

VISION RX LAB INTRODUCES ONLINE LENS ORDERING SERVICE IN INDIA



Vision Rx Lab, has introduced a web based Online Lens Ordering service for its B2B customers in India. This ordering platform is designed to help its Indian customers to avail the benefits of online ordering, and offers multiple advantages as compared to conventional methods of placing orders via phone or email. The company has already been offering online ordering facility to its international customers and now with this roll out, the platform has been extended for its domestic customers as well.

The online platform that is seamlessly integrated with their core system will enable users to order both Stock and Rx lenses available under the company's product portfolio for the Indian market as well as allow them to select various services like Coating, Tinting, and Fitting during the lens ordering process. To further enhance the experience for end users the platform includes 24x7 ordering facility and Real-Time order status tracking. Plus it can be accessed from anywhere - Desktop, Laptop and Tablet - without the need to install any software or application.

According to Mr Saibal Majumdar, COO- Domestic Market, Vision Rx Lab, "As a company, Vision Rx Lab is always

committed to offer the best and latest to its business partners. We are therefore happy to introduce online ordering platform which will provide our retail partners and distributors in India a greater flexibility and comfort in placing their orders. This will also help them track the order status in real-time from anywhere. We are confident that it will benefit our customers to a great extent. Also, all the orders received online are completely secure."

To avail this facility, customers can get in touch with their VRX Account In-charge or CS Executive for their login details. For using it, visit www.visionrxlab.in, click on the 'Order Online' button and enter login credentials.

VISUAL DISTURBANCES WITH MIGRAINE CAN LEAD TO IRREGULAR HEARTBEAT

People who experience migraine with visual aura prior to the start of a migraine are prone to developing an irregular heartbeat suggests a new study.

Irregular heartbeat also known as atrial fibrillation is a form of arrhythmia wherein the heart's normal rhythm is out of sync. Due to this, blood may pool in the heart, possibly forming clots that may go to the brain, causing a stroke.

A study published in *Neurology*, the medical journal of the American Academy of Neurology, reveals that the visual disturbances associated with migraine can include seeing wavy lines or flashes of light, or having blurry vision or blind spots.

As per the study, those people who had a migraine with visual aura were 30% more likely to develop atrial

fibrillation than those who did not experience headaches and 40% more likely than people who experienced migraines without visual symptoms.

The study involved 11,939 patients without a previous history of stroke or atrial fibrillation who were followed up for two decades. The study results took into consideration factors such as age, sex, blood pressure, smoking etc that could influence the risk of developing atrial fibrillation. Results showed that of the participants, 9405 did not experience headaches while 1516 suffered from migraines. Within the migraine group, 426 patients experienced migraines with visual symptoms.

"Since atrial fibrillation is a common source of strokes caused by blood clots, and previous research has shown a link between migraine with aura and stroke, we wanted to see if people who have migraine with aura also have a higher rate of atrial fibrillation," said study author Souvik Sen, MD, MS, MPH, of the University of South Carolina in Columbia.

"It is important to note that people with migraine with aura may be at a higher risk of atrial fibrillation due to problems with the autonomic nervous system, which helps control the heart and blood vessels," said Sen.

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