

InFocus

HAAG-STREIT UK NEWS

Issue 12

Welcome to latest issue of the Haag-Streit UK 'InFocus' newsletter



I am pleased to say that we have had a very positive start to 2024 at Haag-Streit UK. Q1 has been exceptionally busy, with the launch of new products and attendance at key industry events.

The Haag-Streit Group continues to have a strong focus on both innovation and education. In the UK, we have been celebrating 10 years of Haag-Streit Academy, having held our first training course back in 2014. Our team of Academy experts continue to provide diverse learning opportunities through live courses, e-learning and bespoke on-site training.

Our range of state-of-the-art simulators continue to shape

learning and enhance educational programmes in a multitude of ways. We were pleased to launch the Eyesi Direct ROP Simulator earlier this month. The device is dedicated to the training of retinal examinations on premature babies and classification of retinopathy of prematurity (ROP). This mixed-reality simulator offers a highly-immersive training environment with an embedded, didactically structured simulator curriculum.

I am delighted that the 2024 Slit Lamp Imaging Competition has now been launched. Now in its 6th year, this competition offers those in the industry an opportunity to showcase the levels of sophistication that can be achieved with a slit lamp image. The images can capture both crucial pathology as well as a stunning and exquisite image. Adding the new video category this year will really broaden the potential for entrants and we are excited to see what this new category will bring.

We always strive to support industry partners through the sponsorship of meetings in the ophthalmic calendar. The first quarter of this year has been no exception, as we have travelled to key events throughout the UK. We very much enjoyed our

attendance at 100% Optical, as they took the leap to encompass ophthalmology into this year's exhibition. Our Academy were pleased to sponsor the 100% Ophthalmology Hub, offering some fantastic talks from leading industry experts.

We look forward to attending the RCOphth Annual Congress in Belfast this year. As the exclusive Haag-Streit distributor for Northern Ireland, we are excited to make the journey to Belfast, visit our loyal Irish customers and to showcase key products from our portfolio to both existing customers and new faces.

Finally, we have recruited some fantastic new additions to the team over the last few months, who are going to offer a wealth of industry experience and with them bring fresh ideas. I wish all our recruits success in their new positions as they join our dedicated and hard-working team.

A handwritten signature in black ink, appearing to read 'Dean Johnson', written over a light blue horizontal line.

Dean Johnson
CEO & Managing Director
Haag-Streit UK



Haag-Streit UK look back on a busy weekend at 100% Ophthalmology

Haag-Streit UK attended 100% Ophthalmology in February, a branch of the 100% Optical event at Excel in London. At the event, we showcased the Eyesi Slit Lamp simulator, Eyestar swept-source OCT & biometer, Lenstar Myopia, Solix OCT system and the BQ 900 slit lamp with IM 910 imaging.

We also ran an exciting Eyesi Slit Lamp simulator competition on the stand, offering delegates the opportunity to test their slit lamp skills and win a daily prize. One of the winners included Optometrist Jonathan Partridge, who accurately completed the simulation task in the quickest time on the first day of the event. He won a £50 Amazon gift card.



Jonathan Partridge receiving his prize



Guest speaker Sunil Mamtora, Ophthalmologist and Slit Lamp expert

Haag-Streit Academy sponsored the 100% Ophthalmology Education Hub, which attracted a number of delegates from the ophthalmic profession. Renowned clinical experts delivered some innovative and insightful lectures on the following topics:

'Clear vision ahead: Strategies for effective myopia management' the significance of myopia management in preserving eye health' delivered by Optometrist & Myopia Specialist, Trusit Dave.

'Seeing the future: Innovations in slit lamp technology and slit lamp simulation in ophthalmology' delivered by Ophthalmologist, Sunil Mamtora

'From measurements to visual clarity: improving refractive outcomes through biometry' delivered by Consultant Optometrist, David Sculfor.

We also held a successful VIP Simulator session, where delegates were able to enjoy some hands-on time with our virtual reality simulator range along with the DRV.

