

# InFocus

## HAAG-STREIT UK NEWS

Issue 11

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



*2023 has been a very positive year for Haag-Streit UK. We have enjoyed a successful calendar of events and welcomed the return of our Academy educational courses.*

*The last six months have been particularly exciting, as we moved into our new UK headquarters in Bishop's Stortford in June. The new offices are just 10 miles away from our previous Harlow location, where we have been for more than 30 years! We are now very well located, close to road and rail links, just off the M11 motorway and a stone's throw away from Stansted airport.*

*The new HS-UK headquarters have a more modern look and feel and*

*include a fantastic open-plan office which can accommodate the HS-UK team perfectly, as well as an exciting new space to hold Academy courses. The logistics and service team are located in a separate, well-sized warehouse facility. We were pleased to donate a lot of the furniture from the old office building to local Harlow schools and charities, who were very grateful. New furniture was sustainably sourced, and both new facilities will benefit from solar energy and electric car charging spaces.*

*We look forward to both customers and colleagues attending the offices for meetings and have already welcomed delegates to attend training in our new dedicated Academy space. I believe that the new premises will encourage collaborative working, improve workflow and will offer fantastic sustainability initiatives.*

*In addition to the premises move, we are also pleased to have launched our new e-shop, which has an updated look and feel, more closely representing the Haag-Streit brand, and allows our customers to continue to buy HS-UK products online, 24-7.*

*Our Academy courses have been very well received this year with some fantastic delegate feedback. We look forward to their continued success as we launch our UK-wide calendar of dates for 2024.*

*Finally, I have been delighted to welcome many new faces to the HS-UK family this year. I am very proud of our dedicated team and we continue to work closely to meet the needs of our UK customers, whilst also working in harmonisation with our Haag-Streit colleagues, globally.*

*I would like to thank you for your continued support during our transition to our new home in Bishop's Stortford and wish you all the best for the festive season and the remainder of 2023.*

A handwritten signature in black ink, appearing to read 'Dean Johnson', with a long horizontal flourish extending to the right.

**Dean Johnson**  
**CEO & Managing Director**  
**Haag-Streit UK**



## HS-UK enjoyed a successful RCOphth Congress 2023

Haag-Streit UK enjoyed a successful Royal College of Ophthalmologists (RCOphth) Annual Congress, which took place on the 22nd – 25th May 2023 at the ICC in Birmingham.

We showcased many products at the Congress, including the fantastic Deep Reality Viewer (DRV). The DRV offers unique, glasses-free stereoscopic 3D display technology, combining natural visualisation with outstanding depth perception.



*HS-UK Team at the RCOphth Congress*

HS-UK were pleased to run the Eyesi Surgical simulator competition once again this year, in which we gave away daily prizes. The competition gave contestants an opportunity to pit their cataract and vitreoretinal skills against their peers and those who achieved 100% won entry to the HS-UK '100 Club'.

Rebecca Seymour, HS-UK Marketing Manager, said "HS-UK enjoyed a very successful RCOphth Congress this year. Delegates were particularly interested in participating in the iTrack Advance Dry Labs which were facilitated by the glasses-free DRV stereo microscope."



*RCOphth delegate making it into our '100 Club'*

Rebecca continued, "In addition, we once again ran our Eyesi Surgical Simulator challenge. This was a huge success with more than 100 entrants over the four days and nearly 20 participants achieving 100% on the task, making it into our prestigious 100 Club."



