

Local Optometrist Addresses 600 Delegates At Flagship Conference

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Press release from: [Keith Holland Associates](#)

Agency: **apt marketing & pr ltd**

Cheltenham-based practitioner Keith Holland, was lead speaker at the Sight Care conference 2008 – held March 3 at Birmingham Metropole – where he shared his vision for the future of the optometry profession.

The annual Sight Care conference is the largest business meeting for independent optometrists in Europe, and attracted a number of world-class business speakers. Keith Holland was chosen as this year's optometry speaker and shared his extensive knowledge and passion for specialist services with representatives from independent practices across Europe.

Keith Holland & Associates carry out routine eye care as well as specialist optometric services for both adults and children. Keith explained to independent optometrist delegates, how to develop these specialisms to the benefit of their patients. His talk and advice was based on his own experience, gained while providing specialist eye care for children over the last thirty years.

Keith explains, "It was an honour to speak on the main stage at the largest business meeting of its kind in Europe. My talk was delivered to around 600 practitioners and was based on the extensive experience I've gained over the years. All our staff attended the meeting and were buzzing with new ideas afterwards. We're now looking at ways to improve the customer experience and increase the efficiency of the practice."

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Keith Holland & Associates is a Cheltenham based, award winning optometric practice, set up by Keith and Clare Holland in 1989. They specialise in several niche areas, including vision therapy for children and sports vision, as well as routine eye care treatment for all ages.

Keith Holland is passionate about behavioural optometry for children, an issue often overlooked by his professional peers. It has been said that the most complex thing in the known Universe is the brain and the most complex thing that the brain does is vision 87% of all learning is done through vision, 6% through hearing and 7% from the rest of the body. He has patients in 55 different countries worldwide; typically experiencing some form of learning difficulty, with vision issues restricting their development.

The practice employs four optometrists, two dispensing opticians and a vision therapist, along with a team of highly trained support staff. Keith Holland & Associates has twice been recognised and awarded as The Specialist Eye-care Team Practice of the Year, as well as becoming the Children's Eye Care Practice of the Year and has also twice gained recognition as Investors in People.

[You can find this press release here](#)