



In the picture Newsletter Vol 7. Issue 4

Life after Deaf

The sense of hearing is a special thing, the sound of birds in the morning, the rush of wind through the trees, the laughter from kids or a friend's conversation, there are so many things we take for granted when we have great hearing. This is a topic I've been thinking about over the last few months and I have some short stories to share.

Here are my 3 recent hearing stories:

1. Recently I met someone who has recently become a dad. He discovered that his little boy needs hearing aids. It was a shock, but also a relief, to know that their wee lad with a bit of help, could begin hearing. Kids hearing aids are colourful and fun and everything is so positive about the experience. These clever devices enable learning, spark conversations and are crucial for his development.

2. In a recent podcast I was learning about the art of effective speaking, communicating to groups, using our voice and intonation to deliver compelling information. I learned how stress and recurrent noise can be blocked out by the brain. The joke was made about how constant nagging from a partner can be filtered out, does this ring any bells! Selective hearing is actually a scientific fact.

3. Finally, I watched a BBC documentary with John Bishop (the comedian) on his family's journey as their son Joe, lost his hearing at the age of 15 and how they both have come on different journeys of acceptance and how they wish they had handled things differently. There was almost a grieving period with a sudden loss of hearing, then acceptance and adaptation as time went on. It's on the iplayer if interested (Life after

Deaf).

Since having an audiologist in the business, and learning more about hearing, I regularly get microsuction done to keep my ears healthy, currently every 6 months. I also began using ear defenders when mowing the lawn, using a strimmer or a chain saw. We need to protect what we have. Proactive healthcare, rather than reactive. As technology improves and devices get more compact I would love for hearing aids to be seen in a more positive light and with less of a stigma. Like the little child getting their first colourful aids. All of a sudden the birds are clearer, new sounds appear as if by magic. As one of our customers please remember that you can get a free hearing health check with Nicole in our Ballymoney practice. When the new premises are ready this service will also be available in Coleraine.

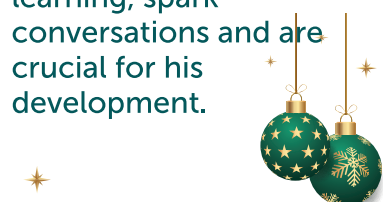
It's been a busy few months as you can tell by this packed newsletter.

I'm pleased to announce that we have a contractor ready for our new Coleraine fit out beginning in January 2023 at Abbey St.

I've put together some Christmas gift inspiration for you as well as our free Hearing Health Check for all our patients.

Have a great Christmas.

Brian and the team



University of the Third Age

We were invited to set up a stand in Ballymoney at the start of November. The item that got the most interest was the Nicole's ear camera which allowed Nicole to check for a wax build up. I also had some great conversations with people about eyecare and how we could help.

If any organisation would like to learn more about Optometry and Audiology please let me know.



House visits

We are still doing house visits when we can. Apologies for delays in this service but we struggle to manage it sometimes. At a recent home in Portstewart I came across this picture and wanted to share it with you. Not only is Princess Elizabeth in the picture from 1951 in Guys Hospital in London, but also one of our patients. Clue: look for glasses! Photo courtesy of Miss P Ashworth



Positive News

I recently had a copy of Positive News posted to me from a colleague. This is a lovely magazine which does exactly what it says on the cover. It is packed with positive news and it's no wonder it has sat in my office even after I've read it. It's a nice reminder that there are a lot of great things happening out there in the big world. It's not all doom and gloom and crisis after crisis. You could learn about floating cities, electric vehicles, cancer treatment by drones, kids in favelas helping eliminate dengue fever. If you're interested check out www.positive.news/christmas to see what you think.



Causeway Coast and Glens Team of the Year Finalists

We were honoured to be finalists in the Causeway Coast and Glens Team of the Year. We got dressed up for a great event at The Lodge Hotel. Thanks to everyone for your congratulations.

Clinical Corner

A recent study which is analysing exosomes, (which are small molecules in people's tears) has revealed that they can now detect inflammatory markers that are linked with various eye and general health conditions within 5 minutes. Diabetes, different forms of dry eye and glaucoma have been assessed. Compounding the fact that the assessing the eyes can tell so much about your health.

