



Primary
Eyecare

A guide *for* Practices

Working with Primary Eyecare Services

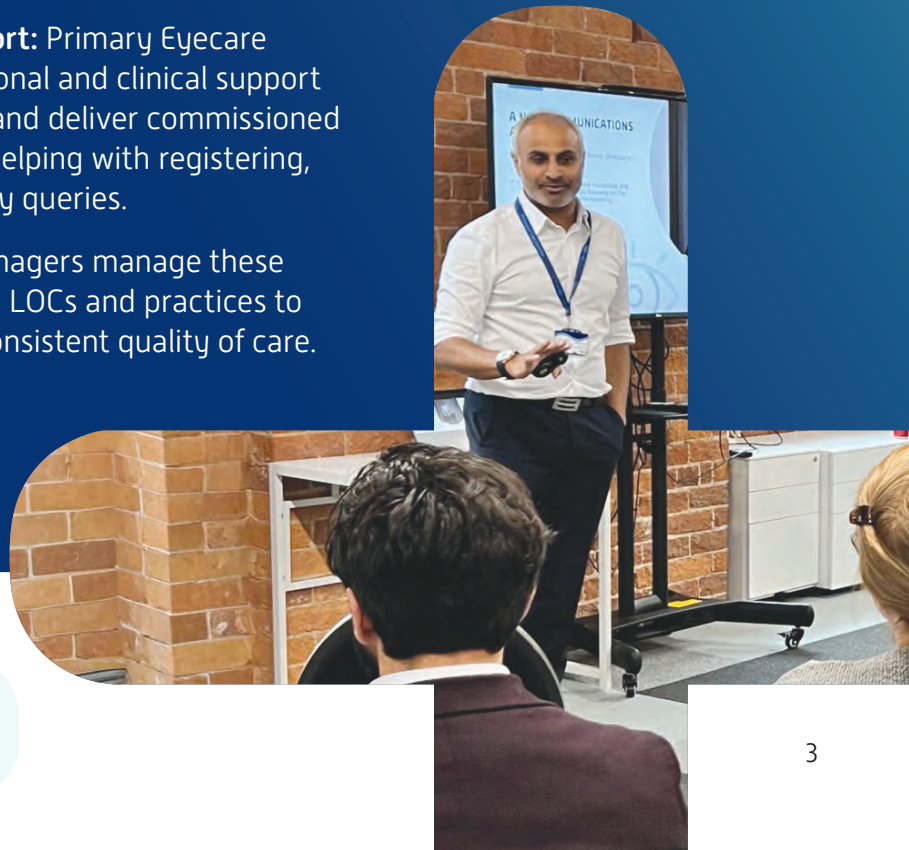
+ WORKING TOGETHER: PRIMARY EYECARE SERVICES & LOCAL OPTICAL COMMITTEES (LOCs)

Primary Eyecare Services is proud to work in partnership with LOCs across England. These relationships are formalised through Memoranda of Understanding (MOUs), reflecting our shared commitment and strong relationships, enabling us to leverage local expertise and deliver high-quality, locally accessible eye care.

What does this mean for you?

- **LOC Support:** LOCs represent and advocate for local optometry practices, ensuring the voice of optometry is heard in commissioning decisions and system leadership.
- **Primary Eyecare Services Support:** Primary Eyecare Services provides direct operational and clinical support to enable practices to contract and deliver commissioned enhanced optometry services, helping with registering, service guidance and day-to-day queries.

Our Clinical Leads and Contract Managers manage these relationships, acting as the link with LOCs and practices to ensure smooth collaboration and consistent quality of care.



OUR IMPACT IN NUMBERS

800,000 patient assessments in the last year

3,400 partner optometry practices

97% of patients recommend their optometry practice

8,000 clinicians supporting services

£150M generated over five years to support optometry practices

42 MILLION have access to our services across 800 neighbourhoods

750,000 GP and hospital appointments avoided last year

0-101 Our youngest patient is 19 days' old and our oldest is 101



As a not-for-profit organisation, Primary Eyecare Services has generated over £150 million over the past five years. This goes directly to optometry practices delivering primary and community eye care services.

Our commitment is to reinvest in the sector by ensuring practices receive the resources they need to provide patient care.



