

# VISION CARE

M O N T H L Y N E W S

OFFICIAL NEWS OF VISION CARE

**December 2021**



# STAFF RECRUITMENTS



**H.T.A. Geethani**  
Optometrist  
Galle



**Isuru Akalanka Perera**  
Accountant - Philo & VCC  
Finance



**Sisira Kumara**  
Driver  
Admin



**Anushika Fonseka**  
Senior Sales Executive  
The 500 - Crescat



**Chamila Jayanath**  
Trainee Customer Relation Officer  
Mt Lavinia



**Chandima Prasad**  
Driver Helper  
Admin



**Janani Anuradha**  
Receptionist  
Front Office



**Oshini Mendis**  
Trainee Assistant Audiometrician  
Audiology



**Nishan Bandara**  
Associate Software Engineer  
IMR



**Kaveesha Gimhan**  
Accounts Executive  
Finance

# Branch Anniversaries

A few of our branches celebrated their Branch Anniversaries without a ceremony due to the ongoing health crisis. Nevertheless, we wish all of them a Happy Anniversary & Best Wishes for the year ahead.

## **Moratuwa K-Zone**

team celebrated their 2nd anniversary on the 17th of November.

## **Kurunegala branch**

team celebrated their anniversary on the 22th of November.

## **Racecourse branch**

team celebrated their 8th anniversary on the 28th of November.

## **Shangri-La One Galle Face branch**

team celebrated their 02nd anniversary on the 8th of November.

## **Maharagama - Nawinna Medicare Hospital branch**

team celebrated their anniversary on the 10th of November.

*Congratulations !*





# Mount Lotus Eye and ENT Hospitals launched to give Sri Lankans access to world-class healthcare



**Mount Lotus Eye and ENT Hospitals, the newest hospital of its kind in Sri Lanka, has officially opened its doors to the general public marking a new chapter in the country's healthcare sector.**

Located at No.102, Galle Road, Mount Lavinia, the hospital was ceremoniously declared opened by the Board of Directors of Mount Lotus Hospitals and healthcare professionals in the presence of Dr. Saman P. Basnayake - General Manager of Mount Lotus

Hospitals, hospital staff, corporate partners and well-wishers. The event was held in accordance to the COVID-19 health guidelines stipulated by the authorities.

Mount Lotus Eye and ENT Hospitals is a specialized hospital dedicated to providing world-class range of Eye and ENT medical solutions to local and international patients. The hospital is fully-equipped with modern medical technologies and highly-acclaimed, skilled professionals to provide medical



and surgical solutions for any kind of Eye and ENT impairment. The hospital's well-trained specialists have years of experience and are backed by a professional, friendly support team who are knowledgeable in taking good care of patients. By using state-of-the-art equipment, they are able to carry out a wide range of Eye and ENT services that will provide patients with highest quality care in Sri Lanka.



The hospital's wide range of medical tests for the eyes include eye tests for spectacles, Glaucoma screening, testing for diabetic related eye diseases, eye scanning tests, vision test for Sri Lanka Driving License and many more. It also provides eye surgical procedures for various eye conditions as well as different types of laser treatments. The hospital also offers a wide variety of tests for ENT conditions and provides the full range of medical and surgical services for patients with problems in the region of the ear, nose, throat, sinus and neck.

Additionally, advanced medical lab services that provide all the routine and most of the common hematology, histopathology, microbiology, clinical pathology and clinical biochemistry investigations are also available.

Dr.Saman P. Basnayake - General Manager of Mount Lotus Eye and ENT Hospitals stated, "Today, with the opening of the Mount Lotus Eye and ENT Hospitals we can proudly claim that Sri Lanka's healthcare sector has entered a new era. The lack of an Eye and ENT specialized hospital that offers facilities that are on par with international standards has been a major shortcoming in the country. With the opening of our doors to the public, this issue is a thing of the past. Now, patients can access our world-class facilities to get their eye and ENT requirements looked into by some of the most experienced and highly-trained medical experts in the country."



The hospital also includes a modern, spacious Vision Care outlet where patients can purchase spectacles, sunglasses, contact lenses and hearing aids from their collection of leading international brands.

Detailed information about the hospital and its facilities can be obtained by logging on to [www.mountlotus.lk](http://www.mountlotus.lk). The website will be further enhanced to provide users with new features including online appointment booking and payments.





