must include one peer discussion session, you can see registrants who leave it too late are likely to have nowhere to go.

Fortunately ABDO is ahead of the game in providing increased levels of CET this year through both area meetings, which have been centrally coordinated for the first time, and through our national conference above. If you don’t wish to be invited to Harley Street, and you are short on your interactive points, now is not the time to leave it to the last minute as even with the extra provision almost all events are selling out as soon as they are advertised and there isn’t really any slack in the system with only just enough points on offer to go round all who need them — even when you take into account the national conferences and roadshows offered by the large retailers and suppliers.

SPEAKING OF THE GOC...

At 100% Optical I attended the Worshipful Company of Spectacle Makers Moot and
listened to the panel and audience debate optical issues. One question centred on what the panel thought the future of optics would look like and GOC chair, Gareth Hadley, gave an interesting and somewhat unexpected response.

He felt that undergraduate education needed to be revamped to reflect likely future trends in optical practice and, in particular, that therapeutics and independent prescribing should be included in all optometry degrees going forward in the future. He also asserted that it is likely that optics will follow suit with dentistry and pharmacy and register all support staff who engage in any delegated clinical role, such as pre-screening, teaching contact lens patients, and complex and regulated ophthalmic dispensing.

Whilst registration is likely to be resisted by employers on grounds of cost since it is a recurring and never ending fee (as we DOs know all too well), the idea of setting standards for optical dispensing assistants and optometric clinical assistants is an appealing one. Here we could take a leaf out of pharmacy’s book and qualify all staff engaged in dispensing at level 2 before they are let loose on real people without anything but the closest supervision.

**Beware the Auditors are Coming**

The days of cutting corners in optics, after ruling the roost for a quarter of a century since our noble profession was partially deregulated are now nearly at an end. For now, as health service IT systems link up, and legions of jobsworth’s line up behind the plethora of statistics now being produced, you can expect to get a knock on the door someday soon. Be afraid, be very afraid…

Contract compliance and post-payment verification visits have all of a sudden started to become a little more sinister. The standard note of a patient’s reason for sight test visit (routine, no problems, or response to reminder) is reportedly being used as a stick to beat optometrists with when they issue a GOS3 Voucher for glasses or contact lenses.

The argument is that the patient was having no problems, therefore they did not need new glasses and, therefore, a voucher should not have been issued. The best defence to this is for optometrists to always record the VA with the current glasses as well as the VA with the new prescription so that an improvement is clearly documented. If there is no improvement in VA or visual comfort then a voucher should only be issued for reasons of fair wear and tear.

Dispensing opticians who are contractors in their own right as business owners/partners, or indeed as managers representing a corporate contractor, could find themselves in the dock for not properly checking on the work of their optometrist colleagues, as in theory could any dispensing optician who finds an optometrist’s record-keeping to be inadequate and does nothing about it.

So if you work with an optom who does ‘routine, no problems’ sight tests, and then prescribes glasses without recording the visual acuity with the old prescription to demonstrate the improvement, it is time to have a quiet word. While you are about it, ask them if they can also put the BVD on prescriptions over 5.00D as the law requires. And remember: be careful out there.

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**BCLA Promises 2015 Conference “Will Deliver”**

As it launches its three-day clinical conference programme with a new ‘Come together’ themed campaign, the British Contact Lens Association (BCLA) is promising that its 2015 event, at the ACC Liverpool from 29-31 May, will ‘deliver what it says on the tin’.

BCLA CEO Cheryl Donnelly explained: “This year we need to truly deliver a conference dedicated to contact lenses and the anterior eye that enhances the clinical skills of practitioners, whilst giving extra confidence to those who need it and showcasing the latest research, all whilst enabling networking and gaining insights and learning about the latest industry innovations.

“We have a responsibility to deliver hands-on sessions, research, posters and education courses,” continued Cheryl. “There are 15 free CET workshops – more than we’ve ever had before – running in a triple track format over two days offering a variety of subject areas from polishing up slit lamp skills, binocular vision and contact lenses to differential diagnosis of corneal dystrophies to name but a few.

“Have you tried ortho-K before? Well, if not, come to our live fitting event on the podium before. Specialist contact lenses also feature this year in the workshops but, importantly, we have a whole day dedicated to this skill,” Cheryl added.

The programme is made up of bite-sized sessions, which the BCLA promises will all feature elements of education, clinical skills and the latest research. “This new strategy will enable delegates to listen and understand the research and then see this translate to clinical practice tips and education,” explained Cheryl. “This new model will apply to sessions such as presbyopia, ocular surface and dry eye, comfort, lens care and case contamination to name but a few.”

The BCLA is also welcoming back ‘The great debate’, which will feature silicone hydrogels vs. hydrogels. A business session will take centre stage, led by Ross Grant, bringing together successful practitioners as well as a new business tool initiative from Euromcontact.

Download the programme, find out about speakers and exhibitors, and book your place by the early bird deadline of 31 March at www.bcla.org.uk

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**Letters**

**Have your Say**

Email ncollinson@abdo.uk.com or write to Dispensing Optics, PO Box 233, Crowborough TN27 3AB
FIVE UV LENS COATING OPTIONS

Shamir has introduced five new UV lens coatings based on its Shamir Glacier technology. Shamir Glacier Plus UV is scratch-resistant, water and oil resistant; its anti-static properties repel dust while its anti-reflective properties eliminate distracting glare. It also blocks both incoming and rear surface reflected rays.

Shamir Glacier Achromatic UV includes all the properties of Shamir Glacier Plus UV, with a unique difference – it’s clear. Shamir Glacier Blue-Shield UV provides double-sided UV protection, while deflecting five times more blue light than any existing conventional lens coating, according to Shamir.

Shamir Glacier Sun UV for sunglass lenses offers all the properties of the Glacier line, whilst ensuring the chosen lens tint remains unchanged and protected from fading. Finally, Shamir Glacier Anti-Fog consists of different coatings on the front and rear surfaces of the lens, especially for wraparound sports frames. The rear surface layer has a unique anti-fog feature that prevents fogging from heat trapped behind the lens during strenuous activity.

HANDY OTC RELIEF FOR PATIENTS

Available in single use vials or as a pump action 10ml bottle, new Bausch + Lomb Biotrue Rewetting Drops, and Vidisan single dose units, are both said to provide relief for a variety of symptoms of environmentally caused dry eye symptoms, or irritated eyes.

“Vidisan is designed to provide gentle soothing relief for eyes of all ages that are irritated by wind, dust, pollution, swimming and pollen,” said Valerie Steiner, Bausch + Lomb OTC marketing manager. “The extract of euphrasia gently calms irritation and, in hand with this, the solution contains povidone, a polymer which enables a protective film to form on the eye’s surface.”

Biotrue Rewetting Drops is the formula promoted for contact lens wearers. “This can provide instant relief and natural hydration for dry and tired eyes, especially caused by prolonged computer use, air conditioning and flying,” explained Valerie. “Based on hyaluronic acid, which is found naturally in the eye and tear film, it provides comfort for long periods.”

Frames with the X Factor

Continental Eyewear debuted 10 new X-eyes frames at 100% Optical last month.

“We were delighted to showcase in our busy stand our superb new designs, which stay faithful to the X-eyes ethos of being different but very wearable,” said Neal Grimason, Continental’s sales and marketing director. “Metals, plastics and combinations of both feature in the latest models, together with vibrant colours which include lime greens and oranges.”

The company also showcased its 2015 Jaeger sunglass collection with six new releases in the ophthalmic range and a new frame display unit available for either sunglasses or ophthalmic frames together with other POS material.

WCSM CEO TO RETIRE

Lieutenant Colonel John Salmon OBE is retiring in June after 17 years as CEO and clerk to the Worshipful Company of Spectacle Makers (WCSM).

WCSM Master, Dr Christine Tomkins, said: “John has ably steered the Spectacle Makers through major transitions in its offering for the training and education of people working in optics, through significant governance changes and the development of its charity. He is the Company’s 23rd recorded clerk in its nearly 400-year history. John leaves the clerkship of the Company with its best wishes for a long and happy retirement.”
CHOOSE YOUR ATTITUDE

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Two new prescription sunwear lenses, one for sports and another for fashion. Designed to fit a wide range of frames, flat or wraparound, they are suitable for every type of sport and an active modern lifestyle. Available for Progressive and Single Vision.

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FUNDRAISING TARGET EXCEEDED
A six-year-old eye cancer survivor from Derbyshire was special guest as Vision Express celebrated the fundraising efforts of its team and customers, who helped raise £160,000 during the past 12 months for the Childhood Eye Cancer Trust (CHECT).

Katie Boyce, from Swadlincote, represented CHECT alongside her mum Jamie and CHECT’s CEO Joy Felgate, as Vision Express CEO Jonathan Lawson announced the annual fundraising total at the optical retailer’s new Nottingham HQ.

The donation of £160,000 topped the amount raised in the previous year by £55,000 and was presented to mark International Childhood Cancer Awareness Day, on 3 February.

BATTING FOR THE SAME TEAM
Edmonds & Slatter Opticians is once again to be official Optical Partner to Leicestershire County Cricket Club (LCCC) for the 2015 season.

The company began its association with the club during the 2012 season and recently tested the squad at its branch in Blaby. All players receive the practice’s advanced eye examination, which includes the Optomap retinal screening test.

Tim Cole, partner at Edmonds and Slatter, said: “We are very pleased to offer our professional skills and exceptional services for the benefit of the club. I am most proud to be able to say that Edmonds and Slatter are the Optical Partner of Leicestershire County Cricket Club.”

NEW BSI FOR SUNGLASSES
Plano sunglasses and clip-ons are subject to a new BSI standard from 1 March – in a move to globalise regulations the Federation of Manufacturing Opticians (FMO) has suggested.

BS EN ISO 12312-1 was introduced last year with the understanding that the previous standard EN 1836 could run concurrently for another 12 months, with this transition period expiring at the end of February.

“This is really a review and amalgamation of current international standards, highlighting the requirements for sunglass construction, materials used, robustness and impact resistance, as well as plano lens transmittance characteristics, and refractive power,” explained Eric Boinard, the FMO Standards Panel expert on sunglasses.

“One of the most significant changes is the degree of information to be supplied with the sunglasses,” continued Bionard, who is also Global R&D Group Leader for Polaroid Eyewear. “This includes not only the name of the manufacturer, but also its address as well as a series of warnings when deemed appropriate.”
STEPPER titanium frames are half the weight of conventional metal frames, corrosion resistant and absolutely allergy free.

EYEWEAR FASHION THAT FITS

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Tonbridge
Kent
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01732 375975
**EYEWEAR TREAT FOR 1,000TH CUSTOMER**

Independent opticians, Anne Gill Eyecare in North End, Portsmouth, celebrated welcoming its 1,000th customer recently on its second anniversary.

To mark the occasion, local businesswoman Kerrie Morrison was offered a complimentary pair of glasses from Anne’s current range. A second cause for celebration was the announcement that the practice had been shortlisted for both Retailer of the Year and Innovation of the Year for the Portsmouth News Business Excellence Awards 2015.

Anne said: “To have reached such a milestone on our second anniversary is really thrilling. People often say they need a boost at this time of year, and we have certainly had an exciting start to 2015.”

**COMMERCIAL AGREEMENT FOR MYOPIA LENSES**

Contamac and Australia’s Brien Holden Vision Institute (BHVI) have entered into a multi-year license, which enables Contamac to commercialise and distribute customised silicone hydrogel and GP contact lens products based on utilising BHVI Background Intellectual Property on myopia control.