Patient Centred



Collaborative



Inclusive



Trusted



Sustainable

OUR PURPOSE

Working together with practices and patients to deliver excellent eye care in all the communities we serve.

+ MEET SOME OF OUR TEAM

CLINICAL LEADS



Angela Henderson
National Clinical Lead



Wasim Sarwar
Head of Professional Development and Clinical Lead, Clinical Support



Wendy Craven
Clinical Director



Lisa Gibson
Clinical Director

SUPPORT TEAM

Hannah Grace-Owens
Operations Lead

Jessica Ford
Operations Support Officer

Isaac O'Brien
Operations Support Officer

Abida Mozid
Operations Support Officer

For more details on our Clinical Leads, please go to: <https://primaryeyecare.co.uk/for-professionals/practices/our-clinical-leads-and-contract-managers/>

OUR SERVICES

Your Area

Explore the services we commission and check which ones are available in your area:

<https://primaryeyecare.co.uk/your-area/>



Community Urgent Eyecare Service (CUES)

<https://primaryeyecare.co.uk/wp-content/uploads/2025/11/Community-Urgent-Eye-Care-Service-Guide-for-Practices-and-Practitioners.pdf>



Glaucoma Enhanced Referral Service (GERS)

<https://primaryeyecare.co.uk/wp-content/uploads/2025/11/Glaucoma-Enhanced-Referral-Service-Guide-for-Practices-and-Practitioners.pdf>



Low Vision

<https://primaryeyecare.co.uk/wp-content/uploads/2025/11/Low-Vision-Service-Guide-for-Practices-and-Practitioners.pdf>



Independent Prescribing (IP)

<https://primaryeyecare.co.uk/wp-content/uploads/2025/11/Independent-Prescribing-in-PES-Service-Guide-for-Practices-and-Practitioners.pdf>



Children's Services

<https://primaryeyecare.co.uk/wp-content/uploads/2025/11/Childrens-Services-Guide-for-Practices-and-Practitioners.pdf>



Enhanced Cataract Referrals

<https://primaryeyecare.co.uk/wp-content/uploads/2025/11/Enhanced-Cataract-Referral-Service-Guide-for-Practices-and-Practitioners.pdf>



Glaucoma Repeat Readings Service (GRRS)

<https://primaryeyecare.co.uk/wp-content/uploads/2025/11/Glaucoma-Repeat-Readings-Service-Guide-for-Practices-and-Practitioners.pdf>



Post-operative Cataract Service

<https://primaryeyecare.co.uk/wp-content/uploads/2025/11/Post-Operative-Cataract-Service-Guide-for-Practices-and-Practitioners.pdf>



Cardiovascular Disease (CVD)

<https://primaryeyecare.co.uk/wp-content/uploads/2025/11/Optometry-Hypertension-Case-Finding-Service-Guide-for-Practices-and-Practitioners.pdf>



BENEFITS

+ FOR OPTOMETRY PRACTICES

New Clinical Activity, Driving Practice Growth

Funding for Additional Clinical Activity

Payment Processing Management

Practice Level Performance Insights

Quality Assurance

Operational Support

Minimised Administrative Burden

Collaboration with LOCs Strengthens Practice Input in Service Design

+ FOR PRACTICE EMPLOYEES

Wider Scope of Clinical Work for Clinicians

Clinical Support

Professional Development

Simple Referral Processes



SUPPORTING PROFESSIONAL DEVELOPMENT

Primary Eyecare Services is dedicated to delivering a comprehensive learning and development programme focused on the practical and technical aspects of delivery of services commissioned via us across our practice network.

We support the entire practice team and collaborate with NHS organisations to embed quality improvement and promote shared learning across optometry practices.

Our multi-faceted approach includes:

- Benchmarking patient outcomes
- Expert guidance at practice and group level
- Online and in-person events
- Digital resources and inter-practice collaboration

10,000
registrations for our
25 CPD events held
in 2024

5,000+
CPD certificates
issued in 2024

INDUSTRY ENGAGEMENT

At CPD Conferences, our Glaucoma Filtering Services offered valuable insights into glaucoma management and patient care. These sessions as exhibitors enabled deeper engagement, building confidence in delivering enhanced services within local communities.

“Primary Eyecare Service’s commitment to education and collaboration makes them a key contributor to industry events.”

