

London practice diversifies with Intuitive Colorimeter™ Curve

Hynes Optometrists – an independent practice in Ealing, West London, founded by owner and principal optometrist Joy Hynes, have been providing excellent family eyecare to the local community since 1982. Their ethos is to treat each person as an individual, listening to them and tailoring the eyecare to meet their needs.

Wanting to diversify and better serve their patients they looked to Cerium Visual Technologies to expand their services. Joy explains “I believe that it is very important to have different disciplines in the practice, because it enables me as an optometrist to give full care to my patients. We decided we’d like to differentiate our practice from the other practices in the area and provide a service that was not being provided locally”.

After speaking with Cerium Visual Technologies and reading the relevant articles in the journals, Joy was fascinated by the topic of Intuitive Colorimetry. Joy initially offered coloured overlay and visual stress screening at her practice but wanted to offer her patients a higher level of precision and not refer to other practices. Joy explains. “I did some training at the Institute of Optometry, and decided to go with the precision instrument and understood the importance of buying a British product”.

“The Curve is a delight. Aesthetically pleasing to the eye, easy to use, paper-free and assessments can be done quickly.”

Joy Hynes, Principal Optometrist
Hynes Optometrists, Ealing

Joy first invested in the Mk3 Intuitive Colorimeter in 2012 and progressed to upgrading to the Intuitive Colorimeter Curve in 2018. Joy says “I think in this day and age, where there is an increasing awareness of visual stress, it is important to have a colorimeter in the practice. It gives instant access to helping a child if I think that they need the help. All members of the Hynes Team are trained and able to speak to patients about the VS Clinic in general terms”.

Joy adds “The Curve is a delight. Aesthetically pleasing to the eye, easy to use, paper-free and assessments can be done quickly. It is also positive when our young patients who are now having a repeat assessment comment on the up-to-date technology”.



Patient benefits...

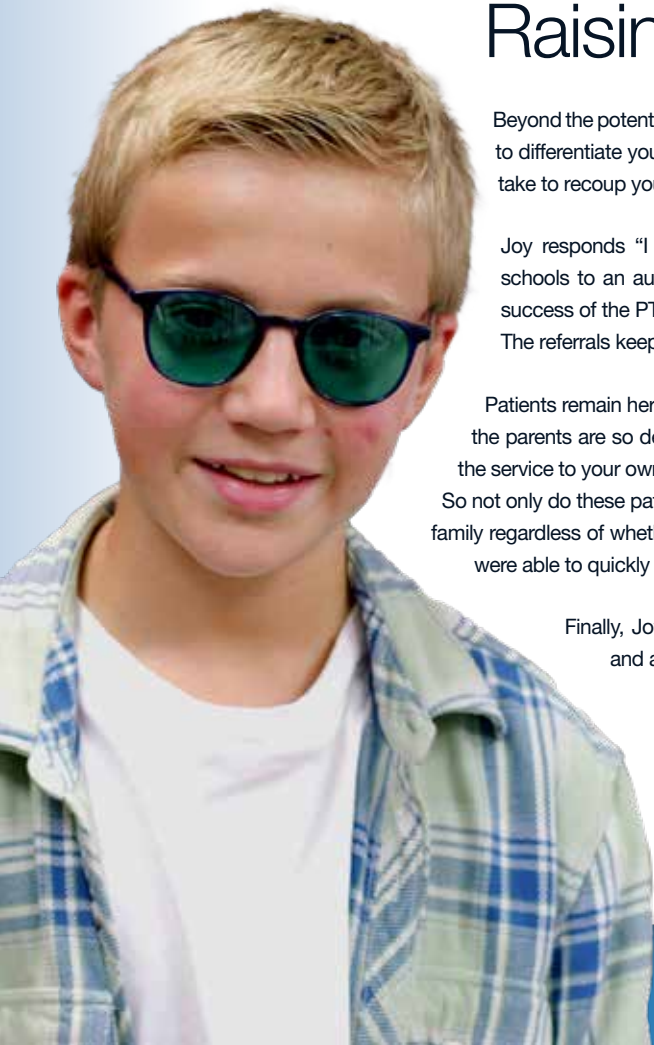
When asked what the benefits were to her patients, Joy replies “Each and every person who I prescribe these lenses to, is for me a wonderful thing because I am changing their learning experience. So, I love that. It gives me a good feeling. The difference between going to school and being able to read and write and to perform at a good level, compared to struggling, is amazing.

When a child comes in and looks through precision tinted lenses and says this is going to change my life... for me, that's the main clinical benefit. If I can help a child to learn more easily because they can now read and write more easily through the lenses, then for me that's all I need and it's a game changer for the child. I cannot tell you how many parents have left that room in tears because they're so pleased that something is going to come good for their children. And I have to say for the adults too, because we do have quite a few adult patients who really benefit from these lenses”.



“I found my colorimetry assessment easy – the first time I wore my glasses I was so happy, and I'm now enjoying reading. At school my grades are getting better – it has helped me so much”

Barnaby (Aged 12), Patient



Raising practice profile...

Beyond the potential benefits to your patients, can an investment in an Intuitive Colorimeter provide an opportunity to differentiate your practice, widen your referral streams and raise the profile of your business? How long will it take to recoup your investment and what other revenue streams are available?

Joy responds “I held talks in-house and invited SENCOs and teachers to attend, and also gave talks in schools to an audience of teachers and parents. This is how it all started and now word-of-mouth and the success of the PTLs speaks for itself. Patients and parents are so pleased and so grateful they tell their friends. The referrals keep coming in, and in fact in the last two or three years my clinic has just got busier and busier”

Patients remain here because it's important to do the colorimetry alongside their general eye care. And very often the parents are so delighted with the results of the colorimetry, they become patients at Hynes too. You can offer the service to your own patients, to new patients, and you become a destination practice for other people to refer to. So not only do these patients come in but they're a practice builder, and they refer other patients and their friends and family regardless of whether they need colorimetry or not. The technology was a reasonable initial investment, and we were able to quickly recoup”.

Finally, Joy states “For the people who benefit from colour the impact on their learning is enormous and as a community practice we feel privileged to be able to offer this valuable service. “We would like to thank Cerium Visual Technologies, from the very beginning they been very supportive. The on-going service has been excellent and there is always someone on hand to help with any queries”.