100% Ophthalmology gave us a great opportunity to showcase key products to both Optometrists and Ophthalmologists. It was great to see such a broad range of eyecare professionals under one roof, learning together at a show that has a real focus on education.

The dedicated area for 100% Ophthalmology made this the right year for us to return to the show and its success has led to us embarking on plans to attend again next year.



Gemma demonstrates the Slit Lamp Simulator



Haag-Streit UK look forward to exhibiting at the RCOphth Annual Congress 2024

Haag-Streit UK will be exhibiting at the RCOphth Annual Congress 2024 at the ICC in Belfast on 20th – 23rd May.

As the exclusive Haag-Streit distributor for Northern Ireland, we are looking forward to seeing our valued Irish customers in Belfast, as well as customers from throughout the UK.



A delegate taking part in our simulator competition at last year's event

We will be showcasing our Eyesi Slit Lamp Simulator, Eyesi Surgical Simulator, EYESTAR 900 Swept-source OCT & biometer, SOLIX OCT system, MR-Q YAG Laser, BQ 900 slit lamp with IM 910 imaging module, DRV Deep Reality Viewer with iTrack Advance

and John Weiss Surgical Instruments. We will once again be running our Eyesi Surgical simulator competition, which gives contestants an opportunity to test their cataract and vitreoretinal skills and win a daily prize.

All participants are entered into a draw, with delegates playing for the chance to join our 100 Club if they score 100% in the competition.

Rebecca Seymour said "We have attended the RCOphth Congress for many years and look forward to discovering what this year's event will bring. We are very excited to travel to Belfast this year."

Rebecca continued, "As the exclusive Haag-Streit distributor for Northern Ireland, this is a fantastic opportunity for us to meet our loyal Irish customers, as well as customers from throughout the UK who have made the journey to attend this key event in the ophthalmic calendar."

Those wishing to attend the event can [register here](#).



Donation made to Himalaya Eye Hospital

In February, we supported the Himalaya Eye Hospital in Pokhara, Nepal with a donation of products to help treat eye patients in one of the poorest regions of the world.

We sent them the following products: Perkins hand-held tonometer, Snellen charts, Ophthalmic drapes, Orbital implants – 12 each of 12mm, 14mm and 21mm, Single use scissors, Single use speculums and Single use callipers.

Himalaya Eye Hospital (HEH) offers a wide range of services including an investigation unit, an oculoplastic clinic, a paediatric unit, a cornea transplant service, a glaucoma clinic, and a minor surgery unit, amongst others.

Their vision is to have a 'Centre of Excellence' in eye care services, with their motto being: 'no one should be deprived of eye care services for economic or other reasons that may be the barriers to eye care services'.

Dr Jennifer Tan from the Sheffield Teaching Hospitals NHS Foundation Trust, who assisted with the donation, passed on her gratitude.

She said: "I would like to formally thank Haag-Streit for its generosity and extend our thanks on behalf of the people of Pokhara."



Celebrating 10 years of Haag-Streit Academy

This year, we're celebrating 10 years of the Haag-Streit Academy, and we think you'll all agree that our smart new Academy in Bishop's Stortford will ensure that we can provide another 10 years (and beyond) of fantastic courses!

We hosted our first 'Improving Outcomes' biometry course in 2014 when the Haag-Streit Academy was born. In March this year, we held sold-out Slit Lamp Skills courses in Bristol, and we have the following courses coming up later in the year:

27th & 28th June – [Slit Lamp Courses](#) – Basic & Advanced Slit Lamp Skills – Haag-Streit Academy HQ, Bishops Stortford.

26th & 27th September – ['Improving Outcomes' Biometry Courses](#) – Basic & Advanced – Haag-Streit Academy HQ, Bishops Stortford.

14th & 15th November - [Slit Lamp Courses](#) - Basic & Advanced Slit Lamp Skills – Double Tree by Hilton Hotel, Glasgow.

