

Letters

Returns policy is all a bit of a mess

Referring to your correspondent, Ian Billson's letters (11.12.09/22.01.10) about CooperVision's new 'Non Returns Policy'. The position is actually worse than it would initially appear.

If you have patients registered for a regular six-month supply of lenses and find that their prescription has changed (which often happens), when they come for their regular check ups, you either have to insist on them wearing an out of date prescription for six months, which is certainly unmedical, and probably illegal, or throw the lenses away and carry the financial loss which could be substantial.

Presumably all CooperVision's customers find themselves in the same mess and the only way out of it I can see is to refit all your CooperVision lens wearers with other manufacturers' lenses.

A good way of increasing their business!

Leonard Marlow
St Helens Merseyside

Consumers voting with their mouse

There will never, ever be a better time to be in optics; especially for an internet retailer. The shocking 13 per cent decline in annual industry revenue reported in last week's *Optician* magazine and consumer driven campaigns like the 'give me my pd' e-petition are symptomatic of deep consumer unrest and an industry with a business model in terminal decline. While the internet

retailer sees a UK prescription glasses market; read fashion, designer and lifestyle, which is at least five times its current size; (that'll be two pairs for work outfits, one or two casual pairs, prescription sunglasses a pair for my favourite sport, a pair for driving and don't forget all those re-glazes, thank you very much) the clinicians cast a backward glance and complain that we're eating their lunch.

Make no doubt about it, consumers are voting with their mouse. Things are not going to return to normal. Plan your future on today being the 'new normal'. If you are a clinician, focus on providing patients exceptional eye care, get off the high street into polyclinics or low rent, easy access premises, become an integral part of primary health care as in Scotland and provide added value services like extended tests and marking up progressives for the retailers. If you're a retailer, deliver outstanding every-day value with exceptional customer service. Stop destroying value with the constant and indiscriminate use of words like 'Free', 'Sale' and '2 for 1'.

By embracing new ways of working not only will there be more lunch, but we'll all be sharing the same table.

Ewan McFarlane
Metsuki

In receipt of good news from the GOC

In response to Ken Pinfold's letter, 'Awaiting receipt' (29.01.10), I am delighted to confirm that the facility to download a receipt is now available from the registrants' area of the General Optical Council

website. Registrants can now download their retention application when their form has been approved and payment has been received. I have downloaded a confirmation from my employer.

As for the mistaken retention application, I have submitted a Council of administration appeal to the Mincher-Lockett Appeal Panel. Lockett, Letters, 10.01.10. The College of Opticians was a fell victim to a price war. Suppliers used a direct marketing strategy instead of direct mailing. I had signed off. They have not taken full responsibility. I have not charged you for my job. We would like to see our registrants for the future. I am caused.

Kate Fielding
Director of Communications
Information
General Optical Council

CardioRetinometry responses

Thank you for your letter (hastily written) to Morgan's information OPTOMETRY@optometrists.ac.uk) and for inviting me to contribute.

Unfortunately I do not have your space to refer to. I have therefore sent you through which optometrists' responses by g-mail. Sydney J Bush
CardioRetinometry (UK)
The Cosmopolitan University
Director UK Institute of
Dir Canadian Institute