

# THE OPTICIAN

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Because of its most modern equipment and layout my Practice was featured in the Professions Journal, "The Optician". With their kind permission I have reproduced some extracts from the article for your general interest.

I trust that these will help introduce you to my Practice and to my ideals.

Geoff Wilson

Other people's practices

# A new practice in Birmingham

by Philip Mullins

**G. Wilson** BSc FBOA



How many opticians cherish the ambition to become their own boss? Many more than really believe this could ever be a possibility for them is perhaps a safe assumption. The opposing factors to this aim are considerable in the present climate of high rents and rates, keen competition for prime sites and steep rates of interest on borrowed capital. Young opticians may think these forces too much for them to overcome, but some refuse to be kept down by them.

One practitioner who ranks among the latter is Geoff Wilson, BSc, FBOA, who, after specialising in contact lens fitting during six years in the employ of a multiple in the Birmingham region, has opened his own practice to prescribe and fit contact lenses solely.

He wanted his business where the most people would be and looked for premises as near to the centre of Birmingham city as he could find, judging that, with the growing demand for contact lenses, there was room for one more practitioner in the city.

The practice has been operating for eight months and slowly the public are noticing that there is another

contact lens practitioner available in the city centre. An independent observer might well judge that everything has been done in a very thorough way, from the arranging of running water in the consulting room and the teaching room, to inviting patients to take coffee in the reception lounge while they are waiting to see Mr. Wilson.



For one reason or another a member of the public learns that Geoff Wilson exists—either by recommendation by a friend or their own optician, or simply while passing the practice.

Often the first contact is made by telephone. Jane, his able secretary and receptionist, will supply the casual enquirer with a folder of information

*continued opposite—*



*Above—  
Striking view of Geoff Wilson's window  
frontage with his business logo, concentric  
circles around his initials, boldly imprinted.*

*Below—  
Display case at the entrance showing  
contact lens care products.*



*Name plate at the entrance.*



that Geoff Wilson has compiled. He has found by experience that most of the preliminary conversation with new patients in the consulting room is spent giving them information which they could easily have acquired beforehand. He likes them to have read the literature before they make an appointment for assessment of suitability.

The neat polythene envelope given to the caller contains product information leaflets from major manufacturers, a reprint from *Vanity Fair* (July 1971) giving the modern woman's-eye-view of hard contact lenses, and a six-page question and answer treatise on contact lenses prepared by Geoff Wilson himself to deal with all the most natural questions a new patient might want to ask.

Geoff Wilson is fitting all the currently available types of soft lens, for he has found by experience that no one lens is suitable for every patient.

When the patient has made an appointment, there should be no difficulty in finding the premises for included amongst the information sent was a map showing the location, and at the foot of the stairs just in from the street is the name plate stating who is practising in the rooms above. There is also a show case there displaying certain contact lens products and accessories. Once in the reception lounge, they will be met by Jane and probably be surprised at how spacious, tasteful and welcoming the lounge is. This is principally a result of rather skilful planning of the whole practice. Which, bearing in mind that half of the area has been left to lie fallow for the time being,

*continued overleaf—*



*Above— Reception lounge from the stairway side facing the floor-to-ceiling window front draped with attractive netting.*



*Above— Patients are invited to take coffee while waiting, the ingredients for which stand beside the secretary's desk.*



*Above— Corridor situated along the window front from the reception lounge to the consulting room (first door) and teaching room (far door) to which patients pass from the consulting room to receive tuition from the receptionist.*



*Above— View of the reception desk and of the entrance to the pick-up bay and powder room.*

consists of the reception lounge, the corridor along the window front which gives access to the consulting room and to the teaching room, and the powder room and the pick-up bay. The powder room and ladies' toilet has been thoughtfully provided for women to repair any damage to their eye make-up.

These four rooms have become essentials in the concept of contact lens practice that Geoff Wilson has built

*Below—*

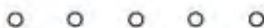
*The work top in the consulting room showing fitting sets of contact lenses. The AO chart projector is wall-mounted and a slide projector is beneath it.*



## COVER PICTURE

*Consulting room in the recently opened contact lens practice in Birmingham city centre. The Bausch & Lomb power-poise three-arm instrument stand (blue) carries the Bausch & Lomb refractor head and keratometer (both also blue) on the upper column. Mounted on the third arm is the Nikon binocular photo zoom slit lamp (right and black). The practitioner is using the ultra-violet magnifying lamp fitted in the left of three wells above the control panel for diagnostic instruments. The centre one of these three instruments is the Keeler ophthalmoscope and the right one the American Optical retinoscope. Wall-mounted to the rear of the Belmont motorised chair is the American Optical chart projector. The focimeter on the work top is also by Nikon supplied by Projectina.*

up. In the consulting room he has his desk and plenty of room in front of it; he has the refraction unit and full range of fitting equipment, including the American Optical chart projector and slide projector which he uses for viewing the microfilm records taken by the photo zoom slit lamp.



The teaching room is entered from the consulting room and another door leads back to the corridor for exit. In the teaching room the patient is instructed by the receptionist on how to apply and care for the contact lenses. For those patients who have returned to collect lenses, but who do not need to be seen by Geoff Wilson, there is the pick-up bay near to the receptionist's desk, where, out of view of waiting patients, they can insert their lenses. This is very conveniently placed and is a most useful asset in the contact lens practice.

*Below—*

*The 'pick-up' bay situated off the reception lounge.*



*Above—*

*Teaching room with running water and full facilities for fitting lenses. Water flow is electrically operated at the turn of a tap, water being stored in the cupboard (centre) beneath the custom-built work top.*

Geoff Wilson has a practice which is full of potential. He has been quite daring in setting it up, and now that the clientele is growing he remains thoroughly a specialist. He will not prescribe for intending spectacle wearers, but will refer them to a practitioner who does not specialise in contact lenses. He believes these practitioners will then more readily refer their patients to him.