

InFocus

Look closer.
See further.

NEWSLETTER - Issue 10

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



Firstly, although the global political and economic situation presented many challenges to business operations during 2022, I am delighted to say that the company enjoyed a very positive year. We launched some fantastic new products, enjoyed a successful calendar of events and welcomed the return of our Haag-Streit Academy courses.

2022 saw the launch of some innovative new products, including the Slit Lamp Imaging Module 910, the Eyestar Anterior Chamber Suite and the iTrack Advance canaloplasty microcatheter. These have been well-received by customers and continue to be hugely popular at events.

During Q1 2023, we launched the fantastic [Deep Reality Viewer](#) (DRV) from Vision Engineering into the ophthalmic

market. The DRV offers unique, glasses-free stereoscopic 3D display technology, combining natural visualisation with outstanding depth perception and a 'straight up' ergonomic head position.

Following the end of the pandemic restrictions, we welcomed the return of our [Haag-Streit Academy](#) courses in late 2022. We were excited to be able to incorporate the DRV into our most recent Basic Slit Lamp Skills and Slit Lamp Imaging courses. These unique courses featured a mixture of blended learning and hands-on workshops. They included the Eyesi Slit Lamp simulator, allowing trainees to view various ophthalmic pathologies.

Simulation has become a crucial component in ophthalmic training and education. We are very excited to offer enhanced learning opportunities by incorporating the Eyesi simulator range into our live courses. We believe that simulation can potentially shape the future of education in new ways. As part of the Haag-Streit Group, we look forward to being at the forefront of this pioneering technology.

As part of our Academy relaunching this year, we look forward to delivering our first surgical masterclass featuring the iTrack Advance and the Surgical DRV. The DRV system allows the trainer to evaluate and offer guidance during dry lab sessions, particularly when connected

to a larger monitor. We will also offer dry lab sessions alongside the DRV at this year's RCOphth Congress.

In recent years, following the pandemic, there has been a profound shift towards online learning in ophthalmology with the introduction of e-learning platforms, webinars and podcasts. The Academy already offers learners the opportunity to engage in self-paced learning on slit lamp, biometry and perimetry topics. As part of our ongoing strategy for education, we hope to increase accessibility to online learning, not only by widening the portfolio of learning subjects but also by introducing CPD-accredited modules and video content to the platform.

As a company, we continue to listen to and evaluate the market, identify training needs, and develop high-quality educational offerings to support our valued customers and improve patient outcomes.

I would like to thank you for your continued support over the last few months, and I hope 2023 continues to be successful for you.





HS-UK are proud to be the authorised distributor for the Vision Engineering 3D Deep Reality Viewer

Haag-Streit UK is delighted to announce that it is now the authorised distributor for the [Deep Reality Viewer \(DRV\)](#) in the UK. The DRV offers unique, glasses-free stereoscopic 3D display technology, combining natural visualisation with outstanding depth perception.

Designed and manufactured in the UK, the DRV was developed by Vision Engineering, who have more than 60 years' experience in design and manufacture of optical and digital instruments for ergonomic microscopy. The unique technology behind the DRV's stereo image presentation overcomes the need for polarised glasses by projecting independent optical channels to the user's eyes, replicating natural stereo vision and perception of depth.

The DRV can be used to aid both diagnostic and surgical training. Used in conjunction with the Haag-Streit BQ 900 slit lamp, it enables co-observation for teaching, either in real-time or recorded for later review. A stereo camera positioned between the slit lamp optics and eyepieces allows simultaneous viewing of the optical stereo image in the

slit lamp and the digital image in the DRV. Boasting an ergonomic 'heads up' design, the DRV also allows the user to comfortably perform, demonstrate and supervise surgical simulations in high 3D magnification. The full HD display image is delivered at an ergonomically optimised angle to support good posture and reduce back and neck strain.



The DRV enables the teacher to view the stereo image in real time with no noticeable latency. Additionally, live stereo video can be streamed from one DRV to another, allowing multiple users to view in stereo, whilst it is also possible for one channel to be streamed to an external mono screen for audience viewing.

Dean Johnson, HS-UK Managing Director, said, "The DRV is an exciting addition to the HS-UK product portfolio

and is a natural expansion of our educational suite of training and simulation products. We are excited to bring this into the UK ophthalmic market and believe it offers fantastic opportunities for both surgical and diagnostic training."



