

# Keeping optomap in the family - uncle and nephew optometrist duo choose Daytona *plus*



Based in Hartlepool  
Device: Daytona *plus*  
Consulting rooms: 2  
Optometrists: 2

Introducing a Daytona *plus* to his family practice in Hartlepool was an easy decision for Benjamin Weighill. Here, he talks about why **optomap**® fits perfectly into the business ethos of giving patients a ‘personal touch.’

Benjamin Weighill has been the director of his family’s optometry practice, Keith Walker Optical Boutique, in Hartlepool, since 2013. Inspired by his grandfather who started the practice over 55 years ago, Benjamin has continued his legacy by keeping the business firmly in the family. He works alongside both his uncle, an optometrist, and his mother, a dispenser at the practice.

A business built on their family’s reputation, Benjamin and his uncle place a lot of emphasis on customer experience, by providing what they describe as a “personal touch with every appointment. This ethos led to the decision to invest in the Optos Daytona *plus* device for the practice in April 2017.

The Optos Daytona *plus* provides a 200° single capture digital image of the retina – an **optomap** image, potentially uncovering serious eye issues such as retinal breaks, tears or detachments.

## The right choice for patients and practice

Benjamin said: “When we came across the Daytona *plus*, we knew it was the right one for us. What appealed most to us was it ensures nothing can be missed during an examination. Our customers come to us mainly through word-of-mouth, so we wanted to use something we could trust to get the best possible results. It shows signs of diseases

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or eye conditions like diabetes and glaucoma and more serious illnesses like cancer.”

As well as its ability to help us detect a wide range of issues, Benjamin has also been pleased with the ease in which the Daytona *plus* was brought into the business. He explained: “When we brought the device in last year we were really impressed with how seamlessly it integrated into the practice. It’s incredibly easy to use and required minimal training.”

### Seeing things differently

With customer experience at the centre of the business, how did their patients feel about this new element of their eye examination? Benjamin explained: “The majority of patients were blown away when they saw the device. Once we talked them through the benefits, including what ultra-widefield technology can do, they were completely won over.”

Benjamin continued: “Initially, examining the images took a bit of getting used to. It’s a bit overwhelming seeing so much more than we were used to - you are basically seeing the whole peripheral view of the eye for

the first time. But after your first couple of examinations you gain a better understanding of what you are looking for. Because it was such a short adoption period we didn’t need additional training, but it’s reassuring to know it is there, if required.”

Benjamin explained that it doesn’t take long before you feel confident using the device. “More than anything, you feel reassured that you are now able to pick up signs of diseases that would previously not have been picked up.” He continued: “The digital image also allows us to show our patients what we are seeing, making it an interesting learning process.”

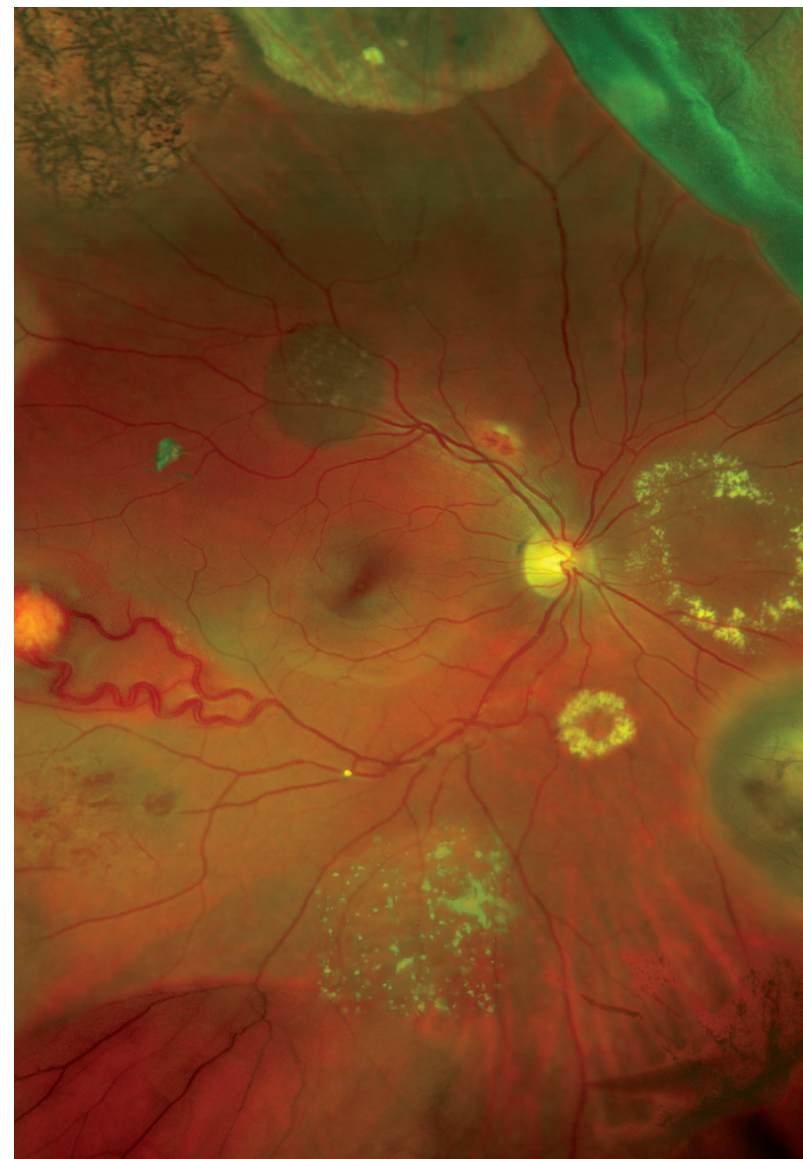
### Not looking back

All standard private patients at Keith Walker Optical Boutique are examined using the Daytona *plus*. “Most of our NHS patients also opt for the examination as an added extra. They understand the importance of giving your eyes the best possible care”, Benjamin explained.

“As well as giving us the best chance of spotting potential health issues, the device also allows us to track the health of people’s

eyes over time, as we can save the images on our system and pull them up at each appointment to compare”, Benjamin added.

Benjamin finished: “Your eyesight is your most precious sense and we want to protect this as much as possible. Having the Daytona *plus* gives both us and the patients reassurance through instant imaging and alerting us to possible problems - something I now know we couldn’t work without. If other optometrists are looking at new tech, I’d thoroughly recommend the Daytona *plus*. It’s a real investment, with various finance options - it is 100% worth the money.”



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