Martin Dalsing, Contamac’s director of global strategy and business development, said: “Making available these specialised custom lens parameters and designs to the eyecare professional through our laboratory network will be crucial for today’s modern specialty contact lens practice.”

Under the license, Contamac will begin to commercialise specialised contact lenses designed to reduce the rate of myopia progression in children by sublicensing the Contamac designs to key strategic partners within its existing customer base throughout the world, commencing in May 2015.

**DOS ERASED FROM GOC REGISTERS**

The General Optical Council (GOC) has erased Staffordshire-based dispensing optician, Victoria Tyers, from its registers, along with Essex-based dispensing optician, Brian Davies.

A GOC Fitness to Practise (FTP) committee found Tyers’ FTP impaired by virtue of a conviction for stealing cash to the value of £3,967 from her employer, Specsavers in Uttoxeter, said the GOC in a statement.

A GOC FTP committee found Davies’ FTP impaired by virtue of convictions which led to his imprisonment in July 2014. “Given the serious nature and extent of the registrant’s offending, the committee formed the view that the registrant’s conduct was fundamentally incompatible with him continuing to be registered as a dispensing optician,” the GOC stated.

Tyers and Davies, neither of whom are ABDO members, are now unable to practise in the UK as dispensing opticians. Davies had been suspended under an interim order since 1 July 2013. At the time of going to press, both had until 25 February to appeal their erasure.

**FOOTBALLER FRONTS OPTICAL CAMPAIGN**

Fashion and lifestyle brand Police has launched its new optical collection with global brand ambassador, Brazilian footballer Neymar Jr, modelling for the renowned photographer Rankin.

Neymar Jr features in the newly released campaign with the famous Mexican model, Daniela De Jesus. For 2015, Police presents a collection of optical styles that combine classic silhouettes with a modern edge. Minimalism, a feather light weight and design are the three key ideas of the new Police collection in which volumes are reduced and materials, such as PEI resin, are made increasingly comfortable.

**PRODUCT PUBLICATIONS NOW OUT**

View Norville’s latest collection of children’s eyewear in its 2015 Blitz Kidz catalogue.

The collection of 26 frames, for children aged from six months to 12 years, includes nine new models such as BK026, a silver pin detail wayfarer and BK031, and oval-shaped metal frame available in pink (pictured) and green. Every frame is also supplied with a novelty shoe-shaped case.

Also now out is Norville’s 12-page Polarising Lenses publication explaining the technical details behind NuPolar and Drivewear polarising lenses, produced in conjunction with Younger Optics USA.

**TO INFINITY AND BEYOND...**

CooperVision has extended the fitting powers of its Biofinity multifocal monthly lens to accommodate even more patients.

The minus powers of the lens have been expanded in 0.50D steps to -10.00D from the original -8.00D. The new powers join the existing parameter range to cover from +6.00D to -10.00D, with four Add powers, in both D and N lens designs.

Combining key elements from Biofinity’s third-generation material with CooperVision’s Balanced Progressive Technology, the design contains multiple zones of vision correction in both lenses, allowing for an individualised fitting for each wearer and eye.
Twenty four subjects participated in a randomised, double masked, contralateral eye study to evaluate water loss of Biotrue ONEday, Acuvue Moist and 1 Day Acuvue Trueeye. After 4, 8, 12 and 16 hours of wear, lenses were removed and immediately weighted (wet weight). The lenses were then completely dried and re weighted (dry weight). The relative percentage water loss was then calculated for each lens from the wet and dry weight.

Visit biotrueoneday.co.uk or contact your local Biotrue adviser

Eyes stay hydrated for 16 HOURS

High performing one day lenses

Biotrue ONEday disposable contact lenses replicate the natural function of the eye

Stable hydration performance whilst maintaining comfort and fit
Outstanding oxygen flux (93%)
High Definition™ optics
UV Protection
Easy to insert and handle

Available in Single Vision and Multifocal

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Menrad Optics has appointed Tyron Dawkins as its new Revo brand manager. Tyron has joined Menrad from Oakley UK where he achieved record-breaking sales and nine company awards in his eight-year career as an area sales manager.

Tyron said: “I’m delighted to be a part of the Menrad team and am hugely excited about the UK and Ireland re-launch of the Revo brand. I’ve had a close affinity with Revo for many years as a fan and dispensing manager.”

**FREE BCLA PLACES FOR STUDENT CLOS**

Trainee contact lens opticians (CLOs) in their first or second year of study, who are members of the British Contact Lens Association (BCLA), are being invited to apply for one of 50 free delegate places this year’s BCLA conference and exhibition, being held at the ACC Liverpool from 29-31 May.

“This is a fantastic opportunity for our up and coming CLO members to attend the world’s leading contact lens meeting, get up close and personal with global experts, hear some amazing presentations and be inspired for their future careers,” said BCLA CEO, Cheryl Donnelly.

“Our welcome party in the exhibition hall on the Friday evening will be the perfect place to kick back and have a first-look at all the amazing products you’ll one day be using in practice. BCLA student membership is free so if you’re not already a member, join up quickly so you can grab one of those 50 free places. And don’t forget there’s always heaps of fun and freebies in the BCLA exhibition for our delegates and visitors,” Cheryl added.

**SOFTWARE MODULE FOR CLPS**

Volk Optical has launched its Volk Eye Check for contact lens practitioners (CLPs). An addition to the current Volk Eye Check device, which provides ocular measurements, the Volk Eye Check Contact Lens Module is a new software application focused on assisting the CLP to achieve a quicker fitting process and to reduce drop-out rates.

By automatically providing objective and accurate measurements of key eye parameters such as HVID, pupils and lids, the module is designed to help practitioners quickly identify patients who may require non-standard optics in their lenses, and to assist in the fitting of progressive, RGP and scleral lenses.

“We believe that this new and unique device will add value to the contact lens practitioner and manufacturer by saving time and money, reducing trial and error, and ultimately achieving lower drop-out rates,” said Pete Mastores, president of Volk Optical. The UK distributor is Birmingham Optical.

**NEW BRAND MANAGER**

Pennine Optical has been appointed as the exclusive UK and Ireland distributor for the new Revlon Eyewear collection.

“The collection has been developed using the latest colours, styles and technology available to bring to women the ultimate beauty accessory,” said the company.

The initial collection consists of feminine, fashionable designs each available in assorted colours targeting the more mature spectacle wearer, and so are ideal for progressive prescription lenses.

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New Revlon Eyewear available

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Contact Rodenstock on 01474 325555 for more details.
TRANSITIONS LENSES RETURN TO ITV

Transitions Optical is continuing with its TV advertising campaign this year, sponsoring ITV travel documentaries such as More Tales From Northumberland with Robson Green.

The sponsoring screen segment, shown at the opening and closing of the programme and at the break, features a dimmer switch, which adjusts light depending on the conditions the wearer is experiencing, thereby explaining the product’s benefits. In testing with consumers, the sponsoring was shown to significantly boost Transitions’ brand image and intent to purchase.

“This is an opportunity for opticians and it will greatly facilitate their recommendation to a wider audience of spectacle wearers,” said the company. “When it comes to prescription lenses, professional recommendation is crucial and more than 97 per cent of patients are following advice given in practices.”

CALLING FUTURE PRACTICE OWNERS

Essilor and the Association of Optometrists (AOP) are holding two events this month aimed at anyone thinking about becoming an independent practice owner.

The evening events, to be held in Manchester and London on 18 and 26 March (6-8.30pm) respectively, will be hosted by Essilor’s professional relations team and the AOP, supported by independent practice owner and contact lens optician, David Samuel. They will include a buffet supper and are free to attend.

“David started four practices from scratch, merged two practices into one, acquired an existing practice and completed a management buy-in,” said Andy Hepworth, Essilor professional relations manager. “He therefore has a great practical understanding of what is involved in all aspects of ownership.”

The evening will comprise both information and a Q&A session, and the venues are the Radisson Blu Edwardian in Manchester and Kingsway Hall in London WC2. Register at http://www.essilorpro.co.uk/pages/futureownerevent.aspx or email nick.hornsby@essilor.eu for more details.

CONSUMER CAMPAIGN KICKS OFF

Johnson & Johnson Vision Care launches a new consumer facing advertising campaign in the UK and Ireland this month, to support the launch of 1-Day Acuvue Define.

The campaign includes new TV and online advertising plus a TV sponsorship partnership with a major entertainment channel. In addition, for the first time, the company aims to utilise influential bloggers. The adverts send consumers to the Acuvue website for further information and details of how to apply for a free trial. Display material is available from Acuvue account managers, to act as a signpost to help inform the patient, triggering them to come into practice and ask for a trial.

Online training and educational materials are available at www.jnjvisioncare.co.uk

POWER TO THE PEOPLE

The Hakim Group, a rapidly growing portfolio of opticians, has been awarded the Investors in People Gold standard, an accolade only given to the top seven per cent of accredited organisations across the UK.

Hakim Group CEO, Imran Hakim, said: “It has always been a core belief of mine that success lies within the individual’s mind and we have strived to make sure this belief permeates all aspects of the business from the top down. We have a fantastic group of people throughout our business and they are at the heart of our continued success.”

STAKEHOLDERS DISCUSS ILLEGAL SALES

The General Optical Council (GOC) held its first stakeholder steering group meeting last month as part of its new illegal practice strategy.

The group was formed late last year to develop a code of practice for online contact lens suppliers and advise on options for implementation. The GOC intends to launch a consultation on a draft code of practice in June 2015 and to implement the code by the end of the year.

Chaired by Dr Rob Hogan, the group will also work to raise awareness among the public of how to buy and wear contact lenses safely, such as the need to follow aftercare advice and have regular check-ups. The stakeholder group is comprised of 16 members from across the optical sector, including representatives from various professional bodies, an online contact lens supplier and several consumer representatives.

Dr Hogan said: “It was extremely pleasing to welcome a group with such a wide variety of experience and expertise and a shared commitment to highlighting the need for consumers to have regular eye examinations and follow aftercare advice regardless of whether they buy their contact lenses online or in-store.”
THE UK’S LEADING OPTICAL EXHIBITION
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TELESCOPIC CONTACT LENS UNVEILED

Optics specialist Eric Tremblay from Ecole Polytechnique Fédérale de Lau (EPFL) in Switzerland unveiled the latest prototype in telescopic contact lenses, and debuted accessory wink-controlled glasses that switch between normal and 2.8x magnified vision, at the recent AAAS Annual Meeting in San Jose, California.

Since 2013, scientists have been fine-tuning the telescopic contact lens membranes and developing accessories to make the eyewear smarter and more comfortable. The contacts work by incorporating a very thin reflective telescope inside a 1.55mm thick scleral lens.

“We think these lenses hold a lot of promise for low vision and age-related macular degeneration,” said Tremblay. “It’s very important and hard to strike a balance between function and the social costs of wearing any kind of bulky visual device. There is a strong need for something more integrated, and a contact lens is an attractive direction. At this point this is still research, but we are hopeful it will eventually become a real option for people with AMD,” Tremblay added.

The British Contact Lens Association (BCLA) said it applauded any innovation “that would give people back their precious gift of sight”.

Professor James Wolffsohn, Deputy Executive Dean of the School of Life and Health Sciences at Aston University, and BCLA Academic Committee chairman, commented: “This seems an intriguing idea – to provide optical magnification to the retina when required in a similar way to a biotic telescope. It is currently a scleral lens and 1.55mm thick, including rigid mirror elements, which are likely to affect corneal physiology and comfort even with the suggested micro-fenestrations for oxygen transmission. As the scientists acknowledge, there are significant ongoing challenges, but we look forward to testing the concept once a clinical prototype is available.”