New Eyewear Every Month



For decades we ordered new stock when we were running low. We waited for frame reps to contact us and then choose new designs to replenish the drawers and displays. I called it a "feast or a famine" and it annoyed me. We weren't offering the best selection possible. Then we implemented a monthly stock take. Reviewing what we had every month and then ordering new models, colours and styles. Talking to our reps and seeing what was going well, getting the latest releases from the trade shows. This now seems so sensible but at the time, we were unsure if it would work or if we would default to what we have done for years.

I'm happy to say the process works really well. It means that our customers have a much wider range of choice, and we are more up to date with the thousands of frames available to us. Here is a little snapshot of some new arrivals this month.



THANKS FOR ALL YOUR BUSINESS

Thanks to everyone who has come in to see us and taken advantage of our second pair offer. A special thanks to those who have left us a 5 star review on Google, it really helps us stand out from the crowd. We recently got a little feature on Q Radio, where we highlighted our 5 stars.

Our competition for a meal out in Browns restaurant is coming to a close on Monday the 12th December, so if you want a chance to win a luxury meal, all paid for then consider leaving us a review.

Lorna M



"Great staff from the optometrist to the receptionists. I love that they give an honest opinion of which frames suit & which ones don't. Great service as always. Would not consider going anywhere else."

Win a dining experience?

Browns Restaurant
L/Derry



Plus rail transport

Ask for more details

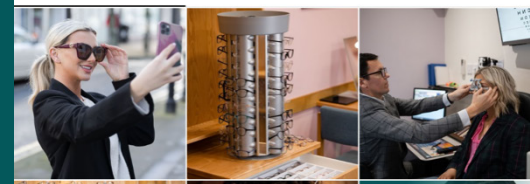
Google Review/Facebook/Written

Also own Ardtara House, Maghera & Browns 1894, Portstewart Golf Club



Instagram rebrand

If you are on social media you may have noticed the roll out of our new branding. Give us a like if you are!



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We Value YOU!

"In the picture" is a quarterly conversation between us and our customers.

I believe in relationships and we really value having a strong relationship with our customers. This is our way of showing you what we're like.

For new customers, this unusual publication is an open

dialogue between us so that you can get to know who we are as a company. And painful as it can be, we like to show some of our personality. We're not a faceless company. For regular customers many of you only come in once a year or once every two years. So we can go a long time without seeing you. And a lot can

happen in a year or two. Hence we like to keep in touch.

The feedback is invaluable. I'm extremely interested in what our customers have to say. Please send your thoughts and comments on what we are talking about to:

brian@johnlaverty.co.uk



Let's see the world



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John Laverty
Opticians



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JOHN LAVERTY
OPTOMETRISTS

Celebrate Christmas with John Laverty Optometrists

Give the gift of sight this Christmas with a voucher for eyewear at John Laverty Optometrists.



EYEWEAR STYLING CONSULTATION

Do you know someone who needs a glasses makeover? Leave it with us, we can transform how someone looks and give them that extra "va va vroom" they've been looking for. Consider a gift voucher for an Eyewear Styling Consultation. This appointment will be organised to suit the customer, we will take our time to consider all options and ensure they find the perfect frame and lenses to suit. The cost will come off any new purchase. (£25)



EYEWEAR WARDROBE

Do you know anyone who has more than 2 pairs of glasses? Well, this little leather gift gives each pair of glasses a new home. Different styles, different needs, sunglasses, they all can be stored safely in this eyewear wardrobe. (£60)

DO THE DOUBLE

If you think someone needs a style makeover this gift can be combined with a complimentary Eyewear Styling Consultation. (£70)



GIFT VOUCHERS

Let someone you love use a voucher to buy themselves some new glasses or sunglasses. You choose the amount, and we'll look after them. This voucher is available to buy online and in our branches. (£20-£500)

COMPETITION TIME

Do you fancy winning a new pair of glasses?

Simply like our Instagram account and Facebook account and leave a comment on our social channels for a chance to win.



DRY EYE SURVIVAL PACK

Do you know anyone suffering from dry or watering eyes? Maybe a dry eye survival pack featuring top quality drops, heat packs and omega 6/9 supplement would make their Christmas more comfortable.

This gift also comes with a clinical assessment from Brian McKeown to ensure they are fully informed about their condition, and they are using the correct treatments. (£60).



BALLYMONEY | COLERAINE | GARVAGH

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