*iTrack Advance Dry Labs on DRV*

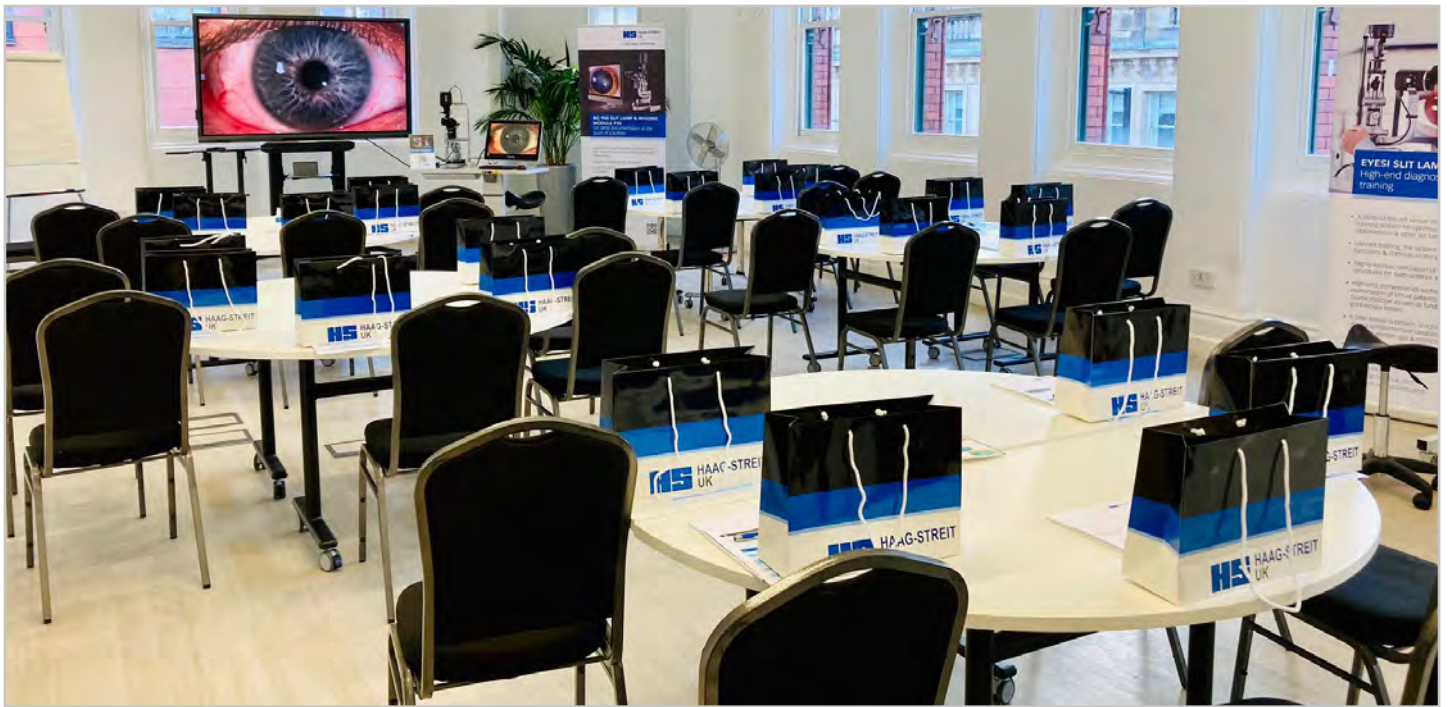
There were popular dry lab demonstrations on the stand using the DRV and iTrack Advance, which combines the clinically proven iTrack™ canaloplasty microcatheter with an innovative handheld injector design. Also available on the stand for demonstrations were the Eyesi Slit Lamp and Eyesi Surgical VR simulators.



*Winners of the Eyesi Surgical Challenge at this years RCOphth Congress*

We showcased a wide range of products at the event, including the recently launched MR Q SLT laser, BQ 900 slit lamp with IM 910 imaging module and the John Weiss range of 'gold-standard' surgical instruments.





## Haag-Streit Academy launches course calendar for 2024

Haag-Streit Academy remains committed to advancing ophthalmic knowledge and skills through its key live courses.

The Academy is excited to announce the launch of a range of Improving Outcomes Biometry courses and Slit Lamp Skills courses to take place throughout 2024. These CPD-accredited courses cater to the professional development of Ophthalmologists and Allied Ophthalmic Healthcare Professionals, seeking to enhance their knowledge and refine their skills.