To download the press pack about both innovations, visit https://documents.epfl.ch/groups/e/ep/epflmedia/www/20150213_AASContactLenses/

OBITUARY

The Rev Michael Richard Moore Jaggs
FBDO(Hons) CL 1938-2015

By Rosemary Bailey

It is with sadness that we record the death of Michael Jaggs on 30 January, aged 77, after a bravely fought battle with cancer.

Michael had been a part of my career since I was a trainee dispensing optician and he was a dashing, handsome not-that-long-qualified contact lens fitter, as we were known then. He came to 22 Nottingham Place, London, then the home of the Association of Dispensing Opticians (ADO) and the Guild of British Dispensing Opticians, to give revision lectures for the dispensing examinations.

Michael had begun his optical career with Leightons, but by the mid 1960s was providing contact lens services in the south of England and fitting a variety of lenses to interesting people; it was reputed he sometimes flew to practices. His love of fast cars – Porsches with his personal number plate ‘MJ 777’ – remained throughout his life.

By 1970, he also had consulting rooms in Weymouth Street, London, and the contact lens laboratory where he had started to make his rigid lenses (PMMA then) had moved to Turnpike Field, his beautiful house in Hartley Wintney (contact lens laboratories in garages were not uncommon in those days!)

In the spring of 1971, Michael gained the contract for contact lens services for Clement Clarke and Melson Wingate and began to increase his team and facilities – so Opticare, the fitting service, and Optimedic, the laboratory, came into existence.

I have many memories of that time not least the first staff meeting held at the house, followed by a delightful dinner. As the business developed, it was necessary to move the admin and laboratory to offices in Farnham, Surrey. At the end of that decade, the two major companies using Opticare took a decision to form internal contact lens services. In 1985, Optimedic was sold to WJ Pilkington Barnes Hind, to provide its RGP lens production.

A man of many talents, outside optics Michael extended his entrepreneurial instincts in a variety of areas, including landlord of the garage space Andrew Gasson and I used in Duchess Mews. His involvement with manufacturing led him to become an active member of the Association of Contact Lens Manufacturers (ACLM), including becoming its chairman and treasurer, as well as involvement in Europe for the ACLM.

He was a founder member of the ADO Contact Lens Study Group and its chair in 1976, when it was involved in discussions led by Montague Ruben, then president of the Contact Lens Society. The end result was the formation, in 1977, of the multi-discipline British Contact Lens Association (BCLA), amalgamating the Contact Lens Society, the ADO Contact Lens Study Group and the Association of Contact Lens Practitioners. Michael was a Contact Lens Optician Representative on the BCLA Council for a number of years, was BCLA president from 1986-7, and was later the Association’s treasurer.

Michael was a Liveryman of the Worshipful Company of Spectacle Makers and latterly its chaplain. In 1995, Michael chose to follow in his father’s footsteps and was ordained as a priest in the Church of England, only retiring recently.

Michael was a contact lens examiner for the ADO and then for ABDO when that was formed from the ADO and the Faculty of the SMC, and was a member of the ABDO Contact Lens Practice Visitors team until he retired in 2013. He was also chair of the ABDO Contact Lens Committee for a number of years. Michael continued in private and hospital contact lens practice until shortly before his death.

Sincere condolences are extended to his family – his wife Jan and his children Sarah, Richard, Sophie and Alexander.
YOUR PLATINUM PASS TO A JVP IN AUSTRALIA IN 2015?

1-ON-1 CONFIDENTIAL PARTNERSHIP DISCUSSION

In Australia we have opened more than 300 Specsavers stores in a few short years with average annual store turnover now approaching the $2.5 million mark. That’s because Australians have embraced the whole Specsavers package of incredible value matched with clinical excellence, great products and an unrivalled customer service experience. A typical Store Partner in Australia is now earning significant profits in addition to a guaranteed market rate salary package – and we have JVP opportunities available right now for the brightest and best UK Store Managers and Supervisors.

So, if you have the ambition to operate your own business Down Under backed by the massive support structure that Specsavers provides, call us now. We have a series of confidential ‘1-on-1’ meetings in the UK in April – the perfect time for us to give you all the detail of what’s on offer.

So what do you need to qualify for this once in a lifetime opportunity? Simple. A minimum of 3 years’ experience in a Supervisory or Managerial position in a large optical retail environment.

And, while there are a number of these opportunities immediately available, as one of 8 successful ‘Platinum Pass’ applicants you’ll receive an all-expenses paid trip to Australia - to assess what’s on offer and view key store locations.

But first, let’s talk.

COME AND MEET US in MANCHESTER on Saturday 11th April and LONDON on Sunday 12th and Monday 13th April.

To book your personal ‘1-on-1’ confidential timeslot, contact Jerry Dunn on 07799 581281 or via email jerry.dunn@specsavers.com

There’s nothing to lose and – in return - you might just gain the opportunity of a lifetime.

We also have opportunities for Optometrists throughout Australia and New Zealand.
CALIFORNIA DREAMING

The original California surf, snow and youth lifestyle brand, O'Neill was founded in 1952 by young surf ‘dude’ Jack O’Neill, whose company was credited with inventing the wetsuit. The O’Neill eyewear collection draws inspiration from California beach sunsets, the rugged wilderness of the Nor-Cal coast and the passion Jack O’Neill had for his surfing roots.

In colours drawn from the new season apparel collections, the O’Neill sunglass collection for 2015 has a style to suit everyone – from the vintage-led Shoal for girls, with gently rounded contours and soft keyhole bridge, to the festival favourite Shore in all new matte-finish neon, and the uber-retro Anso with its 80s racing styling and futuristic printed colourways. With polarised lens options, lightweight materials and bespoke logo detailing, the O’Neill sun collection, available from Inspecs, combines cool styling and inspired colourways with the quality and attention to detail central to the O’Neill name.

GIVING CYCLISTS A SIXTH SENSE

Bollé’s latest interchangeable lens model, the 6th Sense, is designed to maximise both horizontal and, particularly, the vertical field of view for cyclists when checking road conditions. Its Trivex lenses feature an anti-fog treatment and a hydrophobic and oleophobic coating designed to meet tough conditions. Its aerodynamic design channels airflow and its wraparound profile fits seamlessly with the face, as worn by Bollé’s professional cycling teams – Team Orica GreenEdge and AG2R LA Mondiale.

Bollé’s b-Thin Active Design prescription technology can now be integrated into 6th Sense shields for unique precision and comfort. 6th Sense is available in seven frame colourways, features interchangeable lenses including photochromics, Thermogrip temple tips and nose pads, and is available from +6.00D to -8.00D. Hydrophobic and oleophobic treatments, to prevent rain, sweat and grease clinging to the lens, add the finishing touch.

LIGHT, FLEXIBLE AND FUNCTIONAL

The new Litefit 2.0 by Adidas Eyewear supersedes its predecessor by creating a more dynamic outline. These highly sportive contemporary designs are supported by technological innovations that enhance the eyewear’s fit and function. The frames feature an ultra lightweight and flexible, yet shatterproof frame, due to the use of Silhouette’s proprietary SPX material. Performance Steel inlays within the temples allow for simple adaptation to various head shapes, while the temples can be easily adjusted in length. Titanium pad arms and a double axis movement system for the nose pads deliver an optimised fit to the nose, while Traction Grip material...
on the temples and nose pads deliver stability to support an active lifestyle. Designed for unprecedented comfort, the Litefit 2.0 comes in seven frame colours, two sizes and two distinct shapes with the af46 and af47 variations.

PRESCRIPTION OPTIONS FOR ALL
Norville’s latest sports frame is the glazeable Blick Junior swimming goggle. The Blick benefits from three bridge options, which broadens its age appeal from five to 12 years of age, and has a standard prescription range of +4.00D to -8.00D with opposite cys to 4.00. The goggles also offer soft nose pads and temples to increase protection.

Norville believes there is still huge untapped potential for practices in terms of marketing sports prescription eyewear, in particular for junior football, cycling and water sports. The company offers several options for prescription sports eyewear, including Sportor HD digital lenses, manufactured in Gloucester and suitable for semi-rimless 8 base wraps.

Also available from the company are Trivex Drivewear lenses, ideal for cyclists. Norville also recommends Tribrid, which it describes as “a revolutionary lens technology that combines the best properties to provide your patients with enhanced all-around performance for their stronger prescription requirements.”

WEARABLE STYLES WITH MEMORY
The Nike Flexon Hyper collection from Nike Vision combines the wearable style and lightweight comfort of plastic-framed eyewear with the progressive strength and flexibility of the company’s advanced memory metal – Flexon. The collection is built with a dual-injected manufacturing process featuring a TR-70 chassis sealed inside rubber, with Nike Flexon encased in the nosebridge. All three materials are ultra lightweight and flexible, and thanks to Nike Flexon’s innovative memory properties, the frames can bend, but are engineered to return to the original fit and shape.

“The main goal was to completely reshape the look and feel of Flexon by creating something fun, flexible and irreverent – but also at the top of its game,” said Carl Allen, Marchon Eyewear senior designer. The collection comprises two shapes, the Nike 4258 (pictured) and Nike 4259, both featuring a waffle tread pattern and cantilevered hinges where hits of accent colour reveal the dual-injected inner frame material. The same accent colour also lines the lens grooves.

ALL-DAY, FULL-EYE COVERAGE
Maui Jim’s Five Caves lightweight nylon sunglasses feature an assertive, rectangular shape, wide temples and embedded Rubberon nose pads and ear pads for stability and comfort. Sized for medium-to-large sized faces, Five Caves offers all-day, full-eye coverage. The SuperThin Glass lenses offer the crispest edge-to-edge optics and are 20 per cent thinner and lighter than conventional glass lenses, according to the company.

Five Caves comes in Black and Grey Tortoise with Neutral Grey lenses; Dark Tortoise Stripe with HCL Bronze lenses; Olive Stripe with Maui HT lenses; or White with Maui Rose lenses. This style has an eye size of 61.5mm, bridge size of 16mm and temple length of 120mm, as well as an 8-base curvature. Five Caves is available in prescription with digital parameters of +3.00D to -4.50D.

SPACE AGE MEETS SPORTS LUXE
Silhouette’s new Futura is light, practically weightless, streamlined and uncompromisingly minimal. Heralded as a style where ‘space age meets future style with a sport luxe twist’, the futura offers an extravagant look reminiscent of modern retro but with a high-tech quality design.

“The fine art of eyewear manufacturing relies on more than just design alone; it is the result of a perfect blend of design, material and know-how,” said a spokesperson. “With its high quality standards and clear concept, the Silhouette brand has maintained its position at the forefront of eyewear manufacturers worldwide for 50 years.”
HERITAGE BRAND TAKES A NEW DIRECTION

Well-known High Street sports brand, New Balance, has launched a new collection of eyewear, including a collection for children and sunglasses, all available from Atlantic Optical.

The story of New Balance begins at the turn of the 20th century in Boston, Massachusetts, when William J. Roley, a 33-year-old English immigrant, committed himself to helping people with problem feet by making arch supports and prescription footwear to improve shoe fit. One hundred years later, New Balance remains committed to its heritage – so as with the footwear, the New Balance Eyewear collection features the New Balance trademark of: fit, performance and comfort.

In line with Atlantic’s policy, the New Balance Eyewear collection is offered with no minimum orders and comes with a full two-year no quibble guarantee.

POLARISING TECHNOLOGY FOR VISUAL PERFORMANCE

Making its debut at Mido in Milan, the new Polygon sports eyewear collection from Italian firm, Allison, was three years in development. The collection comprises of six sunglass models made with the company’s Pentapolar technology, with its five-layer polarised lenses featuring: an anti-glare coating; HIR (High Impact Resistant) triacetate treatment offering high resistance to scratches and shocks; the latest generation of polycarbonate lens Optical Class 1b; a PVA Polar Filter cancelling reflected rays and glare; and a graduated mirror treatment.

