



Technology Practice of the Year

The 2012 *Optician Awards* will soon be launched. Over the coming weeks *Optician* will be profiling each of the awards to provide some vital tips on which category is best for you

The Technology Practice of the Year Award is once again sponsored by Grafton Optical and its Technology Partners Reichert and Optovue. This award will seek to reward the practice that can demonstrate an ability to use technology effectively. This might be for the direct clinical needs of the patient or the efficient



Chabaan Zeidan (right) receives the 2011 Technology Practice of the Year Award from Brian Bowles of sponsor Grafton Optical and its Technology Partners Reichert and Optovue. Also pictured is presenter Chris Hollins



'We do not compound charges on products to compensate for our fees'

operation of the practice. Particular emphasis on the detection of ocular conditions and provision of strong eye care should form a major theme in any entry. The judges will be looking for evidence of a range of technologies such as tonometry, perimetry, pachymetry, retinal and anterior digital imaging and corneal topography, plus links with your local hospital and ophthalmologists. This award seeks to reward a practice that has applied technology for the benefit of the patient and the promotion of the practice.

This award isn't just about having all of the kit but knowing how to use it and showing the judges how that has been achieved. ●

SPONSOR'S STATEMENT

Grafton Optical is proud to be associated with the Technology Practice of the Year Award. Constant technological improvement is vital if eye diseases are to be detected earlier than before. The increases in patient referral that result can prolong, or even save, people's sight. Not only that, but the practices that stay at the cutting edge of technology are more likely to boost their income.

Since 1982, Grafton has been one of the UK's leading suppliers of ophthalmic instruments. We are committed to equipping and serving our customers with the finest equipment from around the world. Sponsoring the Technology Practice of the Year at the



Optician Awards allows us to raise our profile at the industry's prestige event of the year and we are delighted to be supporting it once more.

The award will go to the practice that is judged to have applied technology for the

benefit of patients - such as the efficient operation of the practice and meeting their direct clinical needs - as well as the promotion of the practice. Also taken into consideration will be the practice's links with their local hospital, ophthalmologists and patient testimonials. Particular emphasis on the detection of ocular conditions and provision of strong eye care should form a major theme of any entry. The judges will be looking for evidence of a range of technologies such as tonometry, perimetry, pachymetry, retinal and anterior digital imaging, corneal topography and optical coherence tomography. Although all are important, not every instrument is necessary to enter this award category.