Haag-Streit Academy remains committed to advancing ophthalmic knowledge and skills through its educational courses. Since its inception, the Academy have delivered more than 30 courses to around 750 delegates. The CPD-accredited courses offer delegates



Anna Chen running a workshop at a Slit Lamp skills course in Bristol in March

the opportunity to learn from leading experts, engage in hands-on practical sessions, and stay at the forefront of cutting-edge technologies and techniques.

Specialist speakers for the Academy include Mr David Sculfor, a Consultant Optometrist with Buckinghamshire NHS Foundation Trust; Mr Peter Wilson, who works as a Consultant Ophthalmologist in NHS Fife and Forth Valley; Prof. Fiona Rowe, a Professor in Orthoptics and Health Services Research at the University of Liverpool; and Mr Sunil Mamtora, who works as an Ophthalmologist at Bristol Eye Hospital.

Our free e-learning courses have also proven to be popular, and we currently have 370 active users.

To access our e-learning courses, visit <https://hsuk.co/Elearning>

Recruitment

Five new members of staff at Haag-Streit UK



**Tim Lister,
Service Manager**

Tim will be responsible for managing the Haag-Streit UK Service Division and maintaining the high level of customer service and aftercare support that the company is known for. Tim will co-ordinate product installations, relocations, and audits, whilst ensuring that all Service Engineers and Co-ordinators maintain the required level of product knowledge and technical expertise. Tim enjoys cycling, running and badminton, and he is a keen car enthusiast, currently restoring a 25-year-old Honda.



**Gayle O'Reilly,
Marketing Co-ordinator**

Focussing on PR, media ads, customer communications, and the production of marketing materials, Gayle will also be responsible for creating content for social media. Gayle has over 10 years of marketing experience. In her spare time she enjoys sewing and drawing. She also loves the challenge of an escape room!



**Kevin Pitt, Regional Sales
Manager (Surgical Team)**

Customer account management is a key part of Kevin's role, along with initiating the sales of surgical simulators, microscopes, surgical instruments, and other parts and consumables in the Haag-Streit UK portfolio. Kevin is a keen road cyclist and scuba diver.