Polygon frames are very light and resistant, made in Polygore, a high-performance techno-polymer whose chemical stability allows high heat resistance, resistance to deformation and excellent electrical insulating properties, stable in a wide range of temperatures and frequencies, said the company. The adjustable nose pads on two models also ensure a perfect fit to the shape of the face.

CELEBRATORY SPORTS RESTYLING

Unveiled at Mido in Milan last weekend, the new rh+ brand sports eyewear collection from Italian manufacturer, Allison, comprises a selection of models dedicated to urban cycling and golf. The Stylus RH851 ( pictured) is a celebratory restyling to mark the 15th anniversary of the first rh+ Stylus, a bestseller recognised all over the world as a brand icon. A luxury sport style, the new Stylus is a super lightweight and ‘indestructible’ sunglass that with its See Safe soft lens protects the eyes 24/7.

CUSTOMISED COMBINATIONS FOR FIRST-CLASS CONTRASTS

The American brand Revo complements Menrad’s range of sunglasses with premium sport and performance sunwear. Revo is a world-renown brand of sunglasses, which originated from a passion for technology, comfort and sports. All frames in the collection provide the opportunity for customised combinations with different performance lenses. Five different varieties of lenses are available, which are able to fulfill the different demands of patients’ outdoor sports and leisure activities.

“The iridescent and polarised coating of the lenses matches the latest NASA technology and allows for perfect vision with peerless acuity and first-class contrasts,” said the company.

Don’t forget to download the Sports Eyewear infographic from the ABDO website to share on your practice website and via your social media network.

Next month’s product spotlight is on Sunwear and UV protection.
A unique career opportunity in dispensing optics

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Course features
- Combines academic and work-based learning
- 32 weekly distance learning units in each academic year
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- Access to supplementary web-based interactive tutorial presentations
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Entry requirements
- Grade C or above GCSE in English, mathematics, science and two other subjects, including evidence of recent learning
- Applicants must be working in practice as a trainee dispensing optician for a minimum of 30 hours per week and have the support of their employer

For further information and application forms for this and other courses, or to request a copy of the ABDO College Prospectus, please contact the ABDO College Courses Team on 01227 738 828 (Option 1) or email info@abdocollege.org.uk

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www.abdocollege.org.uk

www.twitter.com/abdocollege
Sports participation is an increasingly popular pastime in the UK with many people enjoying more than one sporting activity and often well into and beyond their middle years of age. A survey conducted by Sport England in 2010 reported that some 14.759 million adults take part in at least one 30 minute sporting activity per week, with 6.927 million of those actually enjoying three or more sporting sessions each week.

With approximately one third of the population requiring spectacle correction, it is fair to say that if we use an estimate from the figures already given, there are some 4.92 million UK residents who require spectacle correction whilst taking part in sports. This equates to a possible market of nearly five million people who could be looking for a sports vision spectacle solution from their eyecare professionals.

A sports spectacle solution needs as much time and consideration from the dispensing process as a pair of ‘everyday’ wear spectacles. It can be said that there are three main elements of sports spectacles, which when put together will provide the best sports vision solution for that wearer. High performance eyewear like this is a combination of lens design, frame design and tint/filter choices that are all of equal importance to the overall spectacle performance. This article will focus attention on the choice of suitable lens design as, without a fully functional lens that provides uncompromised clear vision, any pair of spectacles is pointless.

It may be obvious to state that vision is more comfortable when clarity and acuity are maximised, and when glare has been removed, but are there any serious lens solutions that can provide this in today’s modern wrap/sports frame styles?

THE CHALLENGE
Historically, eyecare practitioners would have declined any patient’s request to have their prescription placed into a high wrap fashion or sports style frame for several good reasons:
1. More often than not, a high fashion sports frame would require a larger than average diameter lens blank. As the majority of lens manufacturers/providers would be limited to 80mm blank sizes, the practitioners would’ve struggled to acquire a lens large enough to fit in the frame.
2. Should the practitioner be able to source a large enough lens blank, they would’ve probably found that it was produced with a relatively low base curve, specifically the minus powers, giving the prescription lenses a fairly flat form. Glazing a flat lens into a high wrap frame forces the frame front to flatten out and the sides to splay which, in turn, means the head width becomes too large for it to fit behind the ears.
3. Large blank sizes mean increased centre/edge thickness so any practitioner who managed to overcome the first two issues given above, would inevitably be faced with the challenge of managing expectations with regards to aesthetics.
4. A practitioner succeeding to overcome all of the above and produce a pair of
prescription wraparound spectacles with a traditional ophthalmic lens would then face their biggest challenge – the patient’s visual acuity. The high wrap of a sports/fashion frame would cause a discrepancy in the alignment of the visual axis with the optical axis of the lens (Figure 1).

As the two axes no longer coincide, the wearer would experience uncomfortable distorted vision with an element of ‘swim effect’. Figure 2 demonstrates the level of astigmatism induced by a 15° face form angle (FFA) on a -2.00DS lens with a pantoscopic tilt of zero. In this particular example, the correct lens to dispense to neutralise the astigmatism would be of power -1.83/-0.13 x 180.

To simplify the dispensing process, manufacturers of individualised lenses can calculate the true power requirements for lenses in their final ‘as worn’ positions when supplied with some additional measurements taken whilst the patient is wearing their chosen frame. The additional measurements required will be discussed later within this article.

OVERCOMING THE CHALLENGES
As we have seen, there are several optical challenges presented by the need for prescription lenses in high wrap frames – so one might ask the question: ‘Are wrap frames essential for sports?’ The answer is undoubtedly, yes.

High wrap frames offer an improved fit, ensuring the frame stays in place whilst the wearer is active within their chosen sport. The large eye-sizes offer wider fields of view, ensuring that the frame rim isn’t visible to the wearer and the overall design dramatically improves protection from both UV, foreign bodies and weather conditions (eg. rain and wind).

The clear need for high wrap sports frames has forced a new era in spectacle lens design to overcome the historical challenges presented by the frame’s curved design.

THE FIRST ATTEMPT
Spectacle lens designers first tackled sports vision with a prism compensated lens design, which forced the alignment of the visual axis with the lens optical axis by surfacing prism into the rear surface. The result was a lens design giving excellent performance at the optical centre or fitting point of the lens (Figure 3).

This example shows us that a patient prescribed -3.00DS will perceive the -3.00D prescription at the optical centre of the lens, but will experience aberration in the lens periphery caused by the induced cylinder from the poor lens design. A more suitable method of correction would still be needed and, thanks to advances in digital lens surfacing methods, spectacle lens designers now have the hardware to produce the previously imaginary perfect optical surfaces that were once thought only to be theoretical.

THE ADVANCED OPTION
Freeform, or digital surfacing, as a form of lens production first hit our shores in 2002 and has opened the doors to lens design solutions that were previously inconceivable. We now have the capability of producing lens surfaces with unique curvatures that will provide accurate vision across a range of base curves and positions of wear. By utilising sophisticated algorithms in advanced design software, lens manufacturers could now overcome the historical issues of flat, small blanks that provided cosmetically and visually inadequate sports lenses and replace them with accurate high performance digitally surfaced sports lens solutions.

Figure 4 demonstrates the example of a -3.00D lens correction that has now been digitally surfaced with a quality sports vision design that has been optimised for use in high wrap frames. Let us now consider an example of a prescription that would, at first glance, probably have you thinking that a wrap frame correction would be out of the question. Figure 5 is an example of a +5.00D prescription correction in a wrap frame with a FFA of 15°.
The first image in the table depicts a standard single vision lens mounted in a wrap frame, which shows a large amount of aberrations within the lens periphery and at fitting point. The prism-controlled lens has correct power at fitting point but, again, there are large amounts of unwanted cylinder across the rest of the lens surface. The final image in the table shows the performance of a digitally surfaced sports lens that has been fully optimised, during the design process, then individualised during the surfacing process for use in wrap frames. This lens exhibits true power and no aberrations at fitting point and across the lens surface.

As you can see from the images in the last table, there is a huge variation in lens performance with clearly only one suitable for classification as a high performance lens design solution – that which has been fully optimised and individualised for use in wrap frames that has been digitally surfaced. These lenses not only provide superior visual performance but will also outperform their predecessors with cosmetic value too.

The opportunities for sports vision dispensing don’t stop with single vision wearers either. Many manufacturers now offer progressive solutions for presbyopic sports enthusiasts and the same principles still apply. A traditional, or prism-controlled, design could be tried which will provide compromised performance, or the optimised digitally surfaced designs could be chosen, which will outperform either.

Figure 6 depicts a regular progressive lens design glazed into a wrap frame. Aberrations can clearly be seen in both the near and far viewing zones which are brought about due to the high wrap of the frame, the addition being moulded on the front surface and the patient’s prescription being surfaced to the back surface. Figure 7 shows a PPL design that has been fully optimised for use in a wrap frame. The design and power of these highly advanced progressive and single vision sports lenses are maintained due to the optimisation applied during the design phase, which is reproduced by surfacing the prescription onto the rear surface with freeform generators, whilst applying individualisation technology that considers the final as worn position of the chosen frame. This means that any of the manufacturers currently offering advanced sports lenses that take full advantage of modern spectacle lens design and production techniques, will inevitably ask for the final position of wear measurements when the lenses are ordered. The three main additional measurements that will be requested are:

- Vertex distance
- Pantoscopic angle
- Face form angle

These three measurements can be taken manually using traditional techniques, by utilising especially designed kits from lens manufacturers (Shamir Panorameter II depicted in Figure 8), or with digital dispensing tools by way of dispensing towers and tablets.

The measurements provided will be used by the manufacturer to produce lenses that when viewed through the ‘as-worn position’, provide the clearest vision possible at the fitting point and in the periphery as discussed previously. An example case will now be considered.

The following patient is supplied with a 1.6 Progressive sports lens design:

**Prescription:**
- Right Eye: +3.00DS/+0.75DC x 45
- Left Eye: +2.50DS
- Addition: +2.00D R&L

**Frame Data:**
- Horizontal boxed lens size (A): 64mm
- Vertical boxed lens size (B): 38mm
- DBL: 14mm
- Mono PD’s: 32mm R&L
- Mono Vertical Heights: 20mm R&L
- Face Form Angle: 24 degrees
- Pantoscopic Angle: 6 degrees
- Vertex Distance: 13mm

The final lenses supplied by the manufacturer may have a verification power of:
- Right: +2.81/+0.89 x 41.5 Add: +2.05 Prism: 2.8∆ base 343.2

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Asymmetric aberration in the Far & Near zones

Figure 6. Progressive lens performance when glazed into a wrap frame

Figure 7. Fully optimised and individualised progressive lens design
Left: +2.30/+0.21 x 157.2 Add: +2.03 Prism: 2.5 Δ base 193.3

These powers reflect the designers’ efforts to overcome errors caused by the oblique positioning of the lens in this high wrapped frame so that when worn by the patient, they can enjoy superior visual performance in the chosen sports style spectacles.

LATEST DEVELOPMENTS

The method of high performance sports lens design and production has now been taken even a stage further with lens designs being released over the past couple of years that have not only been optimised and individualised to work specifically in wrap frames, but also for various sports. These are not just the same old sports lenses with a different filter/lens colour, but lenses that have a different design concept to ensure that keen progressive lens wearing sports participants get the right power in the right place to ensure maximum visual comfort and performance.

