



Mr Joe Bloggs
123 Any Street
Townsville
Countyshire
PO57 COD3

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Dear xxx,

Thank you for the opportunity to introduce Makerfield Eye Centre.

We are providers of quality eyecare & eyewear, and would love to extend our services directly to your employees. Experience coupled with technological innovation has allowed us to create a **simple, cost effective solution** for employers to meet your current legislative duties whilst providing your employees and their families a **professional and tailored eye care service**.

Designed to be **simple, flexible and free from costly bureaucracy**, our solution provides a rewarding and motivational benefit for staff at all levels to protect one of their most important senses. And that is what I would like to share with you within this pack.

Due to the many different considerations, the details on this will be discussed on application. Once again I humbly thank you for your time and attention, and look forward to speaking to you in due course.

Best Wishes

Helen Woodcock
Practice Partner



Employee
Eyecare
Simplified



Why Should You Invest In Your Employees Eye Care Needs?

Did you know that up to 54% of office workers have to struggle with poor vision before they even lift a finger at work? Those affected are as tired by lunch time as they should be by bedtime. When working for prolonged periods on a VDU many people will experience problems our optometrist can help with. These may include tired, uncomfortable/itchy eyes, blurred vision, headaches or migraines. Struggling to overcome poorly corrected vision is a tiring business and costs companies dearly in reduced productivity, Workplace Fatigue and loss of working hours.

A lot of the time, your employees' productivity can be improved by good advice on dry eyes (and suitable drops) and correct positioning of the screen to make it visually comfortable. Statistics show that only 10% of VDU users will require a spectacle prescription for use specifically with the VDU. You are, as their employer, obliged by law to pay for these. You are not obliged by law to pay for their everyday spectacles, which they need for other tasks such as reading or driving, although some employers do choose to contribute as an employee benefit.

Remember, by examining the eyes with our state-of-the-art equipment we can often detect eye or general health problems before the employee even notices any symptoms. Eye examinations can give early warnings for serious conditions such as diabetes, high blood pressure and brain clots which means you're not only protecting your employees' eyesight but also providing a valuable health benefit. This allows treatment to take place at an early stage and prevents you losing members of your staff to poor vision or poor health.



What the Law says about Corporate Eyecare

The law introduced a wide range of measures to improve the conditions for all employees who worked with a VDU (visual display unit) for a significant part of their working day. Health and Safety regulations oblige employers to provide eye examinations and spectacles to certain sections of the workforce. The main implications of the legislation include;

- As an employer you must publicise the DSE regulations to all your staff and provide a copy upon request.
- “Habitual VDU users” are entitled to an employer paid eye examination by a qualified optometrist. Vision screening does not satisfy the conditions of the law.
- Follow-up eye examinations at regular intervals as recommended by the optometrist (usually every two years). This includes all employees, not just those identified as having problems.
- Additional interim eye examinations at any time if an employee requests it or experiences difficulty with their sight
- Eye examinations for all new employees who will be VDU users.
- VDU corrective spectacles for employees who need them specifically for use on the computer.
- Your organisation must also ensure that VDU users are provided with adequate information about their entitlement to free eye examinations as well as the measures you have taken as their employer to comply with these regulations.

In complying with this the employer can demonstrate a commitment to the health and welfare of its employees. Compliance with the regulations also demonstrates that your company is a caring one, leading to improved employee loyalty and motivation. With our solution you can even choose to extend this benefit to your employee’s families at no extra cost to yourself.



Why Choose Makerfield Eye Centre?

Having carried out in-depth consultation exercises at many diverse working environments, our solution can ensure compliance with DSE regulations whilst maximising customer satisfaction:

✓ Simple and comprehensive

✓ Minimal administration

✓ Flexible

✓ Cost effective

✓ Convenient

✓ Immediate assistance whenever needed

The Eye Examination

At the heart of our offering, we will conduct one of the most thorough and high-tech sight tests available. Each eye examination lasts approximately 30 minutes, giving our optometrist sufficient time to carry out all the necessary tests with due care and diligence - though the duration and content of the examination may vary according to the patient's needs.

Here are some of the techniques employed during the sight test:

- **Discussion of your history and symptoms**

First, you will be asked a series of questions that will help the optometrist build up a picture of you, your problem if you have one, and your requirements.

- **Assessment of your spectacles**

If you currently wear spectacles, these will be checked along with your prescription. You will be asked to describe how well you can see in different conditions, for example at a fixed distance such as driving or reading.



- **Slit-lamp microscopy**

This is a detailed investigation of the health of your eyes, inside and out, with a microscope. It enables the optometrist to detect problems like cataracts, hypertension, diabetes, and glaucoma before you have noticed them yourself.

- **Fundus Photography**

A special camera takes a digital photograph of the back of your eye as an exact record of its appearance. This means subtle changes can be detected in the future and dealt with before they become a problem.

- **Refraction test**

Our optometrist will then carry out a series of tests to determine if a prescription is required and, if so, which lenses give you the clearest vision. These tests cover your near vision, distance vision and any intermediate distances that may be required for your job i.e. VDU work or hobbies.

