



JOHN LAVERTY

OPTOMETRISTS

In the picture Newsletter Vol 9. Issue 2



OBE for David McKeown

I've known this man all my life and I had to give him the privilege of being on the front cover of my little newsletter! My dad, is a retired vet, originally from Stewartstown and he has just been awarded an OBE for his service to the veterinary profession. We are all extremely proud of him and I caught up with him for a little Q + A.

Nice glasses! What's been a highlight in your career?

The highlight of my career has been the colleagues with whom I have worked. Being presented by those friends with Honorary Life Membership of the 3 veterinary associations on this island is the absolute highlight.

I see customers who reminisce about how you looked after their dog or cat or cow. Did you enjoy those days working in practice?

Half of my career was as a practitioner, I always tell students that the secret of enjoying being a practitioner is more about loving people than loving animals although that's important too. My clients had animals in need of attention and my job, whether the patient was a dog, cat, horse or cow was to try to fix the problem but more importantly, manage those owners' expectations. Having a passion for people made being a vet just the best job - ever.

When did you find out that you'd received an OBE?

I was shocked and humbled to receive a letter from the Cabinet Office about 5 weeks before the announcement - and being sworn to secrecy!

What are you currently working on?

My days are pretty full and I currently work as a volunteer with 3 charities - the Samaritans, Vetlife which is like Samaritans ++ for the veterinary profession and my busiest role is as chair of VetSupport which helps those in the veterinary profession who are struggling with pressure, stress or anxiety to manage those mental health pressures better through coaching.

Do you feel veterinary medicine is in a good place as a profession?

The veterinary degree is a fabulous problem-solving qualification. Graduates can go in all sorts of directions. The opportunities constantly change over time and I believe the future of the profession is bright - so I am involved in the setting up of a new initiative in Belfast - a new independent referral clinical staffed by a team of veterinary specialists.

Who are you taking to the palace?

Edith of course and after that it will have to be a family lottery - so remember to be especially nice to me!!!!

Welcome to the summer edition of "In the picture". We hope you and your family are keeping well. We've had a busy few months, settling into Abbey St, Coleraine and watching the road works at High St! While uniting people with beautiful new frames and helping people see a little more and hear a little more. Enjoy the read.

Brian



Congrats to David Irwin, M&S Winner of "Only at M&S Awards"

The David's have been busy this month! I chatted with my cousin David, who is now the poster boy in M&S stores across the country. I wanted to make sure this new fame hasn't gone to his head. He assures me his feet are firmly planted on the ground. Being a farmer is a 24/7 job and now with modern technology that David utilises, his phone is an extension of his animal welfare, being kept up to date with all the herds vital credentials.



David farms in partnership with his family, milking 250 pedigree Holstein Friesian cows at his 400-acre farm outside Dervock, and his family were founding members of the NI regional M&S milk pool 24 years ago. The milk

pool is committed to delivering industry leading animal health and welfare, farm standards and low carbon milk production, in return for a fair, transparent and stable price for farmers. Keep up the great work.

SUNGLASSES EVENT

We held a sunglasses event in Coleraine and I thought I'd highlight 6 key take aways from that presentation.

1. Did you know your eyes are 10 times more sensitive than your skin?
2. The earlier we protect our eyes the better. Exposure is cumulative.
3. UV index above 3 can damage our skin, especially strongest around midday.
4. SPF for the skin, look at sunglasses as your eye SPF
5. Cataracts, Age Related Degeneration, Skin cancers are linked with UV exposure
6. Non-CE certified sunglasses are worse for the eyes than none at all.

For any further advice or help, please get in touch with any of our staff.



Timmy Mallett Cycles around NI

You may have seen Timmy Mallett, the television presenter famous for the 80's show Wide Awake Club, cycling around the circumference of Northern Ireland. He was raising funds for his late brother Martin, who had Down's Syndrome. He would find some incredible spots and make short videos on Facebook. He would sit and sketch beautiful scenery and meet some great people with great stories.

You can see he is a glasses ambassador! So, it was only right that he met some of the John Laverty team while he was roaming the streets of Coleraine.

Talking about Independent Prescribing



I had the honour of being invited to an Optometry event in Telford, England in April. I was asked to join a panel to talk about how Independent Prescribing (IP) is being utilised in Northern Ireland. I was joined by colleagues from England, Scotland and Wales and we tried our best to answer questions about our respective nations and

future aspirations. I'm involved in helping to shape eyecare provision in Northern Ireland and feel that IP Optometrists are part of the solution to reduce the pressure on hospitals.

It was a privilege to shine the light on Optometry in Northern Ireland and hope that all the nations can learn from each other.

Living my best life... through my kids!



My eldest son's primary school, got an invite to play rugby in Aviva, Dublin. So, by the age of 10, Jack has played in Kingspan, Ulster's home ground and Landsdowne Road, Ireland's home ground, what a lucky boy. I was off that day so I joined the team and got to touch the hallowed turf. What an experience for them (and me), they met current players from the male and female teams plus Paul O'Connell joined them for a game of tag rugby. Paul is a giant of a man with a kind heart. He started out wanting to be a swimmer, but someone kept beating

him, then a golfer, which didn't feel right and finally settled on rugby. He's captained his country and the British and Irish Lions.

It was a superb initiative to inspire future generations of boys and girls as well as the older boys like me!



Transitions Generation S



Transitions GEN S is the fastest transition lens on the market. It is fully clear indoors and darkens in seconds outdoors. It is ultra-responsive to light, reaching category three levels of darkness in 25 seconds and fading back in less than two minutes. It also has improved long-lasting performance over time.

Transitions GEN S is available in eight exclusive colours, including a brand-new addition: Transitions GEN S Ruby. All colours have been optimised to be true to tone at all times, offering vibrant tints

regardless of the light environment. While being fully clear indoors, and beautifully coloured outdoors, Transitions GEN S provides endless possibilities of pairing to complement any look.

It is one of the best lenses from a health perspective due to its blue light protection qualities for screen work and its all-round UV protective qualities.

It also comes with a 60 day love'em or leave'em guarantee, giving people confidence to try them and see what they're like.

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

Meet the staff pics so far.....

On our social media we have been drip feeding some of the team, with some facts about them. Here are some familiar faces.



Share this newsletter with friends and family

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Opticians



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