There are only three such lenses available today that all utilise an individual power profile to enhance performance for the following given sports:

- Skiing
- Golf
- Running

The ‘Ski’ lens design focuses on minimising surface astigmatism, swim effect and aberrations (Figure 9), to ensure clear safe viewing whilst moving at high speeds, all vital considerations for progressive lens wearers that ski.

The ‘Golf’ lens design tackles all of the well-known drawbacks that progressive lens wearers face when out on the course, ie. golfers make more than average use of their peripheral field of vision as they focus on the ball, look out sideways to where they want the ball to go, and back down at the ball.

Ordinary progressive lenses don’t provide golfers with the extra help needed for that peripheral viewing and the typical power profile of an ordinary progressive lens ensures that when viewing the ball at their feet, there is too much power at that particular point within the corridor so the ball isn’t clear forcing the wearers chin down into an uncomfortable position as they try to find the correct working distance within the lens design (Figure 10). The Golf lens design then ensures clear peripheral viewing and a natural posture when addressing the ball along with clear distance viewing and the ability to read to fill in their score card.

Any presbyope who runs regularly, whether for enjoyment or competitively is familiar with the problem ordinary progressive lenses present – sharp focus is lost in vital areas. Speed and pace may suffer as the runner deals with obstacles that may not have been clearly visible in time, or with distorted peripheral or proximal viewing. The ‘Run’ lens design overcomes these issues whilst optimising vision in the 1-5m viewing zone (termed the ‘safety zone’ by the supplier – see Figure 11) by producing a unique power profile that lengthens the viewing distance in the mid-section of the progressive corridor (Figure 12).

Each of these enhanced sport lens designs (Ski, Golf and Run), when combined...
with a suitable tint, filter and coating, offer the high vision performance expected by keen participants in these chosen sports vocations.

CONCLUSION

It should always be remembered that we can produce any lens design using digital surfacing but it is a complete waste of time if the design itself has not been optimised, for example in this instance, to perform in high wrap frames and individualised to maximise performance in the chosen frame.

It is the design of the lens not its surfacing method that dictates how a lens will perform; the role of digital surfacing is just to create the advanced curves calculated during the design process whilst utilising as worn frame measurements during surfacing which traditional production methods are unable to achieve. It is, therefore, imperative to work with a lens manufacturer that can provide these fully optimised and individualised freeform lens designs as the benefits are far superior to those achieved by any other alleged sports lenses.

Although lens designs recommended for sport are offered by several UK market manufacturers, Table 1 highlights some of those who supply fully optimised and individualised freeform sports lenses, and the ranges currently on offer.

When choosing the lens material for a pair of sports spectacles, there are a few factors that should always be considered:

- **UV**: If the wearer’s sport is an outdoor activity then a UV coating should be applied to 1.5 hard resin lenses; all other materials will naturally absorb 100 per cent incident UVA & UVB.
- **Tensile strength**: As 1.74 has very low tensile strength this material is particularly unsuitable for semi-rimless sports frame styles.
- **Impact resistance**: This is by far one of the most important factors when considering lens materials for sports participants and, therefore, 1.59 polycarbonate or 1.53 Trivex materials are the obvious first choices.
- **Optical clarity**: Lens materials with higher Abbe numbers offer the best optical clarity.

In the author’s personal experience, and considering all factors, 1.53 Trivex material offers the best all-round protection and performance that sports enthusiasts expect from their eyewear. It offers great UV protection, has good tensile strength, is impact resistant and provides great optical clarity.

1.53 Trivex material is now also available in a wide range of pre-tinted options offering great contrast under the ‘NXT’ brand currently available through several suppliers. Within the range are various fixed tint options, polarising filters, photochromic (Varia) options, mirrors and polarising photochromic (Varia Polar) filters, all in a wide range of colours to satisfy the wearer’s individual colour preferences.

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<th>Max SPH</th>
<th>Max CYL</th>
<th>Material</th>
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</tbody>
</table>

Table 1. UK market manufacturers of individualised lenses for sport
Multiple choice answers:
Measuring that unknown RGP in practice by Keith Cavaye

1. What does not form a rigid contact lens back surface design?
   a. Paraboloidal or elliptical aspherical curves
   b. A series of spherical concentric curves
   c. Convex concentric curves to flatten the peripheral radii
   d. Aspherical and spherical curves

   c is the correct answer. Convex (front surface) curves are not relevant to a back surface design.

2. Which abbreviation is incorrectly written according to British Standards?
   a. BPZD1
   b. BOZR
   c. BPZR3
   d. BZOD

   d is the correct answer. BZOD should read BOZD.

3. Which statement is true regarding rigid contact lenses?
   a. It is not practical to verify the first peripheral zone diameter
   b. The tolerance on a back vertex power of -6.00D is +/-0.25D
   c. Back optic zone radius cannot be measured with a keratometer
   d. Peripheral radii are best checked using a V-gauge

   a is the correct answer. Peripheral curve diameters can only be successfully measured if the blending on the lens allows them to be seen. This is not often the case.

4. The geometric centre thickness of a rigid lens is likely to be...
   a. reduced if the back curve is very steep
   b. rejected if 0.01mm different from the specification ordered
   c. over 1mm
   d. between 0.1mm and 0.4mm

   d is the correct answer. This is measured using a simple dial gauge, which is directly connected to a spring loaded probe.

5. If the contact lens is not placed very close to the focimeter stop...
   a. a cylindrical element will be introduced
   b. the reading will be more positive than the true value
   c. the reading will be more negative than the true value
   d. a prismatic effect will distort the image

   b is the correct answer. This is due to effectiveness changes, even with small discrepancies in distance.

6. On which set of measurements from the practitioner do contact lens manufacturers mostly rely?
   a. BVP, TD, BOZR
   b. BPZR1, BVP, TD
   c. BOZD, BVP, CT
   d. BPZD1, CT, TD, BVP

   a is the correct answer. The back vertex power, total diameter and back optical zone radius.

Sports participants will often spend hundreds of pounds on their clothing and equipment without a second thought as they believe the benefits of using such equipment will enhance not only their performance, but their overall experience whilst taking part. This attitude would, therefore, suggest that many patients would buy an optimised pair of sports lenses if the benefits were clearly explained and demonstrated.

Many sports enthusiasts are actively seeking new ways to enhance their sporting experience. The sports vision revolution is coming – ensure your dispensing solutions perform.

TANYA STOREY is a registered dispensing optician and Sportvision Diploma holder, currently working as product development manager for Shamir UK. Tanya has worked in optics for 17 years and spent seven of these in multiple and independent practice working up to a managerial level.

ACKNOWLEDGEMENT
All images and lens calculations are provided courtesy of Shamir.

As one of the UK’s leading lens manufacturers, and long-term advocate of ABDO, Shamir is proud to support the continuing education and training of eyecare practitioners through Dispensing Optics.
If you want to expand your practice or develop a new specialism, have you thought of focusing on sports eyewear and eyecare? With specialist products and qualifications now available, plus research to help sports people perform to the max, this is a fascinating area. In this article, we hear from two optical sports enthusiasts about how they put their interest into practice.

‘GO TO’ PRACTICE FOR SPORTS
Jim Green is director of the Eyesite Group. He is also responsible for developing sports vision services across the whole group. As you walk into Eyesite’s Brighton store, you’ll see high fashion spectacle frames down one side, but on the other side there is what Jim calls ‘the Oakley Wall’, with three ranges of frames divided into Lifestyle, Active and Sports.

Jim explains: “We have around 125 Oakleys in stock at any one time, and back that up with 100 Maui Jim frames and around 60 Bollés, as well as fashion sunglasses. Our practice is definitely a destination for sportspeople now. The team is now briefed on the optical requirements of most sports, and can ask about training and performance needs. A triathlete, for example, might need different products for swimming, cycling and running, and we can provide that whether they have a prescription or want plano lenses.”

The reputation of Eyesite Brighton for sports eyewear has developed over a number of years through the efforts of the team to build links with local sports clubs and professionals. Jim says: “We decided that we wanted to be more proactive about sports vision, and after meeting with Geraint Griffiths and completing his sports vision training, our first step was to contact local golf clubs. Their demographic matched our customer base, so we picked three in a triangle around Brighton, and spoke to the pros.”

“We created a selection of frames specially designed for sportswear, with Oakleys, Bollé frames and a generic branded product for those on a smaller budget. We picked products that would provide good contrast, and we picked Bollé because they offered prescription options from +8.00 to -8.00 DS – the best we’d found. We introduced the pros to these, and showed them the specific products that would help for golf. Some were better for the dedicated sportsperson, while others would also be suitable for leisurewear.”

“All three pros came in and bought sunglasses, which we offered them at a competitive price. This gave us the chance to explain about the benefits of high contrast lenses, polarised lenses and interchangeable lens features, and specialist fits, such as skull grip fitting, and the pros really took the information on board.”

For our sports vision special issue, Antonia Chitty meets two experts putting their interest into practice
By selecting the best lenses in this frame, Brad’s all-round vision was improved, and he made a podium finish in the next three races.

“This project resulted in a good rate of referrals, and the benefits went further than we had imagined, as one pro went on to play in the South African league and regularly tweeted photos of himself in action, in our eyewear. We extended the relationship with one of the clubs, and now have our banner at the bottom of their video playback coaching facility.”

CLUB COLLABORATIONS

Eyesite’s plans to expand sports examinations and dispensing didn’t stop at golf. Jim explains: “One of our optometrists is a fanatic about cricket and sports vision. With this interest, it made sense to develop the sports specific Advance Gold eye examination. Over an hour and 10 minutes, this test involves the practitioner getting a real understanding of the person’s sport, as well as tests from our regular Gold Standard eye examination, including OCT, Optomap and retinal photography.

“The practitioner can discuss UV protection, how to achieve best vision, the use of polarised lenses, and we take refraction very seriously. If the only issue someone has is a 0.50 cyl and they are asymptomatic, this may not be a problem in everyday life, but can make a difference at high level sports. We opt for the sharpest vision so they can perform to their best ability, even in low light levels.

“Cricket clubs have a duty of care to their players, so when we approached Sussex County Cricket Club, this level of eye examination ticked all the boxes for them. We initially agreed that all the A team would be examined, but soon this included the development squad and academy players who wanted the same treatment. We contra’d some of the investment the club was making with marketing, so we have banner adverts at the ground now.

“Beyond that, our practice has benefitted as around 25 per cent of players have gone on to have contact lens examinations. Part of the agreement was to offer every player a 30-minute Sports Specific Sunglass Consultation. With players often spending six months in the UK and six months in sunnier climates, they had a range of needs with two or three product solutions, such as a very dark lens, a lighter contrast lens and clear lenses for night training. We have also found players returning for sunglasses for family who watch them at matches. We have even signed a contract to deliver eyecare to the large number of administrative staff who work in the cricket club’s offices.”

Jim knew that in order to keep the practice at the forefront of sports vision in the area his next target had to be Brighton and Hove Albion football club. He says: “I am now in a position to confirm that we are the Official Eyecare and Eyewear Partner for the club. Part of this arrangement is that we get involved with the club’s promotional actives, and we provide eye examinations for the club’s 200 admin staff. It’s a great opportunity to educate the business about their duty of care for employees who use computers, how they can be seen to be proactive and it fits with a ‘great place to work’ ethic.”

Eyesite is also involved in the career of motorcycle racer, Brad Ray. Jim explains: “As a teenage racer with a +6.00 prescription, Brad had never had sunglasses and his specs were not ideal. I met his manager and we agreed to help him. Because of the size of Brad’s existing spectacles, he wasn’t getting in close enough to corners, and competitors could squeeze through the gap. We made him a pair of Oakley Ophthalmic Paperclips, checking that they would fit well under the helmet.

