**(COMPANY) helps (TOWN) residents preserve their sight for tomorrow thanks to new innovative technology**

(COMPANY) – *descriptor of business* – has steadily built up an impressive reputation, thanks to their focus and commitment to offer everyone who walks through their door a superior service.

Now, residents of (TOWN) are set to benefit from an even better service thanks to the inclusion of an amazing new OCT retinal screener that makes it’s debut on (DATE).

Our eyes are amazing, complex and precious, and deserve the best possible care, treatment and attention. That’s why (COMPANY) has invested over (£35k) to bring to the area a globally acclaimed instrument – an OCT digitally scans and photographs your eyes.

So why is this service so important and what makes this technology superior? In summary, this technology monitors and scans the human retina, which is a thin and sensitive tissue at the back of the eye. This complex structure supplies the retina with blood. Everyone’s retina is different – indeed, a set of identical twins do not share similar patterns. Sometimes, retinal patterns may be altered in the cases of diabetes, glaucoma or other retina degenerative disorders.

Press Release Template

A retinal scan – a photograph, in effect – of a patient’s eye can instantly pick up any changes there and then (COMPANY) will be able to advise on the next steps you should take.

The scanner debuting at (COMPANY X’s) is the very latest technology to come from a global-giant in the optical world and is 100% designed to give professionals an instant indication of eye health. It’s a quick and comfortable non-invasive treatment for the patient. You can even get to see an amazing 3-D illustration of your eye with the OCT, enabling the optician to talk through his or her findings right there in the Consultation Room.

Retinal screeners that digitally scan the eyes are very accurate and are one small step everyone can take to not only check-up on the health of their eyes, but indeed their overall health as high blood pressure and diabetes can be picked up by the optometrist using these instruments. When you consider how precious our health is, and our sight, it’s a logical step to book in an eye test.

The service is available now for patients and costs just (£X), excluding the eye test. Visit (COMPANY WEBSITE) or call (COMPANY TEL NO) for further information.