



A POSITIVE PARTNERSHIP

Omega and Orbis International

In the 1970s leaders in the medical and aviation industry came together to create a plan which would assist doctors and nurses in developing countries to gain valuable continuing education in the field of ophthalmic medicine, including paediatric ophthalmology. Their goal was to give these eye-care professionals access to international training, where they could be taught the latest techniques, learn to use the latest equipment and gain valuable direct clinical experience. The result of this still active alliance was the founding of Orbis International in 1982.

The solution on how to successfully achieve this goal, came in the form of a mobile teaching hospital. A grant from USAID and private donor funds enabled Orbis International to successfully convert a DC-8 plane into a fully functional teaching eye hospital. In 1992, after a major fundraising appeal, Orbis purchased a wide-body DC-10 to replace the ageing DC-8. Within two years, they

converted the DC-10 into an eye surgery hospital. Its inaugural mission was to Beijing, China. To date, Orbis International has successfully carried out programmes in more than 90 countries across the globe, performing millions of life-changing medical and optical treatments on board its Flying Eye Hospital.

Over the years Orbis has added hospital-based training programs and fellowships to its portfolio, and today there are long-term country programs in Bangladesh, China, Ethiopia, India and Vietnam – similar programs are also underway in parts of the Latin America and the Caribbean. Orbis's permanent offices in each of these countries is run by local staff who develop and implement a number of multi-year projects aimed at improving the quality and accessibility of eye care to residents, particularly those in rural and impoverished urban communities. There is a focus on the treatment and prevention of childhood blindness, cataract, trachoma and corneal disease.

In 2003, Cybersight, a global telemedicine initiative, was launched. This award-winning program extends training opportunities to physicians throughout the world, by using the internet to connect local doctors with Orbis's volunteer ophthalmologists for professional mentoring, education and real-time consultation on patient cases and eye care techniques. The initiative is the world's only comprehensive online resource that provides round-the-clock ophthalmic education, professional mentoring and patient care consultation to eye care professionals in developing countries.

THE NEW FLYING EYE HOSPITAL

In June 2016, Orbis proudly launched its brand new MD-10 aircraft. This updated jumbo jet will serve as the newest Flying Eye Hospital and is equipped to perform the latest and most advanced eye care operations. The new MD-10 aircraft features a state-of-the-art, fully accredited eye hospital with technology that can transmit live surgeries around the world in 3D. Equal parts teacher, envoy and advocate, the Flying Eye Hospital not only provides a platform to train doctors, but also serves as a powerful machine for raising awareness, creating change and bringing local governments and global organisations, major donors and



everyday people, together in the global fight to end blindness. The new aircraft features significant upgrades to the previously used DC-10. On board, there are 12 dedicated rooms to aid in Orbis's work. These include: a classroom equipped with 46 seats where in-country medical colleagues can watch and interact, a cutting-edge Operating Room with full equipment and supplies, a Patient Care and Laser Room for anterior and posterior procedures, an updated Flight Deck, an Administration Room for staff and volunteers, an IT /AV Room that provides the communications nerve centre of the plane, an Observation Room where visitors can watch live footage of operations, an Instrument Sterilisation Room that complies with the most stringent international standards, a Pre and Post-Operative Care Room where patients are prepared for surgery, and also where they recover afterwards, a Biomedical Work Area that houses the tools and parts necessary of surgery and donation and Patient and Staff Changing Rooms and a Forward Work Area that houses modified aircraft galleys.

ORBIS IN SOUTH AFRICA

Kwa-Zulu Natal is home to nearly a quarter of South Africa's children under the age of six and has the highest prevalence of childhood visual impairment in the country. Orbis Africa has been working in KwaZulu-Natal in partnership with the KwaZulu-Natal Department of Health since 2010 to strengthen child eye health services through investing in human resources, providing equipment and consumables and raising public awareness about the importance of child eye health. In early 2016, the province received a major boost in the form of a donation of highly specialised pieces of equipment that were officially handed over to the KwaZulu-Natal Department of the Health at a ceremony held at Grey's Hospital in Pietermaritzburg. The donation was made possible by a R1 million plus donation from the Government of Japan through its Grant Assistance for Grassroots Human Security Projects (GGP), which enabled Orbis Africa to purchase the much needed equipment.