Motorcycle racer, Brad Ray, whose eyewear needs are met by Eyesite

By selecting the best lenses in this frame, Brad’s all-round vision was improved, and he made a podium finish in the next three races.
“By selecting the best lenses in this frame, Brad’s all-round vision was improved, and he made a podium finish in the next three races. He has raced in Texas, a challenging proposition for any eyewear with rain combined with 25 degree heat. Brad races well in the rain, and has great proprioception. We fitted him with Essilor Optifog lenses. He didn’t steam up once, and went on to outperform the field.

“When Brad started competing on the world stage in order to provide him with the best eyewear for his needs, we made up a pair of wrapped 80 base sunglasses, to not only protect his eyes, but to look the part in the pit. Brad now regards putting on his music, his sunglasses and his game face all as essential parts of pre-race preparation,” Jim adds.

Jim has developed a sports kit, which consists of 10 pairs of sports specs, goggles and diving masks, designed for every practice in the Eyesite Group, and has appointed a sports champion to lead on sports eyewear. He says: “The practices are all different sizes, but each keeps this as a minimum. The kit makes it easy to meet everyone’s needs, whether they simply want a quick pair of best sphere swimming goggles for their holiday, or are ready to invest in the best to achieve performance improvements.”

**NOW FOR THE SCIENCE BIT...**

When starting to think about vision for sport, Geraint Griffiths, author of the Diploma in Sportvision Practice and chair of the Association of Sport and School Vision Practitioners, says: “You need to understand the refractive process in relation to eye dominance and dominance type. Everyone has a dominant eye.

“There are two primary visual skills in sport and all other occupations, aiming, where you are relative to the object in space, and the ability to anticipate the arrival of the object based on depth perception. If someone has an unstable right dominant eye, for instance, that tends to diverge as the eye fatigues, then the position of the ball changes as attention swaps to the non-dominant eye. As a result, it hits their fingers or they miss it altogether.

“Research has identified two types of eye dominance: Type 1 in which the right eye, right hand and right foot are dominant; and Type 2 where there is any left tendency in hand, eye or foot, which covers anything from ambidextrousness in hands or feet to mixed or complete left eye dominance.”

Geraint continues: “A difficulty with aim or depth perception is associated with a visual system controlled by focusing; the accommodative vergence reflex is used to control a lack of ability to converge. If you don’t find the root of that problem, often an accommodative/convergence insufficiency and go straight to exercises, you are just making a slow system work harder. Once you stop the exercises, it all returns to how it was.

“With divergence excess, it is vital to make sure that there is no latent hyperopia indicating over-accommodation. A careful refraction and binocular balancing is required to get out all the plus. After that, the practitioner needs to measure the fixation disparity, correct it according to Mallett, and be sure to put the prism in front of the eye with the slip. Now the visual system isn’t led by the accommodation, but is controlled by the extraocular muscles.”

*Sports vision expert, Geraint Griffiths*
SEVEN KEY TESTS TO ASSESS
Geraint has worked on developing a series of tests that help any practitioner make the best assessment of vision for sports, and other occupations. He says: “In order for us to communicate this to the profession, we have had to develop a diploma in sports vision practice, which focuses on seven key tests, examining the seven elements of visual performance which all have to be in place to play without difficulty.”

Carrying out these tests gives the practitioner an opportunity to communicate with the sportsperson. Griffiths says: “These screening tests are the essential link to the athlete; they demonstrate effects to the eyes to diverge, which can be related directly to their history or symptoms. You can demonstrate this as a dispensing optician and explain the logic, if you are grounded in the science,” Geraint explains.

“If any one diagnostic element of sporting visual performance in the visual system is faulty, we use specs and/or contact lenses, prisms and tints to restore binocularity and aiming. Every sport to a great or lesser degree requires a visual input and if this is corrupted in any way, this will decrease sporting performance.

“Optometry and dispensing optics are entirely complementary and equally important to the visual outcome and long term health,” Geraint says. “Vision and occupation are directly linked. This helps us understand why anti-reflection coatings are important, and why we need to reduce glare. For good dispensing in sport, we need to be aware of modern trends in wrap lenses – as peripheral vision is critical. We need to stay up-to-date with advances in freeform lenses and lens materials, understanding, for example whether polycarbonate or Trivex is better and their tinting possibilities.

“Knowledge about tints is vital, such as how and when to apply photochromic tints and the kind of tint that someone needs. We’ve devised a test to assess the saturation and hue of tints depending when and where it is used. And contact lens opticians need to know when contact lenses might be best with or without an optical appliance – all the province of the dispensing optician.”

The visual system affects a whole range of sports. Shooting is dependent on good vision, as Geraint says: “We have worked with some members of the Olympic sporting team in pistol, clay and rifle shooting. One very interesting finding is that the monocular correction of prism is very important. This confirms my belief that the eye that has the paresis is the one that needs support; prism shouldn’t be split unless there is no other option.

“One person tended to lower her head gradually as she aimed, to elevate her eye to combat a weakness in her depressor muscles. She already had the other eye occluded as she couldn’t shoot with both eyes open. We measured the effect of vertical prism on the clarity of foresight of her gun, and the vertical prism was the only thing that improved this,” he adds.

Football is a different sport to shooting, but uncorrected visual errors still play a big role in damaging performance. Griffiths says: “A goalkeeper in a good league club was sent along as he was missing balls from the wing and misjudging tackles. He was a big chap, a professional athlete, with his job on the line. He turned out to be slightly myopic by half a dioptre with some astigmatism and initially he appeared to be esophoric. When this small amount of myopia was corrected, he became exophoric. He was controlling a decompensated phoria by using accommodation, habituated by a convergence insufficiency.

“Once his vision had been stabilised with contact lenses, presenting a clear foveal image, everything fell back into place. I heard from the manager a few months later that he had been sold for three times his transfer value and his performances had become world class.

“There is much more that sport vision can contribute to our overall understanding of how the eye and body work in synchronicity,” Geraint concludes.

For more information, visit www.sportvision.co.uk. You can also learn more about finding the best lenses for sport in two articles that Geraint Griffiths wrote for Dispensing Optics in the April and May 2013 issues. Find out more about eyesite at www.eyesite.co.uk
Eyes down for Optrafair

Optrafair organiser, the Federation of Manufacturing Opticians (FMO), believes this year’s event, being held at the NEC Birmingham from 18 to 20 April, is destined to be the “best ever” and is “not to be missed”. It’s certainly not one to be missed for ABDO members, who will have the chance to hear from some leading lights in the field of vision science in a dedicated ABDO programme running on both Saturday 18 and Sunday 19 April in the ABDO Lecture Theatre.

As an official event partner, ABDO will be offering CET with a bespoke programme (repeated on both days) featuring five internationally acclaimed speakers including special guest Bernard Maitenaz. “ABDO’s CET offering at Optrafair 2013 was so well accepted that for 2015 we have devised a dedicated programme and will utilise a specially designed lecture theatre within the Optrafair exhibition hall, to give opticians the opportunity to access the type of speaker UK opticians wouldn’t normally get to see,” explained Elaine Grisdale, ABDO head of professional services and international development.

“Flying in especially to lecture for ABDO, most of our speakers work behind the scenes every day in the research and development of products being dispensed in High Street practice. This is a unique opportunity to hear directly from the ‘horse’s mouth’ so to speak – and to go beyond what’s written about today’s products in marketing brochures. There’ll be an opportunity to speak with each presenter after their lectures and to ask them anything you’re not sure about.”

FROM RESEARCH TO WEARABLE TECHNOLOGY
In a joint presentation entitled, ‘From physical to physiological optics: latest research impacting on future lens choice’, Bernard Maitenaz and Bérangère Granger will cover the history and development of progressive power spectacle lenses, the hundreds of different lens types available today, and how important research is in introducing quality products.

“As the inventor of Varilux lenses 60 years ago, Bernard Maitenaz is a legend in his own lifetime,” said Elaine. “It will be a real thrill to see him share a stage with French optometrist Bérangère Granger, a talented researcher on the visual system, currently working in R&D with Essilor International.”

Also on the programme is a presentation by Finnish optometrist, Petri Escola of Hoya Vision Care Europe, who will discuss ‘Fifty shades of grey and more: understanding photochromics’. An expert in fitting spectacle lenses and in the technical details of lens design, Petri is also visiting lecturer at Helsinki Metropolia University of Applied Sciences Department of Optometry for Lens Technology and Non-Adaptation.

Polarised lenses will be to the forefront in a presentation by Igor Loshak of Younger Optics, entitled ‘Polarised lenses as key to ideal eyewear’. “As Younger’s vice president of international business, and with an MSc in chemical engineering, Igor has a unique insight into polarised lens dispensing and technology from both a scientific and business angle,” said Elaine.

Igor’s lecture will include an analysis of existing ophthalmic lens technologies with the emphasis on properties vs values as benefits for the end users. He will also specifically emphasise the current developments in prescription sunwear, polarisation and photochromic technologies, advances in materials and the influence of digital surfacing technology on lens availability and selection.

If smart glasses are beginning to pique your interest, then look no further than Bob Forgan’s lecture, ‘Smart glasses: the future of eyewear’. “Managing director of Waterside Laboratories, Bob is at the forefront of this burgeoning industry and is an expert on how dispensing smart eyewear could work in everyday practice. His lecture will provide an enthralling insight into the latest developments in smart glass technology, focusing on the added value dispensing opportunities this new category offers whilst addressing how to overcome the new optical challenges that smart glasses present.”

Completing the line-up will be a fascinating ‘behind the scenes’ look at traditionally surfaced ophthalmic lens solutions.

ABDO is bringing a bespoke CET programme to Optrafair in Birmingham next month, writes Nicky Collinson
for troublesome prescriptions with Norville Group director, Paul Walden, in ‘Computer says no: what a difference a decade makes’. Paul has worked for the Norville Group for the last 25 years, starting in manufacturing in Gloucester, and is now involved in many aspects of the business including new technologies in lenses, equipment and IT. His presentation will deal with traditional specialist lens supply for higher prescriptions, challenging prisms and prism control along with specific finishing and handmade lens manufacturing. Paul will then examine new production methods in freeform and the viable solution of troublesome prescriptions in this newest of lens making mediums. His talk will also touch on occupational and sun lens options.

Each lecture will be free to attend for both ABDO members and non-members, on a first come first served basis, and will offer one interactive CET point. To view the full timetable and programme of seminars, and to book, go to www.optrafair.co.uk

ABDO will also be conducting paediatric dispensing workshops in the ABDO Theatre on Monday 20 April at 9.30-10.30am, 11am to 12pm, 12.30-1.30pm and 2-3pm. Admission is strictly limited, there will be no advanced booking and places will be allocated on a first-come, first served basis on the day. The workshop will be approved for three CET points.

NETWORKING AND BRAINSTORMING
But it’s not just CET on the ABDO agenda at Optrafair – there’ll be plenty more on offer from the Association over the three-day event. ABDO and the FMO are coming together on the evening of Sunday 19 April to throw a networking party at the NEC together on the evening of Sunday 19 April and to register visit www.optrafair.co.uk

PRODUCT PREVIEWS AND PROMOTIONS
The latest frame company to confirm its presence at Optrafair 2015 is Marchon. “We look forward to welcoming visitors to our stand to view the latest collections from our extensive brand portfolio and the chance to benefit from our exclusive show offers,” said a spokesperson. Optrafair visitors will be the first to view the new collections from Silhouette, which returns to exhibit after a six-year absence. The company will be introducing SPX+ full-rims, and from Adidas Eyewear there’ll be the latest Evo sports eyewear collection of cycling frames.

