

Database of Eye Health Professionals

Database of Eye Health Professionals is an accurate and reliable means to communicate sales and marketing messages to treaters, key decision makers and influencers in the UK's optical profession.

All information on the database is comprehensively updated 100% every edition and all locations are contacted to verify the names and responsibilities of each relevant individual. It can be supplied in a structured data file enabling precise targeting of all campaigns by:

- Job responsibility
- Organisation type
- Geographic area

Database contents

There are 20,588 named individuals on the database.

| Responsibility | Count |
|------------------------------------|-------|
| Audiologist | 643 |
| Buyer | 1,791 |
| Chair – Local Optical Committee | 71 |
| Chair – Local Professional Network | 19 |
| Director | 2,315 |
| Dispensing Optician | 6,224 |
| Eye Care Liaison Officer | 103 |
| Hospital Doctors | 1,485 |
| Manager | 2,531 |
| Optometrist | 9,924 |
| Orthoptist | 411 |

Audiologist - diagnoses and treats hearing disorders and dispenses hearing aids.

Buyer - responsible for purchasing for the optician's shop or group.

Chair - Local Optical Committee - chairperson of a Local Optical Committee.

Chair - Local Professional Network - responsible for ensuring governance of the LPN Committee, to input into national strategy and policy for delivering local priorities appertaining to the focus of the LPN.

Director - person with overall responsibility for a chain of optician shops.

Dispensing Optician - dispenses and fits spectacles and other optical aids, to both adults and children. They work from the prescriptions written by optometrists and ophthalmologists.

Eye Care Liaison Officer - works directly with people with low vision, deteriorating vision, sight loss or impending sight loss, and their carers. They provide both practical and emotional support.

Manager - manages the optician shop. They will also be responsible where there is an audiology service.

Optometrist - an optometrist is an eye doctor who has earned the Doctor of Optometry degree. Optometrists examine eyes for both vision and health problems, and correct refractive errors by prescribing eyeglasses and contact lenses.

Orthoptist - AHPs who diagnose and treat defects of binocular vision and abnormalities of eye movement.

Organisations include:

Healthcare Interest Groups
Local Eye Health Networks
Local Optical Committees
Opticians
Opticians Headquarters

We can also show where an optician shop is linked to a headquarters.

Additional fields available:

- Hospital Doctors with an interest in medical ophthalmology and surgical ophthalmology
- Services provided by organisation e.g. diabetic retinal screening, audiology, orthoptics and NHS minor eye condition services
- Opticians which provide training to student opticians

Due to our continuing research programme the figures may change. For the most up-to-date counts or more information call **01268 495600** and speak to our expert Account Managers or email **info@wilmingtonhealthcare.com**

Looking to communicate via email?

We offer a range of email solutions for this database, from a two-wave send to a sequence of automated emails triggered by recipients' interaction. We can also combine your email campaign with range of addition channels, such as postal mailings or follow-up telesales, to help optimise your response rates and ROI.

As part of our service you will receive expert consultancy free of charge. With our experience and knowledge of healthcare and data marketing services we can help you find the best data for your campaign and guide you in successfully segmenting your target lists to ensure you get your message delivered to the right audience, via the right channel, at the right time.

To find our more visit www.wilmingtonhealthcare.com



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NOTES: It is common for contacts to have more than one responsibility. It follows therefore that there will be fewer named individuals on the database than there are areas of responsibility indicated above. Numbers of contacts will vary during the research cycle due to organisational changes. Counts were correct at the time of publishing; April 2019.

