

General Optical Council

# SERVICES AND TECHNOLOGY

Business registrants research 2024



**74%**

of businesses  
use social media



**89%**

of businesses  
have a website

**X**

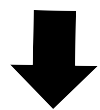
only **44%** of those that have a website publish  
prices for sight tests / eye examinations on them



Glaucoma  
monitoring

**33%**

Current usage



**68%**

Planned usage

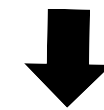
**Patient  
services  
expected to  
increase** the  
most over  
the next  
two years



Independent  
prescribing

**20%**

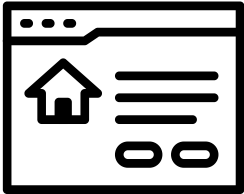
Current usage



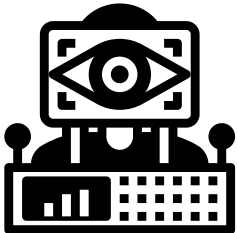
**53%**

Planned usage

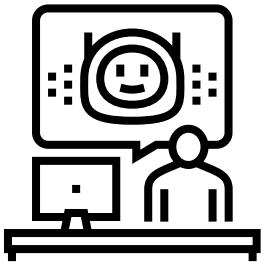
**Multiples** are more likely than **independent practices** to use certain technologies...



Interactive websites (e.g. online booking)



Autorefractors



LiveChat / virtual assistants



In the next two years, **digital technologies** and **diagnostic technologies** are expected to see increases in uptake:



Artificial intelligence

**5%** >> **27%**



Websites with interactive features

**58%** >> **77%**



LiveChat / virtual assistants

**11%** >> **26%**



PMS / electronic patient records

**75%** >> **89%**



OptoMap

**11%** >> **30%**



OCT

**82%** >> **91%**



Remote sight testing

**5%** >> **11%**



Autorefractor

**58%** >> **63%**