**So far this year
we have
welcomed five
new starters
to the
Haag-Streit UK
family!**



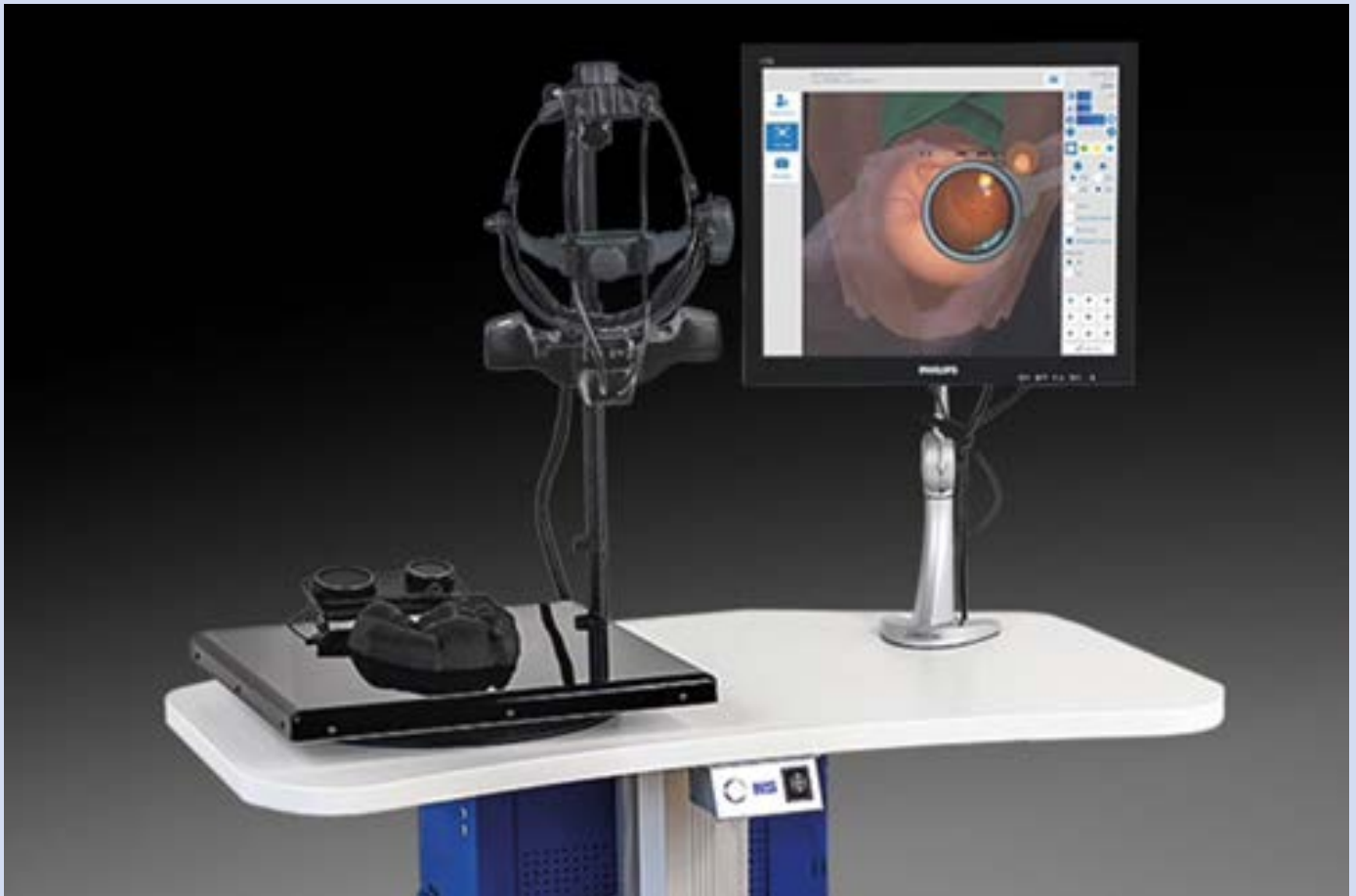
**Robert Walker,
Field Service Engineer**

Bob has joined Haag-Streit UK as a Field Service Engineer for Northern England and Scotland, offering support to customers by installing and servicing Haag-Streit products. In the summer, he enjoys going to festivals in his VW campervan. He also likes DIY and cooking.



**Jack Scanlon, Logistics
Quality Control Inspector**

Working in Goods In, Jack will be involved with receiving deliveries, inspecting stock, picking, and despatching products to customers. Outside of work, Jack enjoys dog walking, watching films with his family and online gaming.



Launch of the new Eyesi Indirect Ophthalmoscope ROP simulator

Haag-Streit UK has launched the Eyesi Indirect Ophthalmoscope ROP Simulator (Eyesi Indirect ROP) in the UK. The Eyesi Indirect ROP is for training of retinal examinations on premature babies and classification of retinopathy of prematurity (ROP). The Eyesi Indirect ROP launched in the UK on 2nd April.

This product is a mixed-reality simulator that offers a highly immersive training environment for proper device handling, with an embedded, didactically structured simulator curriculum to teach the diagnostic skills required for correct ROP classification.

The simulator resembles every relevant aspect of the real examination scenario. It consists of a head-mounted stereo display representing an ophthalmoscope, a patient model head with pliable eyes, and mimics of lenses and a

scleral depressor. The user is presented with an immersive 3D simulation of the patient; the indirect ophthalmoscope mimic, the handheld lens, and the patient's eye must be aligned precisely to visualize the retina. The rubber eyes can be indented and tilted into different directions using the scleral depressor to add to an immersive, close-to-life environment. The effect of the manipulation is simulated in real-time.

The Eyesi Indirect ROP offers a standardised curriculum featuring virtual patients with different stages of retinopathy, including aggressive ROP, plus disease and retinal detachment, thereby ensuring that each resident has been trained on the same range of pathologies.