Participants will have the opportunity to learn from leading experts, engage in hands-on practical sessions, and stay at the forefront of cutting-edge technologies and techniques. Courses planned for next year include;

### Basic & Advanced Slit Lamp Courses

- 21st & 22nd March – Bristol
- 27th & 28th June - Haag-Streit Academy, Bishop's Stortford
- 14th & 15th November – Glasgow

### 'Improving Outcomes' Biometry Courses

- 25th & 26th April – Glasgow
- 26th & 27th September – Haag-Streit Academy, Bishop's Stortford

For more information or to book your place on any of the Haag-Streit Academy courses, please visit <https://hsuk.co/hsacademy> or email [academy.uk@haag-streit.com](mailto:academy.uk@haag-streit.com).

In addition to the live courses, the Academy has developed a range of learning tools to meet an industry need for high-quality training.

E-learning courses are available, providing an opportunity for self-directed education, at one's own pace. To find out more about the Haag-Streit

Academy e-learning portal, click [here](#). Finally, we are now able to offer bespoke, on-site training for groups of clinical staff who wish to further enhance their skills in-house. Combining a mixture of tailored presentations and hands-on sessions, this course is ideal for units with multiple staff who are unable to attend the full day training courses.

For more info on any of the Haag-Streit Academy learning opportunities, please contact us at [academy.uk@haag-streit.com](mailto:academy.uk@haag-streit.com).



Image of Brand New Haag-Streit Academy Dedicated Facility





## Haag-Streit Academy hosts successful series of Slit Lamp Courses

Haag-Streit Academy hosted a successful series of Slit Lamp courses that took place on the 21st and 22nd September at Chamber Space in Manchester.

The 'Slit Lamp Basic Skills' course featured advice from a faculty of experts on how to get the most from your Haag-Streit slit lamp. The course programme included lectures



and from Consultant Ophthalmologist, Sunil Mamtora on topics such as; 'History & introduction to the slit lamp,' 'The general eye examination' and 'Tonometry principles & calibration check'.

The 'Slit Lamp Imaging Course' provided attendees with a detailed overview of this highly skilled ophthalmic imaging discipline. The day included demonstrations

and lectures delivered by slit lamp imaging specialists and featured a wide range of the Haag-Streit slit lamps, including; the BQ 900, BX 900 'photographers slit lamp' and the Haag-Streit Simulation Eyesi Slit Lamp simulator.

Delegates claimed 6.5 CPD points for their attendance on each day. Both courses included engaging practical, hands-on workshops, covering topics including; 'Diffuse, focal & indirect illumination & retro illumination' on the 'Slit Lamp Basics Skills' course and also 'Image capture & manipulation' on the 'Slit Lamp Imaging' course.

Victoria Chapman-Brown, HS-UK Training & Events Co-ordinator, said, "We were very pleased to travel to



*Guest speaker Sunil Mamtora with quiz winner, Heather Locker, Orthoptist, Singleton Hospital*

Manchester for the September slit lamp courses. The courses were fully-booked and it was fantastic for delegates in the north of the country to have the opportunity to attend."

Victoria continued, "We were delighted to welcome Anne Keplacz to the Slit Lamp Imaging course as a live patient. Having suffered with Keratoconus for 40 years, Anne shared her eyecare experiences with delegates and they had the opportunity to examine her eyes and take ophthalmic images using Haag-Streit slit lamps."



*Pictured is 'Best Image Winner' Jessica Cardus, Senior Clinical & Ophthalmic Photographer*

For information on future courses please email [academy@haag-streit-uk.com](mailto:academy@haag-streit-uk.com) or to find out more about the courses, visit <https://hsuk.co/hsacademy>





## Haag-Streit Academy host 'Improving Outcomes' Biometry Courses at new Academy Facility in Bishop's Stortford

Haag-Streit UK hosted two 'Improving Outcomes' biometry courses on Thursday 19th and Friday 20th October 2023. The courses, held at our brand-new dedicated Academy facility, were extremely successful.

The Basic and Advanced 'Improving Outcomes' biometry courses are designed to help both beginners and experienced ophthalmic consultants get the most from their biometers.

Delegates enjoyed a series of lectures from biometry experts, including Mr David Sculfor, Consultant Optometrist, Stoke Mandeville Hospital and Mr Peter Wilson, Consultant Ophthalmologist, NHS Fife & Forth Valley. Lectures included topics such



as, 'The anatomy of the human eye', 'Formulae for IOL power calculation' and 'Interpretation of measurement data.'