***Vision Care, Sri Lanka's largest eye care provider, has unveiled its most comprehensive Emporio Armani eyewear collection at the newly-refurbished Crescat Boulevard branch, thereby making it the must-visit store for customers seeking the latest eyewear from the world-famous Italian fashion house.***

Vision Care customers searching for classic and elegant Emporio Armani spectacles and sunglasses to add a touch of impeccable style can now walk into the sleek, spacious Vision Care branch located at L33 of the Crescat Boulevard and experience incredible, fashionable, and eye-catching eyewear and accessories. While elegance, quality, and simplicity are three main things that have formed the famous company's motto, the brand combines simple shapes and straight lines with metal frames that express the contemporary city vibes. For female customers who like eye-catching and bold sunglasses, the brand offers oversized metal square frames with an interesting A-shaped bridge and high-quality gradient lenses. Aviator sunglasses are offered for both men and women as vintage irregular frames decorated with distinctive details to add a sophisticated and elegant style to any outfit.

Emporio Armani is one of the world's most iconic brands with a rich, fascinating history that started in 1974. The brand is characterized by its classic style and the use of grey and white colours. The iconic style of the eyewear company combines the brand's heritage spirit expressed in pastel colours and various textures with bright metal details. Each pair of eyewear made by this famed manufacturer is designed under the celebrated slogan "Simplicity and nothing more!" The company's aesthetics and its continued commitment to perfection are masterfully captured in its fashionable and stylish collections. While the brand experiments with eyewear design, it has always stayed devoted to its well-recognizable elegant and laconic style.

Prior to purchasing any eyewear, Vision Care customers can get their eyes tested using state-of-the-art equipment operated by eyecare professionals with years of experience in the field. In addition to Emporio Armani, they are able to choose from a wide array of top global brands for sunglasses and spectacles. Besides pioneering the introduction of the best range of eyewear brands recognised globally to the local market, Vision Care also offers high quality eye testing, spectacles, sunglasses, contact lenses as well as hearing aids and hearing testing. High quality, high precision contact lenses, optical and ophthalmic products are available at all outlets.



# Hearing Aid perception vs. reality

Hearing and sight are arguably our two most important senses (despite taste getting a lot of attention these past 18 months). Yet, if and when either starts to fail us — and both typically do as we age — we react to each very differently.

You can tell by all the people with glasses, contacts, Lasik surgery or cheaters that we have no problem or hesitation treating vision issues.

But when it comes to treating hearing loss, we don't appear to take it as seriously. If we did, nearly one in six adults over 18 would be wearing hearing aids — as that's the ratio of U.S. adults with hearing loss, and hearing aids are the most proven way to treat hearing loss.

## What's stopping us from treating hearing loss?

Why is there such discrepancy when it comes to “fixing” these two vital senses?

One obvious factor is the immediate and tangible impact of each impairment. Driving, reading, watching TV and working at a computer are difficult when your vision is compromised. But hearing loss doesn't come with similar overt challenges. You can still maneuver your way through life relatively unhindered as your hearing fades. Plus, you can cope with or work around hearing issues - at least in the short term.

## Our perception of hearing aids needs to change

Another reason for inaction comes from people's perception of hearing loss and hearing aids. Unfortunately, old perceptions linger. We all probably have heard stories of, or know someone who had big beige hearing aids that squeaked and squealed.

But advancements in science, technology and design mean most of these perceptions are no longer reality. These five hearing aid perceptions certainly are no longer true.

## Perception #1 - There is no treatment for hearing loss

Reality - While it's true that hearing loss is irreversible, it absolutely can be helped. Amplification with hearing aids is by far the most recommended and effective treatment for hearing loss, and is proven to work even for people with severe hearing loss.

Programmed and fit by an experienced hearing professional, today's hearing aids can help even the hardest-hearing among us hear sounds they might not otherwise hear, and be a part of things they might otherwise miss

## Perception #2 - If I needed hearing aids, my doctor would have told me

Reality - Truth be told, most busy general practitioners don't have time to test for hearing loss unless it's specifically requested. In fact, in a recent national poll, 80 percent of adults over 50 said their doctor hadn't asked about their hearing in the past two years, and one-third of people have gone more than a decade (at least) without getting their hearing tested.



Even the Centers for Disease Control and Prevention (CDC) has called out the issue, reminding physicians in their Vital Sense publication of the importance of catching hearing loss in the early stages, and recommending they refer patients to hearing specialists when they show or report hearing problems.

**Perception #3 - Hearing aids are hard to use**

Reality - While hearing aids have become far more technologically advanced than the hearing aids of just a few years ago, they've also become significantly easier to use.

