

KEITH HOLLAND
OPTICIANS

VISION IS EVERYTHING

Welcome to our first edition of INSIGHT

I am delighted to be able to bring to you the first edition of Insight 2020. Over the coming months and years we aim to let you know what is happening in our practice from new and innovative frame arrivals, to upcoming lunch time talks and events. We want to share the latest trends and treatments in family eyecare, nutrition and hearing with our local community.

I do hope you enjoy our launch issue and please email me any suggestions for future editions - Email: dermotsnewsletter@keithholland.co.uk

Dermot



Dermot Keogh,
Practice Owner

CLINICAL NEWS

Myopia - A global phenomenon

Myopia; also known as short-sightedness is a common eye condition where objects far away appear blurred. It has become increasingly common and is thought to affect 1 in 3 people here in the UK. In fact, levels have doubled since 1960. Experts believe half of the people on the planet will be short-sighted by 2050.

High levels of myopia is associated with significant eye health complications, for example, it can increase your risk of retinal detachment and other eye diseases such as glaucoma, cataract and myopic macular degeneration

So, how can we prevent or reduce the progression of myopia?

- Catch early signs - get your family and kids seen regularly for eyetests
- Reduce time on screens & devices
- Increase time spent outdoors



My child is already myopic - what can be done?

- Unique contact lens designs and Orthokeratology slow progression
- Unique designed glasses but these are less effective than contact lenses
- Atropine eye drops (awaiting UK approval)

Please call or email the practice for further information.

PRACTICE CORNER

Introducing our in-house frame and lens experts. The team led by Sid, are Tom, Emily and Nina. If you are done with humdrum shapes and simply tolerable eyewear, then our experts are on hand to help.

We get excited about eyewear and will be sure to find you the perfect fitting frame and colour.

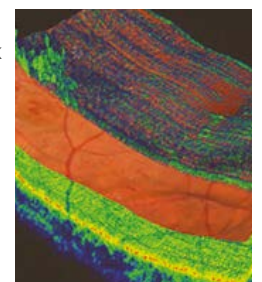
We source frames from niche global suppliers - our recent visit was to Paris where we have sourced sustainable wood, slate and acetate brands for 2020.



NEWS UPDATE - WORLD OF EYE HEALTH

Spotting the early signs of Alzheimer's

A new non-invasive eye OCT angiography could identify people at risk of developing Alzheimer's years before symptoms develop. Recent studies have found that the level of amyloid plaque deposits at the back of the eye correlate with plaque build up in the brain and have even pinpointed where in the retina these plaques are likely to form.



The study has concluded that this technique has great potential to become a screening tool to determine who may be at risk of developing this disease in the near future.

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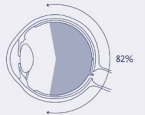
OUR EYE EXAMINATION

We know how precious eyes are and we take our time to give you a relaxed and in depth eye examination, that lasts up to an hour and includes as standard:

- A detailed and personalised OCT scan and ZEISS visual fields
- Innovative non-puff ICARE pressure test
- A stunning 200 degree wide OPTOS field retinal scan
- All our Optometrists have additional specialist qualifications



optomap Retinal Image
200°



Keith Holland



Fundus Camera View
approx. 45°



Traditional optician

WE ALSO OFFER CLINICS FOR:

Nutrition and functional medicine



Joanna Keogh

Our in-house registered Nutritional Therapist and Functional Medicine practitioner, Joanna, offers one to one consultations. She practices an integrative science based approach to help clients optimise their health and wellbeing. Joanna creates bespoke programmes to help guide clients step by step towards their health goals. By working together clients can achieve long term, long lasting health improvements.

Whether your goal is to have more energy, be more productive, optimise your weight, improve your sleep or tackle any niggling or chronic symptoms, book your 15 minute free appointment with Joanna to discuss your health concerns and to find out how the programmes work.

Hearing care

We are delighted to be able to offer Hearing care, ear wax removal and tinnitus consultations at our practice. Unlike vision, where we may notice some change, noticing hearing loss can be harder. Our expert audiologist Helen works with industry leading digital hearing aid manufacturers ensuring we can offer you a high quality hearing care service.



Upcoming Lunch-time Talks with Q&A and refreshments!
June
Cataracts & UV Solutions June 3rd at 1pm with Dermot Keogh

SPECIALIST CLINICS

- Children with reading and eye tracking difficulties
- Dry eye treatment and management plans
- Cataract, Glaucoma & Myopia management

Please follow us on Instagram and Facebook. Like & share our posts to receive an introductory up to 20% off frames!

To book your appointment call 01242 233500 or email reception@keithholland.co.uk