

David Gould Opticians opts for the Daytona *plus* to take practice to the next level



Based in Lancashire
2 separate practices under one name
Device: Daytona *plus*

David Gould recognises that, prior to introducing a Daytona *plus* to his Lancashire practice at the beginning of 2018, eye conditions were potentially being missed. Now, he is confident that his practice is delivering the best quality eye test in the area.

David Gould founded his optometry practice in 2003. Based in Lancashire, the practice has two separate locations in the county, one in Rawtenstall and the other in Haslingden.

The Optos Daytona *plus* was introduced into the practice just a few months ago, but David is already appreciating the benefits. "We now have the technology to do the best job possible. We're no longer missing potential eye conditions since we can see so much more of the eye. We are proud to offer a high level of clinical test compared to some other optometrists nationally, and in our local area.", he explains.

Addressing customer's needs

David had several factors to consider when choosing which one of his practices would offer patients a 200° single capture digital image of the retina - an **optomap**® image. "We ended up going with the practice that has a higher number of elderly patients because the ultra-widefield technology of the Daytona *plus* is really beneficial for this age group. Elderly patients can be more prone to optical problems and the device picks up conditions that can go undetected."

Since having the device installed, David recognises that eye conditions and diseases could have been missed before.

“People are happy to pay for the service if it means they are getting a better-quality eye test.”



“By having this latest ultra-widefield technology, this is less likely to be an issue”, he explains.

Having the Daytona *plus* in the practice offers patients a second important health screening service that isn't locally available. “There isn't diabetic screening available in the area, people have to go private,” David explains. “We can provide that service with the Daytona *plus*. The level of detail is amazing - it really takes things to the next level. One thing I'm really impressed with is we don't have to dilate anyone, which saves a huge amount of time.”

A welcome addition

David mentions that, at first, he was concerned about the cost of the device and how customers may react to the £24 price tag for the service. “I have optometrist friends who have already invested in the technology. They are based in more affluent areas, so I wondered if people would pay for the examination as an extra where we are based.” However, the response from his patients has been hugely positive. “People are happy to pay for the service if it means they are getting a better-quality eye test”, he says.

For David, education is a huge factor in determining a patient's decision to use the Daytona *plus*. He uses tent cards provided by Optos, which he feels are a brilliant way to show patients the benefits of opting for the device as an extra. “I'm able to show patients photos to help explain the differences between types of equipment – I show views of the eye through an ophthalmoscope, fundus camera and then the view with the Daytona *plus*.” He continues, “Having this printed out and on hand to show the patient helps explain the need for a wider view of the retina, which usually means they choose the Daytona *plus* for their examination.”

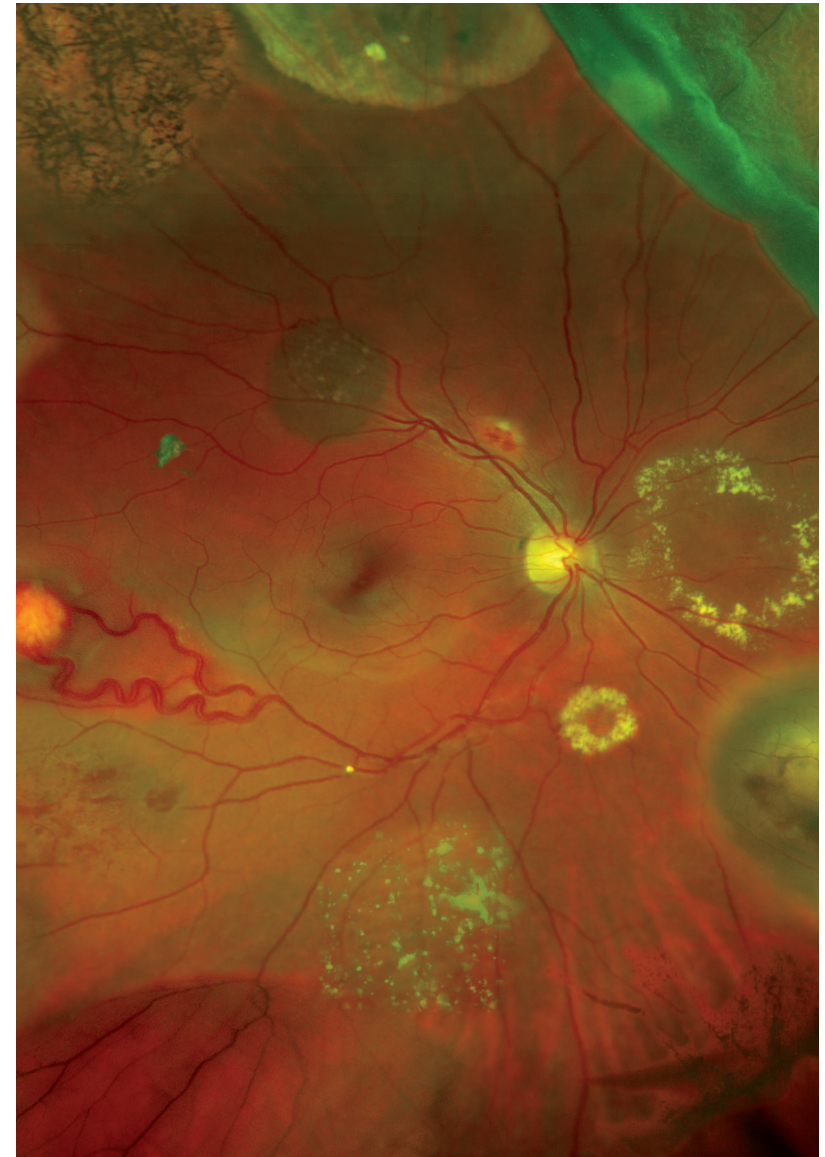
Spreading the word

When it comes to promoting the device, David feels that word of mouth from patients is the most effective. “One of the most positive things is that people are learning and sharing information. Patients are recommending us because they are seeing something they haven't seen before and telling people about it, which is the best kind of advertisement.”

During the initial trial period, the Daytona *plus* examination was offered to patients for free. David says, “We wanted to get an understanding of customer appetite for the device first – the feedback was great.”

David explains, “Once the device was installed, I didn't want to let it go. Anyone considering the investment should do the trial. It's a chance to see what the Daytona *plus* really like and whether it's the right fit for your practice.”

David Gould Opticians offers a full range of services and specialises in contact lenses and dry eye assessments.



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

