



## Latest equipment assists hospital specialists.

**Hospital consultants are increasingly grateful to us as we scan more and more of their patients for glaucoma - taking the strain off their overburdened resources.**

Glaucoma causes loss of vision due to damage to the optic nerve, yet the disease can go undetected for years as there may not be any obvious symptoms in the early stages.

We recently upgraded our service by introducing the very latest glaucoma scanner to the practice. In fact, we are the first in the country to install this new technology!

Although Glaucoma is incurable and often without any obvious symptoms, using the GDx Scanner aids early detection, making it possible to halt further vision loss.

Regular screening detects any onset of this potentially devastating disease and allows opticians and consultants the opportunity to administer treatments to sufferers.

At **Oldbury & Cruickshank** we have been successfully screening for glaucoma for the last eight years with our state-of-the-art GDx analyser which scans the optic nerve.

*"This technology provides even more information about glaucoma risks to all our patients.*

*The hospital consultants are also finding our help invaluable."*

**Nigel Oldbury**

### The sky's the limit!

**Since hitting 50 our esteemed leader, Jean Oldbury, has continued to reveal her joie de vivre... and her latest escapade proves the point very well indeed!**

Jean showed great courage and an increasing zest for life when she jumped out of an aeroplane for a sponsored skydive in September.



After reaching 50 in March, the celebrations have continued throughout the year - with the skydive capping the festivities off nicely.

The dive raised a grand total of over £300 for RNIB and provided enough thrills and spills for a long time to come!

### Paris in the fall...

**Ernest Hemingway once wrote that 'Paris is a moveable feast' and this was certainly true for our Dispensing and Marketing team this Autumn.**

For the group headed for the beautiful French capital to check out the latest eyewear and lenses on the market at the SILMO exhibition so they could bring the hottest styles from this eye fashion expo to our Macclesfield practice.

The designer frames, contact lens technology and optical equipment showcased at the Parisian exhibition, dubbed the Mondial de l'Optique due to its global audience, should be arriving at Oldbury & Cruickshank in early 2010.



### Why should I be concerned about Glaucoma?

- Glaucoma is one of the **leading** causes of blindness in the world today.
- It affects **2%** of over 40's and **8%** of over 70's.
- High risk groups can include people **over 60** and diabetics.
- Glaucoma is often **hereditary**.



## The spice trail...

**Students embark on ever-more exotic field trips these days, and Jamie Oldbury - son of owner's Jean and Nigel - is no exception.**

For Jamie spent much of the summer in the Himalayas with 16 of his friends to improve the lives of schoolchildren in the area.



The group renovated some classrooms and helped teach English to eager pupils. "It was a great experience," says Jamie, of the expedition, "and I have learnt a lot about Indian culture.

Although I don't want to have another curry for some time!"

Part of the trip involved a long trek across country, where he reached a height of over 5,000 feet and a visit to the stunning Indian mausoleum the Taj Mahal, which Jamie described as 'very cool!'



Oldbury & Cruickshank are proud to offer the highest standard of vision care, taking time to tailor a service to meet every individual's requirements.

## Growth spurt

**Building work on our extension is progressing very well and is on target for completion in early 2010.**

We are remodelling the practice to create more ground floor space for displays and optical services, including clinic rooms, eye test rooms and dispensing areas.

Despite the slight imposition of the building work on our everyday business at present, we are really excited about the new showroom, additional screening and testing areas and believe it'll greatly improve our service to you.

Feel free to ask any member of our team for more details of the refurbishment programme when you next come in, so we can explain the benefits to you.

## The right to sight

**If you can't see properly you are more likely to have a fall. NHS figures show that the risk of hip fracture is greater in people who haven't had their eyes examined regularly, around 100,000 severe falls a year are directly as a result of vision impairment.**

An NHS eye examination is free if you are over 60 and if you are housebound, you qualify for a free home visit.

Oldbury and Cruickshank can recommend Armchair Opticians, run by Sarah Clarke. Armchair Opticians is a leading specialist provider of home eyecare in East Cheshire. Sarah also works part time at Oldbury and Cruickshank.

If you think you qualify for a home visit, Sarah can be contacted on 01260 227550.

## In Focus... Jennifer Grant



Jennifer Grant

Customer relations is a top priority at **Oldbury & Cruickshank**, so we thought it would be a great idea to shed a little more light on the lives of our staff members in the pages of our newsletter.

This issue sees a focus on our Clinical Assistant, Jennifer Grant, who has been with the O&C team for 10 years.

**What is your dream destination?**  
Las Vegas.

**What is the best thing you have ever done?**  
I backpacked around South East Asia and Australia.

**What is your favourite song?**  
Dear Mr President by Pink.

**What's your main catchphrase?**  
What's occurring?

**What's your favourite car?**  
Golf GTI 4 Motion in Racing Green.

**What do you enjoy most at O&C?**  
Working with such an excellent team!

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## Oldbury and Cruickshank

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