The courses also offered practical, hands-on workshops that supported a range of subjects, including IOL power calculation, biometry measurement and editing IOL data. In addition, delegates had the opportunity to trial the cataract suite on the new Eystar 900 swept-source OCT measurement device.

Anna Chen, HS-UK Biometry Product Manager, said, "We are very pleased

to have delivered the first event at our new Academy facility in Bishop's Stortford. This is our first Improving Outcomes Biometry course since the COVID pandemic and we are delighted with how successful it was



and the positive feedback received from delegates."

For information on future Improving Outcomes Biometry Courses, please email [academy.uk@haag-streit.com](mailto:academy.uk@haag-streit.com) or visit <https://hsuk.co/hsacademy>





## Haag-Streit announces winners of Slit Lamp Imaging Competition 2023

Haag-Streit has released the results of its Slit Lamp Imaging Competition 2023.

Pia Emilia Lohri, from Lucerne Cantonal Hospital, Switzerland, was the competition's overall winner. Her image, taken on the BX 900 slit lamp, displays a patient with dislocated intraocular lens. The image was selected for its overall execution. Pia wins a top-of-the-range Nikon Z 6 II plus NIKKOR lenses and will have her work published in a leading ophthalmic journal.

Yang Zhang, of Beijing Tongren Hospital, China, takes the runner-up position. His image of the exudative membrane connecting the anterior capsule to the cornea, was praised for its technical mastery. Yang wins an Apple Watch Ultra for his great work.

Katie Lachut-Yevich from VCU Health System, USA achieved third place. Her image, displaying a Morgagnian cataract, impressed the jury with its artistry. Katie takes the prize of a stylish Ona Brixton leather camera bag for her efforts.

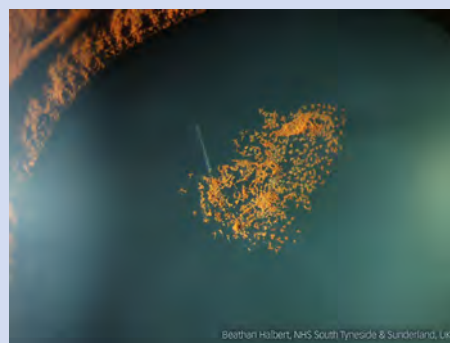
With over 350 submissions from 18

countries, the competition once again united ophthalmic photographers from around the world. Now in its fourth year, the competition also attracted the most image submissions so far.

The competition was judged by a panel of jurors that included Marc Curchod, professional photographer, Jesús Conejero, ophthalmologist, and Frank Wenger and Jacqui Kenyon, both of Haag-Streit.

Our jury narrowed down the entries to ten final images, ranking the top three to choose their overall winners. The other finalists (in no order) are:

- Beathan Halbert, NHS South Tyneside & Sunderland, UK - Epicapsular stars (pictured below)



- Carmen Rodrigues, Lucerne Cantonal Hospital, Switzerland - congenital cataract

- Dr. Samar Basak, DISHA Eye Hospitals, India - silicone oil adhered with the posterior capsule, behind the IOL
- Katie Lachut-Yevich, VCU Health System, USA - iris atrophy
- Pia Emilia Lohri, Lucerne Cantonal Hospital, Switzerland - prolene mattress sutures, Re-ppv with silicone oil for recurrent retinal detachment following contusion of the eyeball
- Timothy Costello, Kellogg Eye Center, USA - PFO bubbles
- Yang Zhang, Beijing Tongren Hospital, China - lotus surface opacity of intraocular lens

Many of the winning images were taken on the Haag-Streit slit lamp, which is tailor-made for ophthalmic photographers. Juror Frank Wenger commented: "On behalf of Haag-Streit, we are proud to discover that once again, the very best images were captured by our BX 900 slit lamp. Congratulations to all our entrants—we are inspired by your passion for this competition."

For all the winning images, plus the Haag-Streit 'Top 3 winners' animation and key graphics, click [here](#).





## Lenstar Myopia now includes the new, unique AMMC® framework by Prof. Dr. Hakan Kaymak

Haag Streit UK is pleased to announce the [Lenstar Myopia](#) now includes the new AMMC® framework by Prof. Dr. Hakan Kaymak.