Stewart Mardell, Vice President of TriTeq Division, Vision Engineering, said, "Vision Engineering is delighted to be working with Haag-Streit UK to bring our DRV glasses-free stereo display to the UK's ophthalmic sector. The combination of Vision Engineering's 65 years of ergonomic microscopy and Haag-Streit's extensive ophthalmic expertise will offer significant benefits to slit lamp teaching and simulated ocular surgery."

For more information on the DRV, please visit <https://hsuk.co/DRV>



Haag-Streit UK looks forward to exhibiting at the RCOphth Annual Congress 2023

Haag-Streit UK is pleased to announce it will be exhibiting at Royal College of Ophthalmologists (RCOphth) Annual Congress on 22nd – 25th May 2023 at the ICC in Birmingham.

HS-UK is exhibiting on stand O and will be showcasing the recently-launched [Deep Reality Viewer](#) (DRV) at the event. The DRV offers unique, glasses-free stereoscopic 3D display technology, combining natural visualisation with outstanding depth perception.

Used to aid both surgical and diagnostic training, the DRV boasts an ergonomic 'heads up' design, to allow the user to comfortably perform, demonstrate and supervise surgical simulations in high 3D magnification.

HS-UK will be running dry lab demonstrations on the stand using the DRV and [iTrack Advance](#), which combines the clinically proven iTrack™ canaloplasty microcatheter with an innovative handheld injector design.

Also available on the stand for demonstrations will be the [Eyesi Slit](#)

[Lamp](#) and [Eyesi Surgical](#) VR simulators. HS-UK is very excited to once again be running the Eyesi Surgical simulator competition, which gives contestants an opportunity to test their cataract and vitreoretinal skills and win a daily prize.



The [Eyestar 900](#) will be available on the stand showcasing the recently-launched Anterior Chamber Suite. The Eyestar 900 provides precise measurements, comprehensive data analysis, and excellent images of the anterior chamber. The swept source OCT-based topography covers up to 12 mm diameter on the anterior cornea and provides highly accurate assessment of the cornea front and back, as well as data on its thickness.

Grahame Wood, HS-UK National Sales Manager, said "We are really looking forward to exhibiting at the RCOphth Congress in May. We are particularly

excited to showcase the newly-launched DRV at the show, and we will be using this innovative stereo microscope to facilitate running dry labs with the fantastic iTrack Advance."

Grahame continued, "We are also thrilled to bring back the Eyesi Surgical Simulator competition again at this year's show. This was exceptionally popular last year, and we are looking forward to challenging attendees to see who can make it into the '100 Club' and score 100% on the navigation task at this year's event."



Other products available on the stand will include the [BQ 900](#) slit lamp with [IM 910 imaging module](#), the [SOLIX](#) multi-modal OCT device and the [John Weiss range](#) of 'gold-standard' surgical instruments.

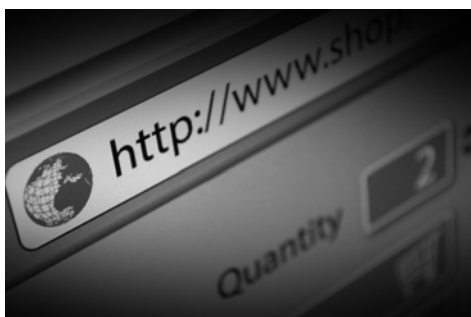
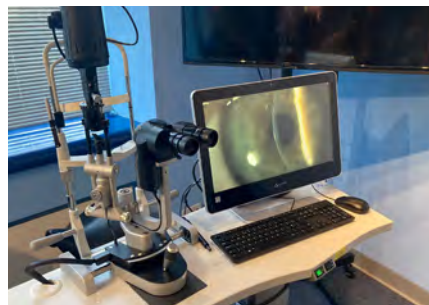


Haag-Streit Academy announce new dates for Basic & Advanced Slit Lamp courses

Haag-Streit Academy will be hosting a 'Slit Lamp Basic Skills course' and an 'Advanced Slit Lamp Course' in Manchester on 21st and 22nd September 2023.

