



Accuvision Laser Eye Surgery Clinic

Accuvision, with clinics in London, Birmingham and Leeds, offers patients a lifetime care commitment

How long has the practice been established? Eight years.

Number of staff and their main roles.

Twenty staff comprising consultant ophthalmologists, consultant optometrists, patient co-ordinators, senior nurses, technical managers and directors.

What typifies the sort of patients you see?

Our patients come from all walks of life. Fortunately most of them know someone who has had treatment at Accuvision before. The others come to us because they have done thorough research into laser eye surgery, amblyopia, keratoconus or cataract, or have been to a high street clinic and have not been impressed or told they cannot be treated.

What percentage of your patients wear contact lenses?

Around 60 per cent of the patients we see use contact lenses. It is because of the hassle and long-term side effects of contact lenses that many seek laser eye surgery with Accuvision.

Describe your favourite type of patient and explain why.

Our favourite type of patient is one who has researched laser eye surgery for themselves and has possibly been to another high street clinic first. Not only do they appreciate the consultation and care shown to them at Accuvision but they are able to appreciate this even more having experienced a high-street provider where there is pressure to 'buy' and costs are usually a lot higher.

What is the estimated size of your patient base?

Our patient base runs into thousands. All our patients are signed off after a year but they are all invited back at any time in the future for us to assess how their vision is progressing. We have people visiting us five or more years after surgery to find their vision is stable. This is part of our lifetime care commitment.

What would you say was the most successful area of your business?

While our Lasik procedures deliver incredible outcomes for patients from -14.0 to +8.0, we are very pleased



with our success with keratoconus patients. Our unique treatment using topography-guided ablation prior to corneal collagen cross-linking improves the central corneal symmetry. Any residual spherical or regular astigmatic defect remaining after the treatment can be corrected subsequently by contact lens wear or by phakic intraocular lens implantation.

How many days a week are you open?

We are open five days a week plus selected Saturdays and Sundays for consultations and following surgery.

Describe one area of your practice service that you would like to highlight

The development of the 'no touch' no flap, trans-epithelial procedure. For people who have thin corneas (under 500 microns) or those involved in contact sports or professions like the Army, a Lasik flap after surgery is a real risk, no matter how it is created. Our trans-epithelial surface treatment (TEST) smoothes the surface of the cornea with the laser before applying the corrective treatment to the right places on the corneal tissue. The results have been outstanding and have allowed so many people who have concerns over traditional Lasik to be treated with complete safety. It also

serves as special custom 'repair' treatments for people who may not have achieved the desired outcome from previous refractive procedures.

What instrumentation or equipment are you proud of?

The Wavelight Allegretto Laser and diagnostic technology platform. In isolation it is a great piece of equipment. However, in the hands of our very experienced and skilful team of corneal surgeons it is able to perform miracles for our patients. We are safely able to treat patients that no other clinic in the UK would touch and with great results.

Best dispense in the past year.

We have corrected a female patient with a -9.50 and -9.25 prescription. No other clinic would treat her. Today she has perfect vision, including night vision. Cost was £1,100 per eye.

What is the average eye examination time?

Forty-five minutes to an hour for a full consultation

Name three things in your waiting room.

A map of Global Ambassadors for Wavelight Technologies. Daryus Panthakey, founder and CEO of Accuvision, has been selected to be the recipient of the Global Ambassador of the Year 2009 award. There is also a hot drinks machine plus a display of 'Thank you' cards.

Mention one surprising fact about your practice.

We never sell. We simply demonstrate an environment conducive to people putting their faith and trust in the Accuvision Team.

Mention one top tip you have found has benefited your practice.

Treat every one of your customers as if they were celebrities and they will value the care and attention you give them and remember it for a long time.

Why should your practice feature in Practice of the Week?

Our patients tell us that we are truly unique in the way we treat our customers, the range of exclusive treatments we offer, the quality of care we demonstrate and the outstanding outcomes we consistently achieve. ●

If you would like your practice featured, email Kay Hevey at kay.hevey@rbi.co.uk for a questionnaire and mark the subject 'Practice of the Week'. Alternatively, you can download the questionnaire from www.opticianonline.net. Please return it with up to three high resolution images (including frontage) and we shall endeavour to include your practice in this series.