To celebrate its 2015 optical and sun collections, Dunelm Optical will present more than 150 new styles, while Dibble Optical will launch brand new Dutch design, Vingino Eyewear for children. Making its Optrafair debut, Eyspace will showcase more than 50 styles from its six designer-led brands, while Continental Eyewear will have 10 new x-eyes designs on show, the 2015 Jaeger sunglass collection and new additions to its Lazer range for both children and adults. Highlighting the trade show launch of Invu, the polarisation range from Swiss Eyewear Group, Norville will show a complete range of both plano and glazeable frames plus sports Rx solutions.

Cheryl Donnelly, explains: “As well as catching up with our existing members, we are keen to meet with those eyecare practitioners who don’t fit contact lenses to discuss how, alongside spectacle wear, offering a dedicated contact lens service can be a huge and successful part of their business.”

The BCLA will be sharing a space with industry partners, and offering short presentations in a contact lens fitting area, ‘giveaways’, and the chance to win a VIP Package to its 2015 conference.

For more information about Optrafair, a full list of exhibitors and to register visit www.optrafair.co.uk

35

Dispensing Optics MARCH 2015

Eywear fashion will take centre stage

SunClips system that works with both metal and plastic frames and combines the easy on/off utility of a spring bridge with a unique patent-pending ‘slip over’ clip.

In technology, Birmingham Optical will showcase the latest tools from Oculus and Keeler plus the Nidek range, including the new Nidek Retina Scan Duo combining high definition OCT and fundus imaging. Norville Autoflow will display the full ranges of Briot and Weco edging systems for the lab as well as products for both the practice and workshop. A new addition to the Zeiss stand will be the Zeiss Experience Centre – allowing visitors to embark on a journey around the practice set-up, experiencing how diagnostic equipment and data management can integrate to produce a sophisticated workflow, for both the patient and practitioner.

Bausch + Lomb will be flying the flag for the contact lens industry, Tom Bailey, Bausch + Lomb sales and clinical training manager, said: “There is a huge opportunity to dispense contact lenses to the presbyopic market with our new lens technologies; our nutritional product Ocuvite and the Eye-ssential mask are all important opportunities for additional sales and building loyalty to the practice,” added Tom.

The British Contact Lens Association (BCLA), also an Association Partner of Optrafair, is eager to meet those not currently prescribing contact lenses, as CEO Cheryl Donnelly, explains: “As well as catching up with our existing members, we are keen to meet with those eyecare practitioners who don’t fit contact lenses to discuss how, alongside spectacle wear, offering a dedicated contact lens service can be a huge and successful part of their business.”

The BCLA will be sharing a space with industry partners, and offering short presentations in a contact lens fitting area, ‘giveaways’, and the chance to win a VIP Package to its 2015 conference.

For more information about Optrafair, a full list of exhibitors and to register visit www.optrafair.co.uk
More than 6,000 visitors turned out for the three-day event, which offered a mix of CET, business lectures, hands-on sessions – including ABDO frame and paediatric spectacle fitting skills workshops – plus some 2,000 products on display from around 200 exhibitors, daily fashion shows and celebrity appearances.

Exhibitors praised the event, with Jason Kirk of Kirk & Kirk saying: “100% Optical 2015 was a great event that marks a turning point for British optics.” Chris Beal, Menrad MD, said: “It’s been an excellent show with plenty of activity and a positive vibe.”

Visitor reaction was equally positive. “The show provided a great selection of large and small brands. It’s a good size and there was great CET on offer,” said Nicholas Fox of Fox Stephens. Indy Doldey of Shropshire commented: “This was my first visit to 100% Optical and it was very good: easy to find, nicely laid out with useful informative talks.”

An Eyewear Design Competition, run in conjunction with the Royal College of Art, crowned Hannah Evans as the winner. She will now go on to take an internship with Mondottica. Jade Edge won the show’s Visual Design Competition, which invited students to come up with some unique ideas for window displays based on the latest eyewear trends. Jade created ‘highlights’, and her window display was purchased at the show.

A #blinkwinkthink social media campaign in association with charity partner, Fight For Sight, raised thousands of pounds towards vital pioneering eye research.

100% Optical’s event director, Nathan Garnett, commented: “We are extremely pleased with the second edition of 100% Optical. The addition of some key brands in the industry, as well as support from across the optical profession, meant that we were able to improve the experience for our visitors and deliver a trade event that the industry can be proud of.

“The feedback has been extremely supportive and we are now busy planning the 2016 show with lots of new ideas on how we can take it further. We are already up 50 per cent year-on-year for exhibitor bookings and many new brands came to see how they could take part in 2016. 100% Optical in London is here to stay.”
100% Optical was a great environment to get ‘stuck in’, writes Fiona Anderson

Well, where to begin? When I arrived at ExCel – directly from a very early flight to the capital – I proceeded directly to the exhibition hall, large coffee in hand. I had visited the 100% Optical website before I left home to see what was on offer and was impressed by what I had read – and on arrival in London I was not disappointed.

The amount of CET/CPD on offer was amazing. 100% Optical offered – and delivered – lectures on the main stage, supported by smaller, more ‘hands-on’ discussion and skills-based workshops in each of the Equipment, Lens, Business and Fashion ‘Hubs’ within the exhibition halls. The topics covered were vast: clinical management, technology, customer service, contact lenses, marketing, HR to name but a few.

The main lectures and workshops I attended were, not surprisingly, centred on dispensing and I stayed within the Fashion Hub, as this was where most of the dispensing topics were delivered. The main stage was used for more clinical subjects and keynote lectures.

FOCUSING ON OUR STRENGTHS

On Saturday, Debbie Gigg of the Worshipful Company of Spectacle Makers, delivered a lecture entitled: ‘How good HR practise can improve your practice’. HR is an area that many DOs are happy to leave to head office but if, like me, you don’t have a head office, what do you do? Who do you turn to? What are the legalities, etc? Debbie highlighted common sense approaches to many situations, which could arise in practice and showed practical solutions to potentially difficult situations within the day-to-day running of our businesses.

On Sunday, ABDO’s own Elaine Grisdale took to the stage to discuss bespoke eyewear, extolling the strengths and skills we have as dispensing opticians. She encouraged the audience by reiterating that we can produce bespoke eyewear for our patients because we are all taught how to take appropriate facial measurements and it is, of course, a requisite to becoming a fully-fledged qualified optician and part of the Final Qualifying Examination (FQE).

We need to have faith, dare to be different and actually do it, she declared.

Elaine also shared the ‘how to’, which served as a helpful reminder to those DOs in the audience who have to shake off the dust from their facial gauge before they use it! Elaine also spoke about the way offering a service such as bespoke eyewear can, and does, differentiate the practice and the business opportunities that this can bring.

The two days I spent at 100% Optical were not only reviewing the education on offer, I spent a large amount of my time at the purpose built ABDO Arms. When I read this in the pre-conference blurb, I had visions of myself being behind the bar pulling pints or my worst nightmare – waitressing! Thankfully, neither of these two jobs came to pass, which I am extremely grateful for, and I spent many a happy hour chatting to delegates.

Most of the visitors I spoke with were either ABDO or Association of Optometrists members, and they were happy to chat about what they thought of the show, and what they had come specifically to see. A great many exhibitors also stopped by the Arms to catch up, and the whole vibe of the event was extremely laid back and convivial.

‘HAVING A GO’ TO BOOST OUR SKILLS

Now onto the workshops: ABDO president, Peter Black, led a skills workshop entitled, ‘Should I really be sending that away?’, which was well attended and often oversubscribed – so much so, extra sessions were hastily put on. The workshop centred on repairs and modifications that can be made in practice to rimless frames and mounts – without the need to send them back to a lab or prescription house. Many delegates I spoke to really enjoyed the ‘hands-on’ nature of the workshop and being able to try to effect the repair themselves without having to worry that they would break or damage spectacles belonging to a patient which would likely have cost hundreds of pounds. It was a safe environment to ‘have a go’.

ABDO also provided a paediatric spectacle fitting skills workshop with ABDO’s Barry Duncan, Paula Stevens and Joanne Abbott ably assisted by the ABDO paediatric heads – the anatomically correct heads that were commissioned by ABDO to enable opticians to perfect their skills when fitting children.

The three current heads represent a 12-month-old, a nine-year-old and a five-year-old child with Down’s syndrome. This workshop was also oversubscribed with delegates standing around ‘in the wings’ just in case there were any ‘no-shows’ and a valuable space could be filled. Again, delegate feedback stated that it was great to be able to ‘get stuck in’ and actually make adjustments and modifications to frames and then fit them to the world’s best behaved children!

Another skills workshop was led by Walter Berwick – the very last apprentice bespoke spectacle frame maker in the UK – and tools I remember as a newly qualified DO were sitting on Walter’s bench. Sides were being shortened and repined, bridges being ‘bumped in’ and angles were being altered with files. It was a real ‘blast from the past’. This sat side-by-side with cutting edge technology from today – as there just feet away from Walter’s clavulus was a state-of-the-art 3D printer merrily printing out spectacle frames and 3D heads. Truly mind blowing.

If delegates hadn’t already had enough CET, there were six interactive poster quizzes arranged throughout the exhibition halls in a trail. Many delegates were seen chatting to each other and discussing the cases on show – creating a truly ‘interactive’ CET experience. I had a great two days at 100% Optical – was totally exhausted by the end of it and slept most of the way home on my flight to Aberdeen. It wasn’t all work – a good deal of it was play – and I met many old friends and made some new ones. What more can you ask for?

Fiona Anderson BSc (Hons), FBDO R, SMC (Tech) is ABDO vice president, chairman of ABDO Area 12 (Scotland) and a self-employed dispensing optician. She is also an ABDO practical and theory examiner, Optometry Scotland council member, and Grampian AOC observer.
As was to be expected, eyewear was in evidence in great numbers at the show with a good selection of individual designers, and small collections from overseas – a welcome sight along with some well known names, retro companies and old favourites.

The frames were diverse and individual, with many designers using their own names as a brand, showing that anything goes. A new horn and carbon fibre mix material was proudly mentioned, as were bright acetates, horn and wood. Colour hand-painted on and laminated fabric gave eye-catching brightness to various collections, while others used thick and heavy plainer shapes for the men with small but memorable details.

Metal and rimless frames are still popular due to their thin and lightweight properties, with the shapes evolving towards the bolder and larger acetate designs. These ranges showed a stronger, more adjustable design than original styles that were hoped to be virtually unbreakable. The 12 live catwalk shows gave us the chance for a welcome break at scheduled points throughout each day, as the energetic team modelled hundreds of the new frames working within the themes of tropical jungle, la vie en rose, blue jeans, nautical and spring showers.

On show were new inspirational designs as a result of the Eyewear Design Competition, organised in collaboration with the Royal College of Art. More than 60 students took part and the six finalists were unveiled at the show, and many of their designs were modelled on the catwalk. Students and judges took part in a discussion about their designs, and Algha Works of London had made up the winning designs as prototypes.

Smart glasses, many designs of which are still in their prototype stage, had a strong presence on the Waterside Labs stand, which welcomed a famous visitor in the form of the Gadget Show’s Jason Bradbury. Smart glasses are ‘facewear’ featuring a wearable computer and heads-up display (HUD). In some cases, the HUD can visually deliver images via Bluetooth from your mobile device, such as text, directions, videos, photos, live chat, locations and so on.

As many of the population access a mobile device daily, some nearly every waking hour, and 66 per cent of the population wear some sort of visual correction, it is expected that people will want to wear a frame and lens combination that will give a good standard of vision with an upward and outward eye rotation towards the HUD, and will connect to, or be part of, the mobile device system.