The AMMC® framework provides excellent data on the eye's expected length growth, considering age and gender. The eye care professional can compare axial length growth speed to a broad demographic database. As axial length growth is perfectly normal at a young age, it is essential to discern pathological axial length growth from emmetropic growth quickly.

It provides normal length growth in the same visualization, providing

a clear therapy goal tailored to the age and state of the specific patient. Furthermore, AMMC® allows the eye care professional to observe and assess axial length growth over time and overlay treatments. This makes it possible to rapidly understand therapy effectiveness, allowing the eye care professional to adjust the individual patient's therapy as required.

Additionally, AMMC® can help to uncover developing myopia based on excessive axial length growth before it becomes visible in refraction. Therefore, treatment can be administered at the earliest point, even in pre-myopic children, to keep

axial length growth in a physiological range.

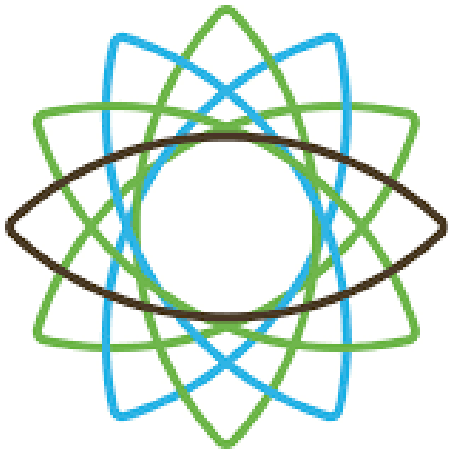
Simplified visualisation of myopia progression is presented in a parent-friendly manner in a highly flexible and customizable Myopia Report.

The report, which is based on «myopia.care™», provides parents with easy-to-understand information in familiar traffic light colours, enabling them to actively participate in the myopia management process and commit to and support the appropriate treatment for their child, making the Lenstar Myopia the first device in the market to truly facilitate patient and parent education.



Dominic Ernst, Lenstar Myopia Product Manager, commented, "As one of the leading manufacturers of innovative, state-of-the-art diagnostic devices for myopia management, Haag-Streit is constantly working with leading myopia experts to develop new features and enhancements to the Lenstar Myopia, and help eye care professionals in the battle against myopia."

For further information on the Lenstar Myopia, please visit <https://hsuk.co/LenstarMyopia>



## THE VISIONARY CHARITABLE TRUST

### Haag-Streit UK donate ophthalmic equipment to Visionary Charitable Trust

HS-UK is delighted to have been able to recently support the Visionary Charitable Trust, a Family Foundation charity started by Anil Pitalia, by donating an ultrasound system to the Bright Sight Mission in Ghana.

The Visionary Charitable Trust is currently supporting Bright Sight Mission (BSM), a UK based charity run by ophthalmic nurses who dedicate their time to helping visually impaired people in Ghana, West Africa. The charity has been active since February 2018, when it began to perform free cataract operations and treatments for eye conditions, for patients in a district suffering extreme deprivation.

HS-UK donated an Eye One Ultrasound system, which is used to image the posterior, anterior and to take measurements of the eye. The system offers both A-scan ultrasound biometry and also B-scan to view anterior structures.

Anil Pitalia, the founder and ex-CEO of SpaMedica, said, "We are very grateful for the generous donation we received from Haag-Streit UK. The portable ultrasound system will allow Bright Sight's healthcare

professionals to measure and evaluate both anterior and posterior segments of the eye, supporting patients with conditions like cataracts and diagnosing other disorders. Cataracts in Ghana are often very dense and being able to visualise the posterior segment is of huge practical importance. Donations such as this will hugely benefit both the eyecare professionals involved in the Bright Sight Mission project and the patients they are treating."

*"Donations such as this will hugely benefit both the eyecare professionals involved in the Bright Sight Mission project and the patients they are treating."*

HS-UK Marketing Manager, Rebecca Seymour, said, "We are delighted to be able to contribute to Bright Sight's mission, 'To Prevent Blindness from treatable eye conditions.' We really hope that the donation will be of huge benefit to the patients in Ghana, and that the team will be able to restore sight to those who have been previously unable to access much needed eyecare services."