Grey's Hospital was identified as one of three hospitals in the province that requires equipment in order to optimise child eye health service delivery. As the only tertiary hospital in the uMgungundlovu district, Grey's Hospital serves over three million

people, 80 percent of whom are unable to afford private medical care. The Eye Clinic receives patients from more than twenty local clinics as well as nineteen primary and regional hospitals with some patients travelling as far as 400 kilometres.

OMEGA GIVES BACK

Omega has been a proud supporter of Orbis International since 2011, working to raise awareness of Orbis through film and advertising. The partnership began with an insightful documentary called 'Through Their Eyes', which followed Omega brand ambassador, Daniel Craig, on his visit to the Flying Eye Hospital in Mongolia. The film proved to be such an effective tool in raising awareness of Orbis International's life-changing eye care, that a new documentary, The Hospital in the Sky, was produced in 2015, this time featuring long-time OMEGA brand ambassador Cindy Crawford, who visited the Flying Eye Hospital with her daughter in Peru. Cindy was moved by her time spent filming, "I have had so many opportunities to do great things, but my trip with Omega and Orbis was really special. To share an experience like this with my daughter and to see first-hand the work that the doctors are doing was incredible." Other Omega brand ambassadors have backed this incredible partnership too. In 2015, a series of print advertising featuring Nicole Kidman, Cindy Crawford, Chad le Clos, Michael Phelps and Sergio Garcia was released to highlight the work of Orbis and to celebrate World Sight Day which took place on the 8th of October. In addition to the films and advertising campaigns, Omega supports Orbis in many other ways, including the provision of teddy bears to young patients and the donation of vital funds through portioned proceeds of the sale of the De Ville Prestige Orbis watch collection. Undergoing eye surgery can be a confusing and scary time for children. That's why Omega and Orbis came up with a simple way to soften the procedure – a cuddly teddy bear. Omega provides this friendly companion for every young Orbis patient. It makes it easier for doctors to explain what's about to happen and gives comfort to the children before and after surgery. As well as being a big hit with the children, the teddy bear has provided a playful way for Omega's brand ambassadors to raise awareness for Orbis International and their fight against preventable blindness. The cuddly toy also graces the design of the new Orbis watches. ■

THE NEW DE VILLE PRESTIGE ORBIS

Three stunning Omega De Ville Prestige watches have been created especially for this important cause, and include a men's 39.5mm watch, and for women a 32.7mm and a 27.4mm watch. Proceeds of their sales are earmarked for Orbis, giving customers a chance to select a fine Omega wristwatch and, at the same time, know that they are supporting a fantastic cause.



Women's 32.7mm Watch

For women, a 32.7mm version has been created with a stainless steel case and an elegant polished Prestige bracelet. Also equipped with Omega's Co-Axial Calibre 2500, the timepiece includes a white mother-of-pearl dial with an Omega teddy bear pattern. The dial also features polished-domed Roman numerals as well as eight sparkling diamond indexes. The rhodium-plated hour and minute hands are complemented by an Orbis blue central seconds' hand, while a date window has been positioned at 6 o'clock.



Women's 27.4mm Watch

The 27.4mm stainless steel version for women is equipped with Omega's Quartz Calibre 1376. The sun-brushed and lacquered blue dial features an Omega teddy bear pattern as well as polished-domed Roman numerals and eight sparkling diamond indexes. The hour and minute hands are rhodium-plated and the final watch comes presented on a polished Prestige bracelet.



Men's 39.5mm Watch

The men's edition of the new De Ville Prestige Orbis has a 39.5mm stainless steel case and is equipped with Omega's Co-Axial Calibre 2500. The sun-brushed and lacquered blue dial features a subtle Omega teddy bear pattern as well as polished-domed Roman numerals. The watch includes rhodium-plated hour and minute hands and an Orbis blue central seconds' hand. There is a date window at the 3 o'clock position and the watch comes presented on a handsome blue leather strap.