

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



Based in: Harrogate
Device: California
Consulting rooms: 3
Optometrists: 4

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

As of March 2024 the practice is upgrading again to the California device, ensuring the highest quality of both imaging and service.

Giles Price has been an independent optometrist for 30 years and is currently the senior optometrist at Christopher Nixon Optometrists in Harrogate, which he joined in 2006.

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

Upgrading for success

In 2013 the team invested in an Optos® Daytona device, replacing the P200 that had been in practice since 2006. In turn, this is now being replaced with a California device which offers 200° single capture retinal imaging - an **optomap®** image.

“From day one we have positioned the business as being a leader, not a follower in terms of investment in technology and that's how people think of us,” Giles says. “We recognised the P200 and Daytona and now the California as instruments that could keep us ahead of the game.

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



They deliver something no other single piece of equipment can, so we have made the investments. People expect us to deliver thorough examinations, so the Optos devices fit into our ethos perfectly.”

Investing in the future

Our Optos devices are used in all private eye examinations and offered to NHS patients for a reasonable upgrade fee as part of an ‘enhanced eye examination’. I would estimate that in excess of 50% of our NHS patients opt for **optomap**. We have found that the device essentially pays for itself relatively quickly although it would take a little longer in a smaller practice. We offer **optomap** when patients book their appointment and position it as a more complete examination of their eye health. I sometimes compare it to an MOT versus a full service – an MOT will look so far but to be in top condition you need a full service.”

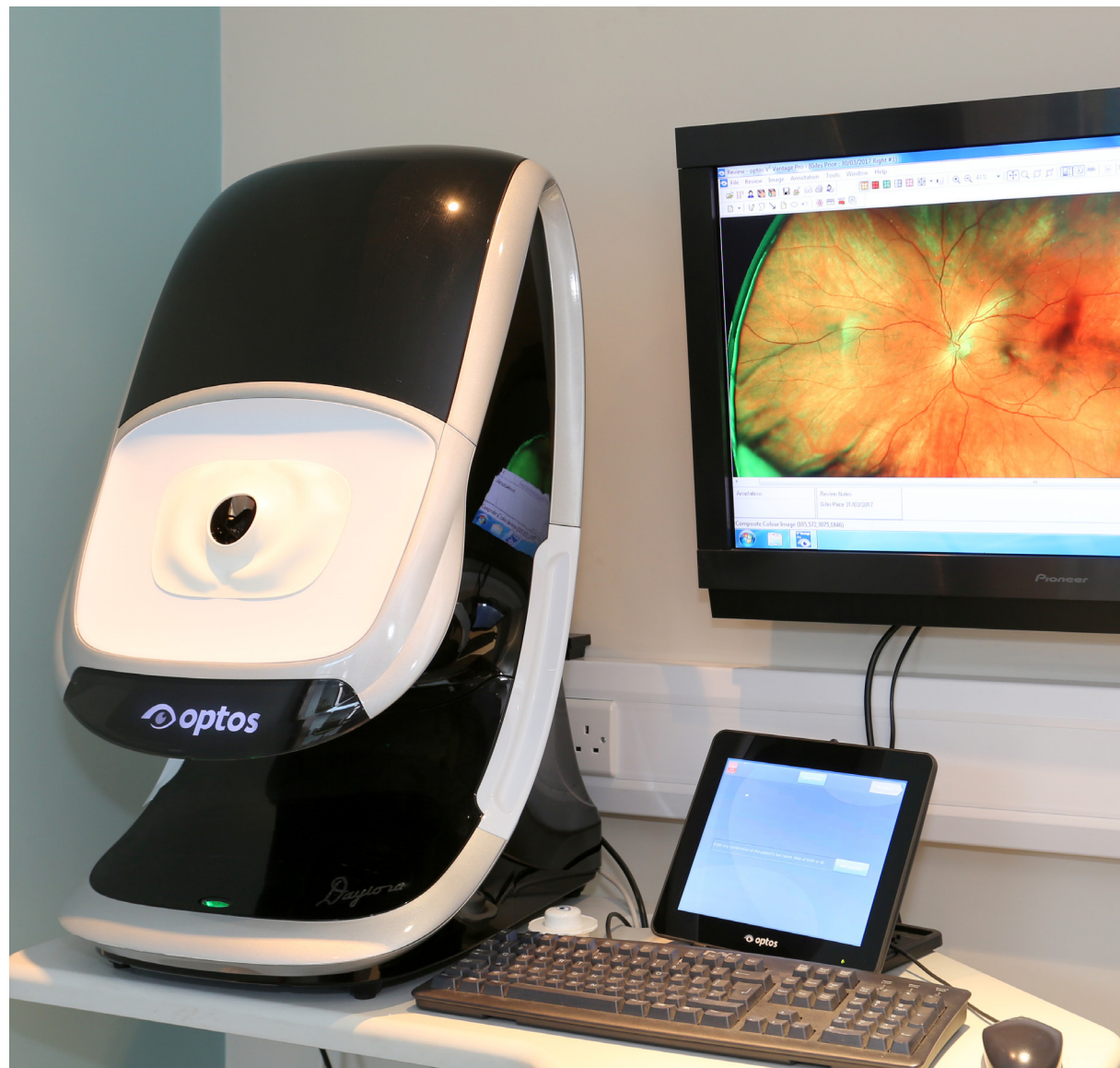
The business offers an initial complimentary **optomap** to children which is great for baseline but also for buy in. “The kids love it because it is fun, and their parents like knowing the full eye health of their child. Plus once you have an **optomap** image on file for future comparison, patients are likely to return.”

For Giles one of the best aspects of Optos technology is the interaction with patients. “We always spend time showing the images to patients, even when it’s clear. That’s one of the joys of the device as it can open up new avenues of discussion with patients. They can see and understand what we are examining. It’s reassuring for them and rewarding for us as practitioners.”

New partnerships

The practice formerly operated an evening satellite clinic for the Optegra Yorkshire Eye Hospital offering pre and post operative appointments for patients. Having an Optos device available for these appointments was greatly appreciated by the visiting ophthalmologists. “We sometimes had requests from vitreo-retinal specialists for patient images to see the results of 360° retinal repair work in such detail!”

After 18 years of working with **optomap**, Giles has words of advice for anyone considering it for their practice: “If you’re going to invest, don’t worry: it will pay for itself. And don’t be afraid to put a premium on it. It is different from the norm and patients appreciate that. Investing in Optos will keep you ahead of the pack and differentiate your practice.”



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

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

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