The simulator curriculum teaches the main characteristics of ROP and how to recognize the different zones and stages according to the "International

Classification of Acute Stages of Retinopathy of Prematurity."

The Eyesi Indirect ROP provides trainees and educators with a detailed assessment of examination and classification skills. Evaluated parameters are, for example, the light exposure, completeness of the retinal area examined, completeness and correctness of findings, appropriate use of indentation, or examination time. With the combination of a standardized curriculum and computer-based evaluation, the training system can ensure that each trainee reaches a standard performance level.





Haag-Streit UK embark on series of leadership training sessions

The Haag-Streit UK Management team took part in some fantastic leadership training this week, on site at our HQ in Bishop's Stortford. The team were also joined by colleagues from across the Metall Zug Group, which offered an interesting insight into how others create strong and transformational leadership.

Modules focused on the DAC (direction, alignment & commitment) model as well as looking at influence, and explored how this can be used to

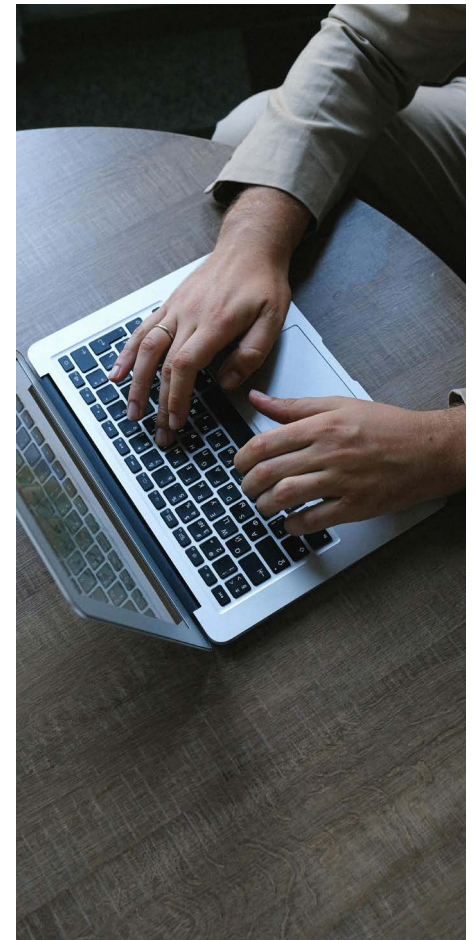
empower employees through skillful leadership.

The day also covered personality profiling and the benefits of understanding the personality types of those across the organisation to facilitate and improve communication.

All the delegates thoroughly enjoyed the day, which was organised and delivered by Kennedy Reed, HS-UK Head of HR & Facilities, Dean Johnson, HS-UK Managing Director and CEO and Gino Ostacchini, HS-UK Operations Director.