From rechargeable technology that makes it so you don't have to worry about batteries, to built-in artificial intelligence (AI) and sophisticated audio processing technology that instantly and automatically distinguishes speech from noise, detects sound direction, and adjusts to environments and specific sounds - the best of today's hearing aids are designed to make better hearing effortless.

Yes, if you enjoy tinkering with technology and taking advantage of advanced features and apps, you can absolutely nerd out at all the things today's hearing aids can do.

But if the only work you want to put in is putting them on in the morning and taking them off before bed, the hearing professional can set them up so there's no need to fuss with them or think about them all day in between.

**Perception #4 - Hearing aids will make me stand out or seem old**

Reality - Hearing aid stigma is still a real thing, though it's quickly waning for at least three good reasons:

1. AirPods, earbuds and headphones are now so pervasive that no one thinks or looks twice if you're sporting something in your ear.
2. And even if you are worried about that, today's hearing aids are much smaller and more discreet than hearing aids from even five years ago, and include options that hide deep in your ear canal, invisible to others.
3. Old is a perception, and adults who hear confidently and engage easily come across as a lot less "old" than those who ask "what" all the time, don't acknowledge when someone is talking to them, or disengage from the action.

**Perception #5 - Hearing aids aren't worth it**

Reality - Whether it's the endless studies showing the physical, mental and quality-of-life issues caused by untreated hearing loss, or the countless hearing aid wearers who have said "they changed my life" or "I wish I would have done it sooner," treating hearing loss by wearing hearing aids is absolutely worth it.

If hearing loss is making someone's life more challenging or less fun, now is the time to change the perception of hearing aids!



**Sasini Thilakarathna**  
Audiologist - Ward Place



# The US Dollar

## Crowned Currency in the World



U.S. dollar (USD) is recognized as one of the world's strongest currencies. It is the official currency of the United States as well as several other countries. It is the most commonly held reserve currency and the most widely used currency for international trade and other transactions around the world.



### Why Dollars are important to a country?

- To use in international transactions to foreign countries
- Balance of payments stabilization
- Avoid unusual foreign currency fluctuations
- Appreciate home currency
- Attract multinational investors into the country



## Crowning of Dollar

The dollar's status as the global reserve currency was cemented in the aftermath of World War II by the 1944 Bretton Woods Conference, in which forty-four countries agreed to the creation of the IMF and the World Bank.



## The Bretton-Woods Conference



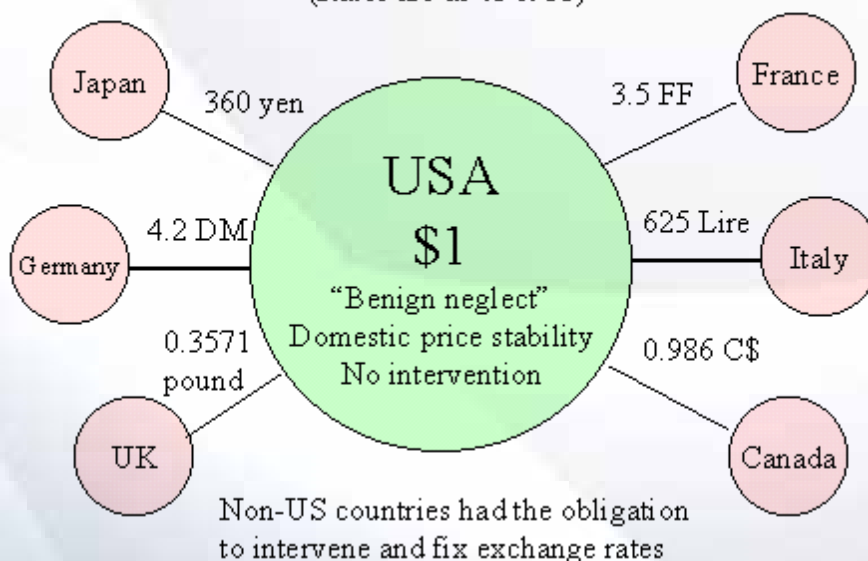
June 1944

The majority of developed countries pegged their currencies to gold as a way to stabilize currency exchanges. But when World War I broke out in 1914, many countries suspended their use of the gold standard to pay their military expenses with paper money, which devalued their currencies.

At that time, the United States held the largest gold reserves and was known as the famous lender of gold. Countries have accumulated their reserves of U.S. dollars instead of gold reserves by buying U.S. Treasury securities, which they considered to be a safe store.