- **Ocular-motor balancing test**

This simple test checks that your eyes work together without causing any muscular strain at different distances. You will be asked to focus on different points.

- **Pupil reflexes test**

As the pupil controls the amount of light reaching the retina of the eye, we test each one to make sure it is working properly.

- **Intra-ocular pressure test**

This test measures the internal pressure of the eye and is usually carried out on people over 40, who are at increased risk of glaucoma – a disease which, if left untreated, leads to nerve fibre damage and eventually tunnel-vision. If necessary your field of vision can be measured as well.

- **Visual assessment**

Once these tests are completed, our optometrist will give you a detailed assessment of your vision and recommend appropriate action. A copy of your prescription will be given to you.

Our Offering

What is Our Offering?

- **Employee Benefits Scheme**

Your employees are entitled to 25% off of any frames, sunglasses and other products in our practices. This is complimentary with no cost to your organisation.

- **Corporate VDU/DSE Price List**

Eye Examination	£15.75
DSE/VDU Spectacles.....	£29.99
(Employer to choose contribution amount)	
Prescription Protective Eyewear	£39.99
Driving Glasses	£39.99
Upgrade of Spectacles	25% off marked prices
Upgrade of Lenses.....	25% off marked prices

- **Safety Eyewear Scheme**

Details to be confirmed...

Additional Benefits

- **Friends and Family**

We also as standard offer vouchers for friends and family of your employees to receive special offers and discounts from our range of spectacles, this is of no cost to you and can be perceived as another perk that you have negotiated on behalf of your employees.

- **Upgrades**

If your employees would like to upgrade their spectacles to other premium frames or designer frames or other lens options, they are able to do so, by paying the difference in price. We offer them 25% off the full price in store, so they end up paying even less for the upgrade!

Can you help us promote this to our employees?

Of course we can! All this will be discussed when we meet to set up the programme.

How Does It Work?

Depending on how your organisation operates there are two ways this relationship can work. Both ways are as simple as each other.

- **Employee Chargeback**

For organisations that have expense reimbursement procedures in place, the employee can obtain the benefits and discounts available to them upon presentation of their ID card or other ID documents. The employees can then use their receipts to charge relevant cost centres.

- **Invoicing**

Organisations that do not operate expense reimbursement policies can provide employees with an authorisation document (example provided in this pack) or vouchers to be presented at the time of the appointment. We will then invoice you at the end of the agreed period for services and frames purchased by your employees. Alternatively you can choose to purchase vouchers in advance and provide those to your employees to use in store.

- **Bespoke**

Some organisations choose to have a bespoke corporate set up, so a mix of reimbursement for normal sight tests and frames and then a voucher scheme for DSE Assessments.

How do we join?

Please complete the attached form and return to us by email or post. Once we have received your application form, we will get in touch to arrange a meeting to discuss what options are best suited to your organisation. Once this is agreed, your account can be up and running in as little as 5 days.

Display Screen Equipment Invoice

(to be completed before patient leaves)

Company / Employee Details

Company

Location

Employee Name

Employee Number

Date Of Visit

I declare that the information given on this invoice is correct

Employee Signature

Practice / Optician Details

Sight test @ £15.75

£

DSE Spectacles dispensed

☐ yes ☐ no

Employer Contribution Amount

£

Employer Contribution in total

£

Optician Signature

Employee Authorisation Form

The following employee is authorised to receive at the company's expense the following services under the Health & Safety (Display Screen Equipment Regulations) 1992.

For the Employer

- A full eye examination at the special rate of **£15.75**
- (if necessary) basic corrective spectacles for VDU use at the special rate of **£39.99**
- Add in other options

Authorised Signature

Position

Date

For the Employee

Your company will be invoiced for the cost of a full eye examination and DSE assessment at the special rate of **£15.75**. If you require spectacles for DSE use you may choose any frame from our specially selected range, which will be fitted with your required lenses (**£39.99**). You may also choose any frames or lenses outside this range and elect to pay the difference in cost yourself as this will not form part of your company's obligation. Eye examinations are by appointment only and should be booked through the practice. A DSE assessment is recommended once every two years, unless the optometrist specifies a shorter interval due to a medical condition or degenerative condition.

Optometrist

I confirm I have examined the above employee's eyes and recommend the following;

- ☐ Spectacles are not required / no change in current prescription
- ☐ Spectacles are required for general use
- ☐ Spectacles are required for general use, incorporating DSE work
- ☐ Spectacles are required specifically for DSE work

Types of lenses required: ☐ single vision ☐ bifocals ☐ varifocals

Lens treatment: ☐ scratch resistant ☐ anti-glare ☐ UV filter ☐ blue filter ☐ photochromic

Re-examination recommended in (months)

Optometrist Name

Optometrist Signature

Date

Important Note: A copy of this form is sent to the employer of the company, a copy is kept for the practice's records and a copy is given to the employee.

Sign Up Form

Personal Details

First Name

Last Name

Email Address

Mobile Tel.

Corporate Details

Company Name

Address

Post Code

Phone Number

Email Address

Web Address

Number of staff

Have you ever used a corporate eyecare service before?

☐

Yes

☐

No