The 'Slit Lamp Basic Skills' course will feature advice from product experts on how to get the most from your Haag-Streit slit lamp. The 'Advanced Slit Lamp Course' will provide attendees with a detailed overview of more in-depth slit lamp techniques, including ophthalmic imaging. The agenda will cover a range of topics, including an introduction to a variety of pathologies.

Both courses will include lectures delivered by slit lamp specialists along with a variety of practical, hands-on workshops. Delegates will be able to claim 6.5 CPD points for their attendance on each day. The cost of each course is just £125 + VAT. For more information or to book your place, email academy@haag-streit.com



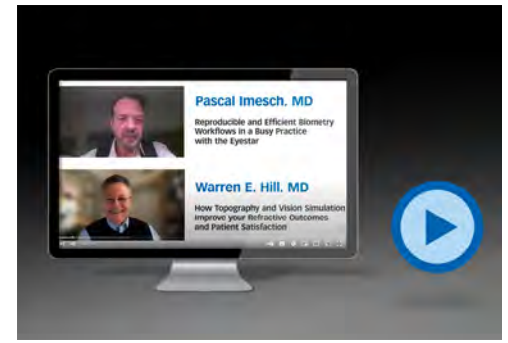
A one-stop-shop for all your ophthalmic, orthoptic & optometry needs

The HS-UK [e-shop](http://www.haag-streit.com) 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. Visit www.haagstreituk.com/eshop to find out more.



Biometry Focus Month webinars now available to view online

Haag-Streit hosted several educational webinars as part of its Biometry Focus Month, late in 2022. These individual webinars, as well as videos of the highlights of each webinar series are now available online.

The online biometry webinars are aimed at cataract and refractive surgeons, as well as myopia specialists. They were delivered by a distinguished faculty consisting of notable Key Opinion Leaders, complemented by Haag-Streit biometry product specialists. The program of webinars available to download include;

- Rupa Wong – 'Myopia Highlights Video'
- Rupa Wong – 'Myopia: A Proactive Management Approach with Lenstar'
- Abdo Jamal and Elizabeth Yeu – 'Lenstar Highlight Video'
- Abdo Jamal – 'Lenstar – Data Validation and Toric Planning'
- Elizabeth Yeu 'Clinical Confidence with Lenstar Biometry'
- Warren E. Hill 'How Topography and vision stimulation Improve your refractive Outcomes and Patient Satisfaction'
- Pascal Imesch – 'Reproducible and Efficient Biometry Workflows in a Busy Practice with the Eystar'
- David Goldblum – 'Congenital Aniridia: More confidence in a complex case'
- Thomas Beutler – 'Hack your practice All about the Eystar'

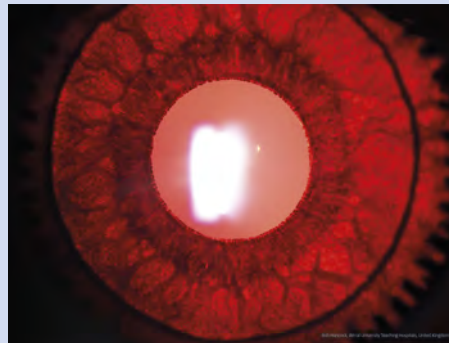
To view any of these interesting and informative biometry webinars or download, please click [here](#).



Haag-Streit presents its winners for the Haag-Streit 2022 Slit Lamp Imaging competition

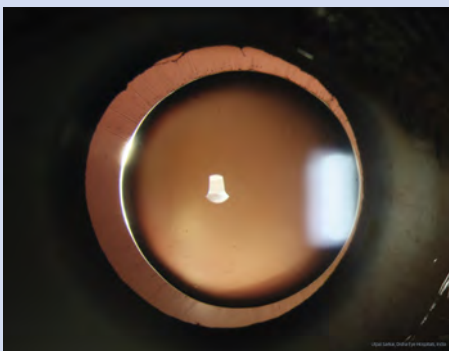
First prize, a Sony Alpha 7 IV Kit, was awarded to Utpal Sarkar from Disha Eye Hospitals Barrackpore in Kolkata, India. His winning image, taken with a Haag-Streit BX 900 Imaging System, shows a case of Spherophakia and excelled in all three of the winning criteria, which were image quality, technical execution and disease interest. The jury was especially impressed by the ciliary zonule being in full focus over nearly the entire 360° of the eye.

being crisp, detail-rich and showing a high level of contrast.