## Bretton Woods: US Dollar at Center

(Rates are as of 1955)



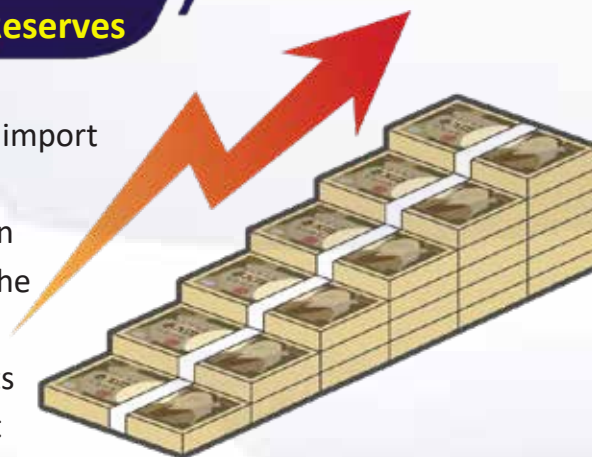


The dollar deficit is a topic of conversation these days not only in the economic and financial sectors but also among the general public. The crisis not only affect your daily commute but also the country's economy will be disrupted as we need dollars to pay for our imports. We also need dollars not only for imports but also to repay loans taken from abroad.

We are short of dollars due to declining foreign earnings, such tourism earnings, exports, savings from foreign co-workers after the Corona epidemic. Also, the foreign reserves of the Central Bank have fallen significantly. When there is a shortage of dollars, it also causes our rupee to depreciate. It is now difficult to strengthen the rupee by using the dollars in reserves

### Methods of Increase Dollar Reserves

- ✓ Increase export income over the import expenditure
- ✓ Reducing the foreign debt burden
- ✓ Encourage foreign tourism into the country
- ✓ Attract direct foreign investments
- ✓ Improve Gross Domestic Product



**Chamith Kanchana**  
Assistant Manager - Finance & Compliance



# Spectacle Dispensing

Dispensing optician is the role played with the patient/customer to provide optical correction practically. Professional opticians actually have a much wider range of duties and responsibilities than just dispensing glasses.

## The role of Dispensing optician

The ideal dispensing optician has key points as below,

### 1. Greeting to the customer

The greeting to the customer is the 1st step of building confidence and relationship with an unknown customer who is seeking eye care needs.

- with a pleasant smile, Greet the customer according to the time of the day and make them comfortable to sit

**A warm and sincere welcome gives a sense of caring and makes people feel appreciated, as well as making them feel that they have made a good choice in using a business in preference to others**

### 2. Identify/Read/Understand the prescription

Take the prescription of the customer and understand it very quickly.

- Read and understand the optical prescription, If it has not talk to the customer to understand the requirement.

**Read and understanding the prescription to direct the proper product to customer's need**

### 3. Understand the customer needs and wants

Customers have different hopes and interests regarding the optical correction. But the dispensing optician needs to align those according to the dispensing to the dispensing optics practice.

- understand the customer needs and wants related to spectacle or sunglasses.
- occupation and get idea of financial capability

**anticipating customers' needs and important as reacting, knowing and understanding your customer preferences before they buy allows to create an even stronger experience.**

### 4. Selection of Spectacle frame & Lenses

By having a detailed communication with customers, filter out a few frames and a few lenses which match with customer expectations.

- Select the lens and frame based on the prescription, Job position and requirement

**If a customer has a prescription for**

progressives or bifocals, the optician will be aware that he or she is going to need a frame with a height large enough to support that prescription. However, if a customer has a single vision prescription, smaller frames can be selected

### **5. Measurements for dispensing Spectacle**

The above selected frame and lens need to fit well and give the best outcome by completing the spectacle. Therefore it is important to have every and each relevant measurement very precisely.

- Get monocular and binocular pupil distance (PD),
- Mark the both eye pupil centers on selected frames, if it is bifocal need to mark the segment height

**Opticians are also able to immediately tell when a frame does not fit a client well, and they can easily suggest one that fits more comfortably.**

### **6. Payment process**

Keep it simple, the payment process and get your mind setup free for the next customer.

- Enter customer details in Tolpit
- Enter prescription on the Glass Sheet
- Look For Lens and Frame availability in the system
- Consider the time duration for the lens option, if any
- Complete the job with the payment method

### **7. Send off the customer with collection date**

In the beginning like greeting, get the end you need to send off customers with the collection date which is possible.