Delegates engaging in group discussions on leadership style



Haag-Streit UK e-shop

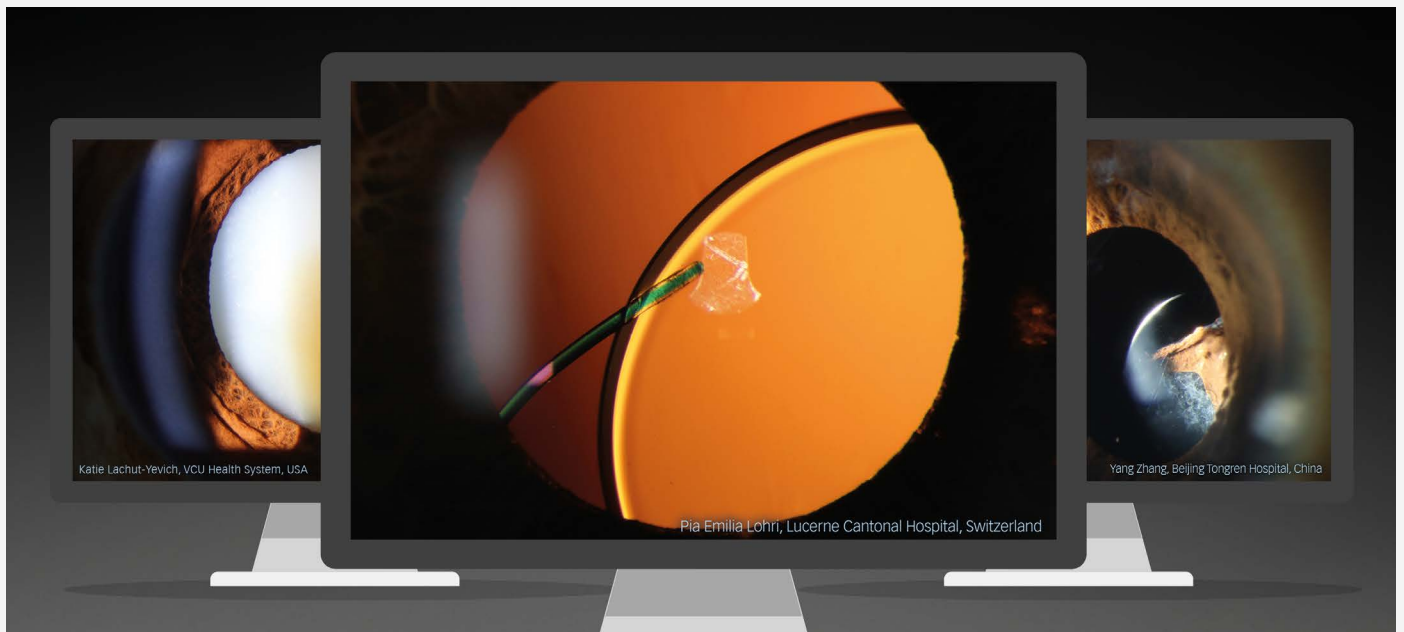
The HS-UK [e-shop](#) is open for business 24-7, so purchasing couldn't be easier, or more convenient.

We offer a wide range of ophthalmic, orthoptic and optometry products from our best-selling range, and all are available at competitive online prices.

The simple e-shop order process, along with the integrated powerful shopping cart technology, allows customers to order with a few simple clicks.

All online transactions are fully secure. Customers are encouraged to view the e-shop regularly to take advantage of exclusive online offers.

The Haag-Streit UK e-shop can be accessed and viewed by visiting <https://eshopuk.haag-streit.com/> where a comprehensive product catalogue can be found.



Haag-Streit launch Slit Lamp Imaging Competition 2024

Now in its sixth consecutive year, Haag-Streit have launched our Slit Lamp Imaging Competition, which this year is accepting short video entries for the first time, in addition to the standard image entries. The competition offers eye care professionals an opportunity to showcase their slit lamp imaging skills with judging based on image or video quality, technical execution, and disease interest.

Frank Wenger, Haag-Streit Head of Product Management for General Diagnostics – who will once again stand as a jury member for this year’s competition – comments: “Every year, professionals from around the world compete to showcase the possibilities of ophthalmological imaging.

By adding video into the mix, we are excited to expand on the contest’s rich tradition while celebrating the artistic potential of the slit lamp. We wish all contestants well in their search for their perfect submission and look forward to judging what will undoubtedly be another year of outstanding entries.”

The competition launched on 8th April and will run until 9th August 2024. Participants can enter here: [Competition Entry](#). Terms of the competition can be found here: [Participation Terms](#). Winners will be officially announced on 7th October 2024 on our social media channels.

Contact us

Haag-Streit UK
 Unit C, Woodside,
 Woodside Industrial Estate,
 Dunmow Rd, Bishop’s
 Stortford
 CM23 5RG
 (01279) 414969
info@haag-streit-uk.com

Do you follow HS-UK on social media?



The HS-UK social media channels are;

Twitter: [@HS UK](#)
 Instagram: [@haagstreituk](#)
 Facebook: [@haagstreituk](#)
 LinkedIn: [/haagstreituk](#)
 YouTube: <https://hsuk.co/youtube>

Follow us on all our channels for educational content, company updates, special offers and information on new products.