The 'Haag-Streit Slit Lamp Imaging Competition' has now run for four consecutive years and has been a fantastic success.

This year, 168 entries have been submitted by participants from 20 countries with many outstanding images among the submissions. The jury, consisting of Marc Curchod (Ophthalmic Photographer, Switzerland), Jesús Conejero (Ophthalmologist, Spain) and Frank Wenger (Head Product Management General Diagnostics Haag-Streit, Switzerland) spent a great deal of time selecting the winning images from the exceptional submissions.



In third place, a Peak Design Everyday Backpack, was awarded to Kathleen Warren from Duke Eye Center, Durham NC in the USA. Her winning image displays a case of epithelial ingrowth, taken with a Haag-Streit BX 900 slit lamp. Taken with large magnification, the image is not only detail rich and fully in focus, but it has also been chosen for its artistic qualities.

An image by Rob Hancock from Wirral University Teaching Hospital in Wirral, UK was selected to win second prize and received a Nikon Z fc Double Zoom Kit. His image, also taken on a Haag-Streit BX 900 slit lamp, displays a patient with Ocular Albinism and has been captured with iris transillumination technique. The image was selected by the jury for



Frank Wenger, Head Product Management General Diagnostics stated, "Myself and my fellow jurors have been amazed by this year's submissions. We have found the images of incomparable quality. As Haag-Streit, we are also very proud to see that many of the best images have been captured using our BX 900 slit lamp, which has been specially designed for ophthalmic photographers". For more information on the Slit Lamp Imaging Competition winners, please click [here](#).

Recruitment

Haag-Streit UK welcomes new recruits

HS-UK has welcomed some fantastic new staff to the company over the last year and we would like to take the opportunity to introduce them to you.

New recruits have joined us as part of the HS-UK Service Division, Marketing Department and Clinical Education Team and we are excited to share news on their appointments as well as progression within the HS-UK family.

At Haag-Streit we understand that people are our most valuable asset so recruiting capable, motivated employees is vital for our continued success. If you are interested in joining our team, please send your CV to Kennedy Reed at kennedy.reed@haag-streit.com



Julian Chan
Service Manager

We are pleased to announce the appointment of Julian Chan in the role of Service Manager. Julian is responsible for managing service contracts, the provision of equipment repairs and the service and installation of all HS-UK products.



Rebecca Seymour
Marketing Manager

With more than 15 years of marketing experience, Rebecca is an MCIM Chartered Marketer and has worked for Haag-Streit UK for more than 11 years. Rebecca is now responsible for the HS-UK marketing function and management of the Marketing Team.



Gemma Edwards
Product Manager

Gemma is responsible for providing educational and clinical support for the Haag-Streit range of gold-standard slit lamps, OCT devices and the Haag-Streit Simulation range of diagnostic simulators. She works to deliver support at events and trade shows and can also deliver on-site training



Jessica Agboola
Marketing Coordinator

Jessica is responsible for co-ordinating all marketing activity, ensuring that projects are overseen and delivered on time. Executing a wide variety of projects, Jessica is involved in all aspects of the marketing mix, including public relations, customer communications and media advertisements.



Doreen Agyeman
Clinical Training Manager

Doreen is responsible for leading the HS-UK clinical and surgical training functions. Working alongside the sales and marketing teams, Doreen is now managing key Haag-Streit Academy events and will support both internal and external stakeholders by providing product-related support.



Spotlight on the Surgical 'Trusted Brands'

Haag-Streit UK is an Authorised UK Distributor for a number of leading international surgical brands, including; **FEATHER** ophthalmic scalpels, blades and holders, **KERARING** corneal ring segments, **MedOne** vitreoretinal cannulae, **Tecfen** corneal trephine blades and tissue punches, **Lacrivera** punctal inclusion systems, **SPIGGLE & THEIS** lid implants, and **MORCHER** implants. It is the Sole UK Distributor for the **Nova Eye iTrack** canaloplasty microcatheter.



KERARING intrastromal corneal ring segments are precision implantable devices for the correction of corneal surface irregularities and reduction of refractive errors associated with keratoconus and other corneal ectatic disorders. **Keraring** offer over 50 options of thicknesses, arc lengths and diameters, allowing for significant customisation of corneal remodelling and refractive correction.

