

## CP1406/5638 Assessment 2 - Introductory email from the client

### Vcare Opticals

We're thrilled to connect with you as we look to enhance our online presence and create a modern, welcoming website for our optical practice. At Vcare Opticals, we provide comprehensive eye-care services for people needing routine eye exams, prescription updates, or specialised treatments. Our mission is to help every patient achieve clear, comfortable vision through personalised service and the latest technology in optometry.

### Information about the website:

For over 25 years, our clinic has been a trusted provider of eye-care services in the community. Located at 21 Florence Avenue, Razole. we pride ourselves on offering friendly, dependable, and expert optical care. Our mission is to help every patient achieve clear, comfortable vision through personalised service and the latest technology in optometry.

At **Vcare Opticals**, we offer a wide range of services including routine vision tests, prescription lenses, contact lens fittings, dry-eye treatment, and advanced diagnostic screening for conditions such as glaucoma, cataracts, and macular degeneration. We also provide stylish eyewear, sunglasses, and specialty lenses to suit both functional and fashionable needs. Our team is passionate about educating our patients, ensuring they understand their eye health and have all the guidance they need for ongoing care.

At **Vcare Opticals**, our promise is to deliver exceptional eye-care services with compassion, accuracy, and dedication. Whether you are experiencing vision concerns, need a new set of frames, or simply want an eye check-up, our experienced staff are here to support you.

### Our Staff

Dr. Melissa Javali (OD, Pediatric & Family Optometry)

Dr. Melissa Javali has over 15 years of clinical experience in family and paediatric eye care. After earning her Doctor of Optometry degree from a leading Australian optometry school, she completed additional professional development in myopia control, and vision therapy.

Dr. Alan Koya (BOptom)

With more than three decades in professional practice, Dr. Alan Koya is widely respected for his expertise in diagnostic optometry, ocular disease detection, and vision rehabilitation. Dr. Koya frequently collaborates with ophthalmologists and general practitioners to ensure holistic patient care, particularly for individuals with chronic health conditions like diabetes or hypertension.

Sarah Ravie (Optical Dispenser & Lens Specialist)

Sarah Ravie is a highly skilled optical dispenser with over 12 years of hands-on experience helping clients choose eyewear that blends comfort, functionality, and personal style

Emiliano Brooklin (Receptionist)

As the first point of contact at Vcare Opticals, Emi sets a warm and welcoming tone for every patient who walks in. With professional experience in customer relations and medical reception, he ensures daily operations run smoothly and that every visitor receives prompt, respectful, and helpful service.

## Contact

Phone: 07 5111 4488

Fax: 07 4567 2288

Address: 21 Florence Avenue, Razole, Queensland

Email: [contact@vcareopticals.com.au](mailto:contact@vcareopticals.com.au)

## Trading Hours

Monday – Friday: 9:00am – 6:00pm

Saturday: 9:00am – 2:00pm

Sunday: Closed

## Announcements

- 20% discount on your first eye examination when booked through email!
- Enjoy 10% off on your Annual Eye Checkup until May 31st

## Articles that may interest users:

- [Why Regular Eye Exams Are Essential](#)
- [Tips for Maintaining Healthy Vision](#)
- [Understanding Contact Lenses](#)
- [How to Choose the Right Eyeglass Frames](#)

## Annual Eye Checkup Package Includes following services:

- **Vision Assessment:** A detailed examination of vision clarity, depth perception, and colour vision.
- **Eye-Health Screening:** Checks for early signs of eye diseases such as cataracts and glaucoma.
- **Retinal Imaging:** Advanced imaging to analyse retinal health.
- **Prescription Update:** Reviewing and updating glasses or contact lens prescriptions.
- **Lifestyle & Visual-Care Discussion:** Guidance on screen habits, lighting, and eye-care routines.

## Article: The Importance of Annual Eye Exams & Protecting Your Vision for Life

Clear, healthy vision plays a crucial role in how we work, learn, and experience the world around us. An Annual Eye Exam is one of the most important steps in maintaining long-term eye health and preventing potential vision loss.

### 1. Early Detection of Eye Conditions

Routine eye examinations allow optometrists to detect issues such as glaucoma, cataracts, or macular degeneration in their early stages often before symptoms appear. Early detection greatly improves treatment outcomes.

### 2. Prevention Through Regular Screening

Regular check-ups help prevent serious eye conditions caused by ageing, screen exposure, chronic diseases like diabetes, or lifestyle factors. Preventive care is essential for maintaining good vision over time.

### 3. Personalised Vision Guidance

Each patient's lifestyle, work environment, and screen time affect their vision differently. Annual exams offer an opportunity to receive personalised advice on eye strain reduction, protective eyewear, and habits that support healthy vision.

**4. Comprehensive Eye-Health Evaluation**

Eye exams go beyond checking vision clarity they assess the health of the entire eye, including the retina, optic nerve, and cornea. This holistic approach helps detect systemic health problems such as diabetes or high blood pressure.

**5. Supporting Long-Term Well-Being**

Consistent eye care ensures you maintain optimal vision throughout all life stages. It supports productivity, comfort, confidence, and overall quality of life.

In summary, investing in an Annual Eye Exam is a powerful step toward protecting your vision for years to come. Schedule your exam today and enjoy the benefits of clear, healthy eyesight.