- Send off the customer with tentative delivery date
- Ask for a convenient time for call when the spectacle is ready
- Walk the customer to the door

**Delivering the glasses for the promised date will gain a reputation of been reliable and trustworthy**

### **8. Quality Assurance of the Spectacles**

Dispensing opticians have the responsibility to deliver a complete optical product as customer needs and wants. Therefore before the delivery of spectacle it is responsible to ensure all the features available in the final product.

- Do the quality assessment of Ready spectacle/ lens / lens option and frame & fill the QC checklist
- Check for accessory availability and prescription
- After complete every thing call to customer and informed that the spectacle order ready to deliver

### **9. Delivery**

Customers may or may not have the answers regarding optical products. So it's your responsibility to make them aware very well and ensure with next follow up visits according to the prescription details.

- Explain about the complete product and using profile
- Explain the way of maintenance and proper handling of the spectacles/ Sunglass
- Do If the glasses need any final adjustments
- Ask for a convenient time to get the feedback after two week
- Check for payment if any, send of with a pleasant communication
- Mark the next visit on the Eye Test card and hand over the customer

### **10. After Sales Service**

In the process of greeting the customer and sending off the customer are two major points during the dispensing practice, then the last important point of the after sales service will play a major role to collect feedback and problem solving (troubleshooting). When there is a problem it is very important to understand it clearly, accept the mistakes and provide the solution to maintain a Loyal Customer base.

- Call after two weeks and get the feedback
- Ask customer to come and do adjustment whenever they need (Every 6 Months)
- Do annual reminder

Apart from this obvious role, opticians are also responsible for providing excellent customer service. And, since people typically need glasses throughout their life, it's important for opticians to build lasting relationships with their customers.



**Sandani Siriwardena**  
Dispensing Optician  
KZone - Ja Ela



Login

Don't have an account? Signup

## Get the Vision Care Loyalty App

Experience loyalty on the go



We are excited to announce the launch of our very first Vision Care Loyalty App. We have created lots of exciting and exclusive rewards to say thank you to our amazing customers. The Vision Care Loyalty App lets customers enjoy a whole new world of special offers, exciting discounts and eye-catching gifts when they collect points by purchasing Vision Care products.

# HOW TO GUIDE STUDENTS WHO USE DIGITAL DEVICES IN PANDEMIC...



average of 16-18 times per minute to about eight. The blinking reduction can dry out and irritate the eyes. Students were used to do physical exercise during their school time period now they should do eye exercises as a habit. Because the distance visual acuity has been change to a small space of area may be just only between the house and inside the room. Doctors have identified this leads to fluctuations in vision and blurred vision as well as eye strain and can cause headaches. So the computer vision syndrome / multiple device vision syndromes are a real problem especially in the past - COVID 19.

## ANY CONCLUSIONS?

Cut the glare and change the lighting around you to reduce the effect on your computer or digital device screen. So as a solution for the students who comes with computer vision syndrome / multiple devices vision syndrome we suggest **CRIZAL LENS** which has the anti-reflective coating that can help to reduce screen glare.

And also blue filtering glasses can reduce the potential for damage to the eye and may block out harmful blue violet light. This in turn helps reduce visual fatigue.

As dispensing opticians it is our responsibility to guide the customer according to their needs and satisfaction.



**Minell Buultjens**  
Trainee Customer Relations Officer

**WITH THE COVID -19 SITUATION PEOPLE ALL AROUND THE WORLD STOP PHYSICAL GATHERINGS AND THEY START TO USE DIGITAL DEVICES IN THEIR DAY TO DAY LIFE ACTIVITIES AND NOW ALL HAVE BEEN ADDICTED TO THESE DIGITAL DEVICES.**

When we consider about all these points school students and all the students in academies were involved to do their studies through online during this pandemic situation. As opticians we have notice that most of the students were complaining some similar symptoms about,

- Dry eyes
- Near sightedness
- Eye fatigue

And these complains were increasing during the 2020 -2021 time period.

The physicians have recognized these kinds of issues have caused because of computer vision syndrome / multiple screen vision syndromes and it is a real problem during this pandemic situation. More time spending with the digital screens means less blinking, which can lead to a number of other eye – related issues. When people stare at their digital screens their blink rate decreases from an



# CFW SWIM WEEK 2021 SPECIAL EYEWEAR COLLECTION

**OFFICIAL  
FASHION  
EYEWEAR  
PARTNER  
CFW - 2021**





# Wedding bells



# Congratulations..!