The **FEATHER** portfolio consists of; standard, **MICRO FEATHER** ophthalmic and micro-surgical cutting instruments. The **FEATHER** standard range of surgical instruments includes; disposable

scalpels, safety scalpels, surgical blades & handles and blade removers. The range is the most diverse available. Due to the quality of the stainless steel and the exceptional manufacturing process, these provide ultimate cutting consistency and sharpness.

FEATHER microsurgical instruments are unique in design and offer highly-specialised solutions for neurosurgeons. The range includes blades specially designed for cutting Dura Mater and Arachnoid Membrane, in addition to other brain tissues. They are extremely sharp, easy to handle, and very durable. are extremely sharp, easy-to-handle and very durable.

The **iTrack™ Advance**, from **Nova Eye Medical**, is a next generation canaloplasty device for glaucoma. It builds on the legacy of the Company's proprietary **iTrack™** device which has been used in more than 100,000 canaloplasty procedures globally.



MedOne offers a comprehensive range of speciality cannulas, including; General, Soft tip, Dual Bore, Silicone Oil and Subretinal. It also offers a

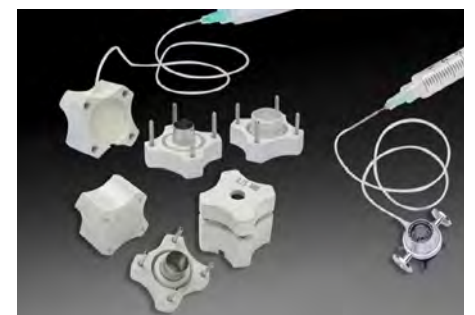
range of Backflush Instruments, to help Surgeons achieve good surgical outcomes. The **MedOne** portfolio also includes a range of single-use surgical instruments, including; knives, picks and forceps.

MORCHER is a specialist for intraocular lenses (IOL). They develop implants for cataract surgery. These include; capsular rings, Aniridia implants and special implants

The **Lacrivera** portfolio of innovative punctal occlusion systems are designed for the treatment of chronic dry eye. The **VeraPlug Punctal Occluder** conforms perfectly to the puncta for unparalleled retention and boasts a low-profile dome for enhanced patient comfort.

The **Berghaus/Schrom Lid-Chain** by **Spiggle & Theis** is an implant to restore dynamic closure of the eye in cases of lagophthalmos resulting from facial paralysis. The implant is in the form of chain and thus the malleability results in an optimal adaption to the form of the tarsus.

The **Tecfen** trephines portfolio consists of the; Vacuum and Non-Vacuum Trephine Punch series (for donor), Radial Vacuum Trephines series (for recipient), and Long Trephines series for donor or recipient. **Tecfen Medical** offers a comprehensive selection of corneal trephine blades and tissue punches, featuring long style blades that are compatible with most punch systems.



Each of the **HS-UK** surgical 'Trusted brands' are market leaders within the ophthalmology sector. For further information on any of the Surgical 'Trusted Brands', please visit <https://hsuk.co/TrustedBrands>.



HS UK 2023 Events Calender

HS-UK is excited to be planning a full calendar of events for 2023. Not only are we holding our own Haag-Streit Academy training events, we will also be showcasing key products from the HS-UK portfolio at a variety of ophthalmic meetings around the UK. Please find below a list of the events we will be supporting. We look forward to engaging with customers and ophthalmic industry peers over the coming months.

For up-to-date details of the events we are supporting and the products we will be showcasing while we are there, please visit <https://hsuk.co/Events> or if you would like further information on any of the events we are supporting, please email info@haag-streit-uk.com.

2023 HS-UK events

Event	Dates
NEOS Spring Meeting	25th April
SWONS (South West Ophthalmic Nurses)	13th May
iGLEAMS	12th & 13th May
RCOphth Congress	22nd - 25th May
BCLA	9th June
SARCS	17th June
106th Oxford Ophthalmological Congress	3rd & 4th July
iTrack Masterclass	28th July
ESCRS	8th - 12th September
Haag-Streit Academy Slit Lamp courses	21st & 22nd September
BARS	28th & 29th September
Scottish Optical Conference (SOC)	19th November

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