Could this be the future of frame and lens design? Many people think so and some have started to produce eye rims to marry with the mobile device brow bar and digitally redesign lenses to give a clear optical performance when the patient’s line of gaze towards the HUD would traditionally cause unwanted prismatic effects and off axis aberrations, especially with high powers, oblique cylinders and progressives – or a combination of all three!

Whilst at the moment the technology pieces are heavy and thick, it is easy to bring back memories of the first mobile phone or video tape, and realise that wearable technology will be part of the optical world. Exciting times are ahead.

Kim Marchant FBDO is a dispensing optician at Colin Lee Opticians.
More than 90 guests joined Vision Aid Overseas (VAO) on Monday 9 February for a special evening to celebrate its milestone and to enjoy the company of VAO staff, volunteers and trustees. Held in the Balcony Room at the Swan at Shakespeare’s Globe on the banks of the River Thames, with its magnificent views across to St Paul’s Cathedral, guests included two honorary vice presidents, Brian Ellis MBE and Dame Mary Perkins, founder of Specsavers Opticians, and a number of senior representatives from international optical associations and the UK optical industry.

30 YEARS OF ACHIEVEMENT
In a presentation to assembled guests, VAO chairman, David Scott-Ralph, thanked the evening’s sponsor, Topcon, before explaining that the last three decades had seen significant achievements for the organisation. From its humble beginnings as a small group of volunteer opticians who established the charity in 1985, it had gone on to help more than one million people in 26 countries gain access to life-changing eyecare through the provision of sight tests, training eyecare workers and establishing vision centres and programmes throughout the developing world.

David then outlined the charity’s 30th anniversary programme objectives, which included, “a chance to reflect on the impact we have had in the countries where we have worked and of the people whose lives we have changed; a celebration of the volunteers who are at the heart of these achievements and of the fact that we are a voluntary organisation in the purest sense; an opportunity to acknowledge and thank our current funding partners, and we hope to make new funding partnerships; and a launchpad for the next phase of our work and, crucially, the chance to raise additional funds to support it.”

“For 30 years, our professional volunteers have been the heart and soul of VAO’s work, even while our approach has moved with the times,” said David. “They will continue to form the DNA of the charity as we embark on the next phase of our work, with a new strategy to launch later this year. In the course of working on our new strategy, we’ve been looking at vision and mission statements. We believe a compelling vision for VAO is this: no-one lives in poverty because of poor eyesight; no one lives with poor eyesight because of poverty.”

During the evening guests were able to admire an exhibition of photographs taken by volunteers over the years, and were shown a short video featuring Gizachew Achiso, whose life had been radically changed for the better thanks to VAO volunteers.

Commenting after the event, VAO executive director, Nigel Wilson, said: “We would like to thank all our supporters past and present for the significant difference they have made to these communities – without them none of our work would have been possible. Vision Aid Overseas’ focus now is to look forward to the next 30 years and to proactively continue our mission of fighting poverty through the power of good vision,” added Nigel.

2015 FUNDRAISING CHALLENGE
VAO is aiming to raise £150,000 of additional donations in 2015, to help an additional 30,000 people in developing countries gain access to life changing eyecare services. Volunteers will take part in a number of different fundraising activities and events throughout the year including the London Marathon in April, the British 10K London Run in July and the Great 10km Ethiopian Run, which offers fundraisers the opportunity to enjoy a six-day organised ‘Ethiopian Experience’ in return for their fundraising efforts. The iconic run takes place in Addis Ababa on 22 November with an expected 40,000 people registering to take part from across the globe.

Flying from London on Wednesday 18 November, VAO runners will have the chance to join a number of optional excursions prior to race day, including visiting a VAO project and exploring the cultural delights of the highest city in Africa.

Jeremy Jalie, VAO development director, said: “This is a fantastic opportunity to visit the beautiful country of Ethiopia, which is very rich in culture and character. It will also offer our supporters the opportunity to see first-hand some of the life-changing work Vision Aid Overseas undertakes, thanks to the efforts of our amazing supporters.”

To find out how to get involved in a VAO project, fundraising adventure, or to make a donation, visit www.visionaidoverseas.org

Honorary vice president Brian Ellis MBE with VAO executive director, Nigel Wilson

Guests of Vision Aid Overseas enjoying the evening
It was around seven years ago that a colleague first suggested I attend a local optical committee (LOC) meeting to get some idea of what goes on 'behind the scenes' in the world of optics. Little did I know that this 'sideline' to everyday practice would grow into such an interesting part of my optical career.

I first qualified as a dispensing optician in 1993, going on to complete the contact lens qualification two years later around the same time I began managing a large city centre practice in Plymouth. The practice had recently started to see diabetic patients for an optometric-led Diabetic Retinal Screening Service and, at the time, it seemed that shared care and integration of care between High Street opticians and the NHS was going to present new professional opportunities, as well as commercial ventures.

I knew very little about how these services could be started at my practice, and even less about how they were commissioned from the NHS in the first place. However, it was obvious to me – and it still is – that there are many services that can be better delivered and which, more importantly, patients prefer to be delivered, at their local opticians rather than at a distant, under-pressure hospital eye department.

The logical people to turn to for further advice at that time were the members of my LOC and, as luck would have it, the members of Devon LOC turned out to be a very welcoming bunch and had a strong committee with one other dispensing optician on board.

IN AT THE DEEP END

At the time I joined, Devon LOC was in the process of negotiating with the then primary care trust (PCT) for the continuation of the optometric-led Diabetic Retinal Screening Service (DRSS) rather than a 'man in van', or hospital-based service, and was also negotiating for a Community Glaucoma scheme. I volunteered to help the LOC vice chair, who headed up the DRSS sub-committee, and soon found myself sitting alongside LOC colleagues in negotiations with NHS commissioners, management consultants, and hospital consultants. So I found myself quite literally 'in at the deep end'; it was endlessly fascinating and frustrating at the same time.

What I noticed as time went on – and these negotiations took nearly two years – was how everyone I was working with was deeply committed to the best outcomes for patients, and so the optometric community and the work I was doing for the LOC became more and more fulfilling.

When we finally signed the first Service Level Agreement for our DRSS in Plymouth, it was with a real sense of pride and with a much broader understanding of the commissioning processes within the NHS. I was appointed to be the LOC representative on the Diabetic Screening Programme Board at this time.

ROAD TO QUALIFICATION

By the time the negotiations finished, I had developed a real interest in diabetic retinal screening and the local screening programme manager suggested I looked at the City & Guilds Diabetic Retinal Screening Qualification to become a Screener/Grader.

This course is ideal for dispensing opticians as at a Screening level, the process involves patient interaction, measurement of visual acuities, and retinal photography – many of the things we are involved in on a daily basis. It also offers the opportunity to take further units to obtain a Grading qualification, which opens up a world of retinal anatomy, physiology and pathology, which we rarely touch on as dispensing and contact lens opticians. I was lucky in the fact that the local programme was happy to fund my course – and that is still the case in some areas.

My work time is now split between managing a large city centre practice, undertaking contact lens appointments and diabetic retinal screening – all of which I find deeply rewarding – and the variety of patients I deal with certainly means no day is ever the same.

However, I do feel it is the work I have been able to do with the Devon LOC that most fascinates me and will help my future career development. I have been involved with negotiations at a high level within the NHS locally, have truly learnt that a patient-centred approach means different things to different people; I have learnt to compromise – and when not to – and met a great group of professional colleagues who really care about the future of optometric-based services.

I have also been sponsored by ABDO to attend the Public Health Course at Leeds University – a four-day course with a broad range of attendees from dispensing opticians to NHS managers, ophthalmologists and screeners. The course is well worth attending if you want to know how the NHS makes spending decisions.
Frequently asked questions
answered by Kim Devlin FBDO (Hons) CL

HANDLING OUT CONTACT LENSES
This month’s FAQ is about contact lenses – but it affects everyone in the practice so keep reading...

The question was: “Can an unqualified person give out contact lenses?”

The answer is, as always, “It depends”. If the circumstances are that a patient calls into the practice to collect their new six-month supply of monthly disposable lenses, a non-qualified person may issue them if, and it’s a big if, the transaction follows certain protocols.

The lenses must have been ordered, or the order authorised, by the optometrist or contact lens optician as part of the ongoing care of the patient; they must have been checked on receipt from the laboratory or wholesalers by that person to ensure they are the correct design, size and power – and that the ‘use by’ date is acceptable.

That check should be noted on the record, for a complete audit trail, and then the clinician need not personally hand the lenses out. The patient can then be notified that the lenses are ready for collection; the unqualified member of staff must be aware of the checks and the pricing, be it direct debit or pay as you go. Then the patient may collect them safely from the unqualified member of staff.

The situation is more complex when the sale is not to a patient of the practice but to a patient holding a contact lens specification. This sale is perfectly legal but a qualified practitioner must have checked the specification, checked that it is in date, signed and contains all the relevant details and then checked that the lenses are correct, as with a patient of the practice.

What may not happen is that a patient calls in to the practice claiming contact lenses have been promised, pleading that they desperately need them that night and fully expecting the optical assistant to rummage in a cupboard and hand them over. It happens in every practice and it is vital that all members of staff are aware of the tricks wily patients use to try to get contact lenses that they are not safe to wear.

It may often be the case that the eyecare practitioner wishes to see the patient when they collect the lenses; they might well be a new design or power, which have to be checked in situ before being taken. An appointment may well have been made, but patients don’t always realise the importance of such checks and pop in before the appointment and ask to take them; “I’ve worn them for years, there’s no problem”.

It takes a pretty confident person to deny them lenses but that’s what they must do. The statement: “Mr Bloggs has particularly asked to see you to collect these lenses. May I make a more convenient appointment for you?”, often works but only if everyone knows the situation and reasoning behind the actions.

It is particularly difficult in big, busy practices where instructions can be lost or misunderstood. All practices need standard operating procedures for these circumstances. Staff, qualified or not, must understand the ramifications of contact lenses being given out like sweets. If patients see and understand that systems are in place for their own protection, they are less likely to throw a strop when they don’t get their own way.

It is sometimes necessary to say to a patient in front of an optical assistant: “Please don’t be offended if our staff can’t issue your contact lenses; it is for your own protection – and mine.”

Past FAQs are available for reference on the ABDO website at http://www.abdo.org.uk/frequently-asked-questions
With the exception of turnover per eye examination the Key Performance Indicators fell below those reported in November. The majority of our benchmarks are higher than December 2013. Year-on-year growth for total turnover, number of eye examinations and number of spectacles dispensed was almost flat. Progressive lenses annual growth was positive by almost two per cent. New contact lens fits were marginally positive year-on-year and the value of solutions increased by almost 12 per cent. Panel members showed increased in optimism for future trading compared to last 2013.

The full December 2014 report was published in the 30 January 2015 issue of Optician.

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**WHAT’S NEW IN EYECARE FAQ**

New this month on Eyecare FAQ, you’ll find an infographic to share on contact lenses as well as an optical lingo bingo card full of contact lens related words. How many are you using every day, and do patients know what you mean?

You can use any of the FAQ answers and images on your own blog or website. Follow, like and share these useful resources on your practice and personal social media channels, to help the public learn about eyecare and promote the role of the registered dispensing optician.

Get involved with EyecareFAQ, ABDO’s campaign to help consumers learn more about looking after their eyes, and the role of the registered dispensing optician.

You can find Eyecare FAQ at:

- www.facebook.com/eyecarefaq
- www.twitter.com/eyecarefaq
- plus.google.com/+eyecarefaq
- or visit the website, www.abdo.org.uk/information-for-the-public/eyecarefaq and promote the role of the registered dispensing optician.
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See instructions for use for complete wear, care and safety information.