

RANZCO Museum

Updates To Your Museum

New RANZCO Museum marketing plan

A detailed three-phase marketing plan has been developed to promote the RANZCO Museum to a wider audience and increase visitors to the website.

To get to the museum website, click the museum logo button at the base of the RANZCO homepage. A key element in the marketing plan is to make the museum easier for you to find and promote.

The first stage is to amend the name from RANZCO Museum to RANZCO Eye Museum. This will better define the focus of the museum and aid internet searches for eye-related topics. This will also help drive RANZCO members and visitors to the website.

The second phase involves promoting the existing content through social media and College media channels.

In the final phase, we will be adding new exhibits, building relationships with other online medical museums, and investigating innovative technology such as virtual reality and 3D.

Recent updates and new presentations

Several new exhibits and presentations have been added to the museum including the following:

- Andrew Sexton Gray – Founder of Australian ophthalmology
- Ophthalmic Knives – Presentation on early ophthalmic knives used for cataract surgery
- George Bartisch - Renaissance author of '*Ophthalmodouleia*'
- A spectacular history of spectacles— Monica Hu
- Light a candle - Al Mackay
- Eye2Eye Q3 Museum update
- Eye2Eye Q4 Museum update

Symposium

A History of Ophthalmology online symposium is planned for later this year. The symposium will feature the following presentations: Discussions on early treatment of diabetic retinopathy; Development of the ophthalmoscope; Indian ophthalmic museums; Evolution of spectacles; and the Beginnings of vitrectomy in Melbourne.

Biography

Geoffrey Sutherland

*Surgeon and innovator (1916-1980)
Royal Victorian Eye and Ear Hospital*

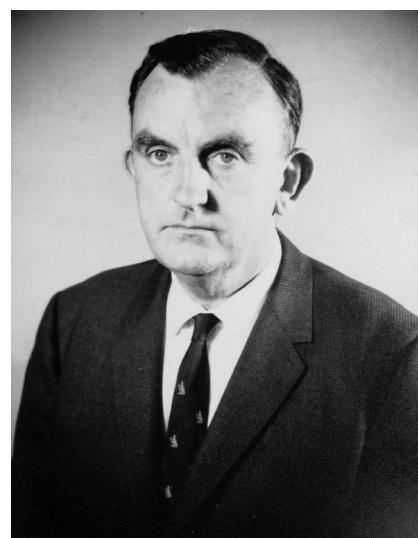
Dr Geoffrey Sutherland pioneered microsurgical instrumentation that greatly facilitated the development of vitrectomy and modern congenital cataract surgery. Collaborating with Prof Gerard Crock at RVEEH, he modified existing optical instruments and invented a series of innovative and advanced microsurgical instruments that were ergonomic and often employed composite metallurgy.

In 1970, vitrectomy was being developed at RVEEH. Dr Sutherland's fine gauge rotating scissors and forceps allowed intraocular manipulation and were also applied to the surgery of congenital cataract.

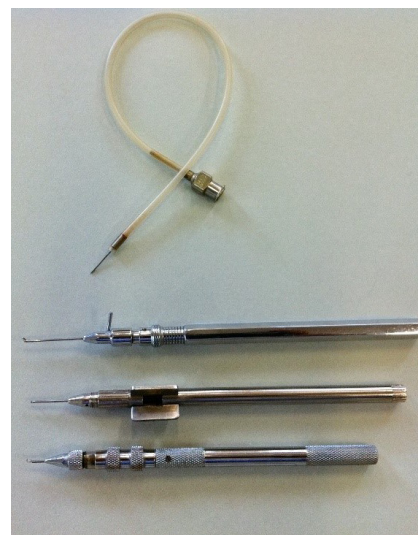
Many patents were taken out through Melbourne University for the micro instruments and diamond knives later to be manufactured by Grieshaber and Micra.

As a junior registrar in 1973, I assisted Geoff removing a subluxed lens in a young man. Through a pars plana approach, he pierced the lens capsule at the equator and aspirated the lens. Using his newly invented micro intraocular forceps, the capsule was then extracted. The memory of this procedure and its exquisite execution remains a highlight of my career.

David Kaufman
Curator RANZCO Museum



Geoffrey Sutherland



Prototype 19g rotating forceps.



View the RANZCO
Museum website