For more information on Haag-Streit UK's donation, please email [info@haag-streit-uk.com](mailto:info@haag-streit-uk.com)



Help us to see this beautiful world



### Haag-Streit UK announce the launch of a brand new e-shop

Haag-Streit UK is pleased to announce the launch of a brand new e-shop at [eshopuk.haag-streit.com](http://eshopuk.haag-streit.com).

The e-shop showcases our comprehensive product portfolio, including; Tonosafe tonometer prisms, lenses, vision tests, fixation bars/cubes, occluders, retinoscopes & ophthalmoscopes. Product information is now displayed using a simple and sleek overview. We have improved design features and navigation, which now offers a vastly improved user experience. The website is fully-optimised for all mobile devices, such as tablets and smartphones.

The new and refined e-shop has integrated powerful shopping cart technology that allows customers to order seamlessly online. Customers can pay through PayPal, either by using their existing PayPal account or by debit and credit card.

Visitors are encouraged to bookmark the webpage and view the e-shop regularly to take advantage of exclusive online offers.

Rebecca Seymour, HS-UK Marketing Manager, said, "We are excited to be launching the new Haag-Streit UK e-shop. It offers an improved user experience and a cleaner look and feel which more closely reflects the Haag-Streit brand. We are pleased to continue to offer this valuable service to our customers, allowing them to order their equipment online, 24/7."



# Recruitment

## Haag-Streit UK welcomes new recruits

HS-UK has welcomed some incredible new staff to the company over the last six months.

New recruits have joined us as part of the HS-UK Service Division, Customer Services Team, Clinical Education Team and our UK Surgical Sales team. We wanted to share with you a little bit more about our new employees as we welcome them into the HS-UK family.

At Haag-Streit UK, 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](mailto:kennedy.reed@haag-streit.com).



**Martin Rescorle**  
**Regional Sales Manager**

Martin is the new Regional Sales Manager for our Surgical range of products and is responsible for the North of England and Scotland. In his spare time he enjoys cycling, spending time outdoors and exploring nature.



**Deborah Hunt**  
**Customer Services Coordinator**

Deborah is the Customer Services Coordinator for the Service Department. Deborah loves history, reading and museums. She has a family pug with loads of energy and loves taking long walks with family and friends.



**Nicole Gadd**  
**Customer Services**

Nicole has joined the Customer Services team, having spent a number of years working for HS-UK sister company Clement Clarke. Nicole loves spending time with her friends and family, enjoying walks and new experiences.



**Anna Chen**  
**Product Manager**

Anna has joined our Education Team as a Product Manager and is responsible for diagnostic devices including the Lenstar, Eystar and Octopus perimeters. In her spare time she enjoys exploring the UK, sightseeing and loves the outdoors.



**Jason Mclean**  
**Field Service Engineer**

Jason joined the HS-UK team as a Field Service Engineer and brings with him 21 years in the industry. In his spare time, he enjoys producing music and works on promotional YouTube content.



## Haag-Streit UK is excited to be exhibiting at 100% Ophthalmology

Haag-Streit UK is delighted to announce it will be exhibiting on stand M240 in the 100% Ophthalmology area of 100% Optical 2024. Some key products will be showcased, including; the Eyesi Slit Lamp and Eyesi Direct Ophthalmoscope Simulators, Lenstar Myopia system, Solix OCT device and the BQ 900 slit lamp with IM 910 imaging.

HS-UK will also be running 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.

Haag-Streit Academy is sponsoring the 100% Ophthalmology Education Hub on Sunday 25th February, where renowned clinical experts will be delivering some innovative and insightful lectures on topics such as 'Strategies for effective myopia management', 'Slit lamp simulation in ophthalmology' and 'Improving refractive outcomes through biometry', using our state-of-the-art equipment.

More information on the lectures and other news on our attendance at the show, will be available on our website at [www.haagstreituk.com](http://www.haagstreituk.com) and will also be released on the 100% Ophthalmology [website](#).

### 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](mailto: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.