

# A new approach to optometry

Unique, impressive and inviting are all words that spring to mind when you first walk into h2 Vision Centres.

With an upmarket coastal feel complimented by state of the art technology and an exciting retail range – as soon as you walk through the open laid out practice you feel genuinely welcomed. This optometrist is powered by deeply passionate people who work closely as a team to combine incredible experience and knowledge with a care and consideration towards customers that is exceptional. h2 Vision Centres represents a completely new yet accessible 'visionary approach' to every aspect of expectation – where the motto of 'you'll see' can be experienced at many levels.

h2 Vision Centres is the long held dream become a reality of two brothers; Associate Professor Leo Hartley and Mark Hartley (hence the name h2 Vision Centres). They have drawn upon their extensive 30 year plus experience in the field to create 'the perfect optometry experience'.

Every aspect of the practice, from a clinical and technical level through to design and a welcoming ambiance, has been well thought out with the aim to ensure that patients leave happy. Leo and Mark are supported by the effervescent Nicky Spencer who brings her vast sales and fashion experience eye along with senior dispenser Krystle Taylor who brings over 10 years of technical knowledge and an in-depth understanding of lenses - to assist patients pick the perfect look.

Leo and Mark grew up to follow their father into the optometry field, yet both have brought an interesting diversity of life experiences to result in this unique venture.

Mark is a qualified optical technician with extensive experience in finance and business – he also has a keen eye for design.

Leo, an optometrist and GP, graduated from QUT in 1980 before moving back to Mackay to work with Mark in his father's practice. Leo has always

loved research and study as well as innovative practice and his career and professional involvement over the years reflects these personal attributes.

Even at a relatively young age he was committed to professional development long before this became standard business practice. With links to optometry schools in Melbourne, New South Wales and Queensland, as a young man living in North Queensland Leo would instigate the invitation of world class speakers in the industry to visit Australia allowing access to a high calibre of professional development at an international standard.

Another innovative project he started involved the creation of a non-competing optometry group that would meet every six months throughout Queensland to serve as a focus group for the

**Associate Professor Leo Hartley**



industry allowing a forum that helped raise industry standards.

During this time Leo also established a multi disciplinary vision clinic which he ran for 17 years in Mackay and volunteered his time before moving to Melbourne to establish an Ophthalmology practice. During these years, he continues to lecture at the University of Melbourne.

Retiring at 50 he realised that he still had a lot to contribute – and so he returned to study as a GP specialising in tropical medicine which was partially inspired by his charitable involvement helping people in Vanuatu with their vision issues for the last 18 years.

Leo went on to be a practicing optometrist in country Victoria before a visit from brother Mark set the wheels in motion for what is h2 Vision Centres.

When patients visit h2 Vision Centres, not only are they able to access the latest in vision technology in a comfortable and accessible

Mark and Leo Hartley



environment, they also benefit from the wide ranging experience and knowledge that Leo and the team provide.

This experience allows Leo to bridge a gap between general practice and optometry. He takes the time to assess issues and problems with a holistic or 'big picture' outlook that often enables effective resolution to seemingly complex or puzzling issues with an in-depth knowledge and compassion.

While the expertise of the team is exceptional, the range of diverse designer branded retail products will provide the right look for every type of face. With a mantra that glasses should do something 'for' people not 'to' people, their huge range of fashionable and up to the minute eyewear will ensure that patients have enough choice to leave completely happy. As part of their ongoing commitment to enhancing the patients' looks, and as an additional service as a practicing GP, Leo also offers patients anti-wrinkle injections – perfect for those who would like a refreshed look for the festive season.

h2 Vision Centres also provide peace of mind guarantees including 12 month unconditional repair / replace service and a 30 day total satisfaction exchange service.

The h2 Vision Centres first store is an important step towards the realisation of two dreams by two brothers – but this is just the start of the story. You'll see...



**Business feature**



## A new approach to optometry

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