Kirsty Squire

Optical Development
Manager
Boots Opticians



WHAT DO OUR PATIENTS AND PRACTICES THINK?

"A fantastic service. From the initial consultation with my GP, the initial call from you the next day, the follow-up call later the same day from another optometrist and then a final call the day after to inform me that an eye appointment had been booked on my behalf, the whole experience was totally stress-free and definitely patient-focused. I cannot praise highly enough the professionalism of everyone involved."

MJ

Patient

"I've really valued the partnership between Asda and Primary Eyecare Services - it's been a rewarding experience professionally and personally. Our collaboration has driven innovation for better patient care and service expansion across the Asda Opticians estate, thanks to open communication and a shared commitment to excellence. I'd especially like to thank Primary Eyecare Services for their CPD support. I look forward to continuing this successful relationship."

Darren Parrish

Optical Services Manager, ASDA

"Partnering with Primary Eyecare Services has taken our practice to a new level of healthcare. It's opened doors for closer collaboration with GPs and hospitals, making referrals quicker and care more joined-up. Being part of initiatives like blood pressure checks has helped us support patients' general health as well as their eyes. Communication is easy, and it's great that optometry is being recognised more widely. I think a big part of that is thanks to Primary Eyecare Services."

Gohar Majid

Dixon Optometrists, Independent Practice

"I can't praise this service highly enough. The Optometrist was so patient, caring and professional. The lady who took the initial call was also very professional and kind. What an amazing experience in a worrying situation. Thank you."

JT

Patient

4 STEPS TO REGISTER...

If you have any queries, please do not hesitate to contact us at hello@referral.support

STEP
1

Show Interest

If you are interested in working with us, let us know by emailing our Support team at hello@referral.support. Our team will support you through the process.

STEP
2

Compliance

To participate in delivering our services, practices and practitioners are required to complete the following:

Practice Compliance

1. GOS Quality in Optometry Checklist
2. NHS Contract Quality in Optometry Checklist
3. DSPT Checklist (NHS Data Security and Protection Toolkit)

For Support, all checklists can be found here: <https://www.qualityinoptometry.co.uk/>

Practitioner Compliance:

1. Safeguarding Level 2 for Adults and Children (Must be valid within a three year period)
2. Enhanced DBS (dated within the last three years or with a subscription to the update service)
3. Service specific clinical accreditation as required.

STEP
3

Get onboard our IT Service provider platform

To onboard, you will be required to make an account on our chosen IT platform, OPERA to deliver services and process referrals. To onboard onto the system please follow the guidance here: <https://help.optom-referrals.org/article/755-practice-onboarding>

STEP
4

Inviting users onto your Practice Account

You'll need an additional admin account for managing practice administration. Create this using the guidance here: <https://help.optom-referrals.org/article/270-create-an-administrator-role>

Once set up, you can invite practitioners and users to your practice: <https://help.optom-referrals.org/article/289-inviting-a-practitioner-to-access-your-practice-opera-account>

Practitioners can then upload any required accreditations via their profiles: <https://help.optom-referrals.org/article/346-practitioner-profiles>



MANAGING YOUR SERVICES

Add New Services

Once your practice profile has been set up and practitioners have been added to the practice profile, you need to switch your preferred services on.

Practitioners will need to upload the relevant accreditations to their practitioner profile, to be able to switch on the services. If you are unsure of what accreditations are needed, please reach out to your local Clinical Lead for guidance.

To offer these services, you will be required to request service delivery via your practitioner profile. This can be done using the following guidance 'OPERA My Services Checking, Adding and Removing Services': <https://help.optom-referrals.org/article/592-opera-my-services-adding-and-removing-services>

Please note, you can only request to deliver each service once an accredited practitioner has updated their accreditation and has had this approved.

Maintaining Profiles

Keeping your practice details up to date ensures smooth referrals and accurate communication. Here's what you can do:

- **Update Opening Times**

If your hours change, update them promptly so patients and referring clinicians have the correct information.* For more information go to: <https://help.optom-referrals.org/article/536-updating-opening-times>.

- **Change Email Preferences**

Make sure the right people receive referral notifications and updates. See support here: <https://help.optom-referrals.org/article/450-changing-email-preferences>

- **Remove a User**

If a team member leaves or no longer needs access, remove them to keep your profile secure. See more information here: <https://help.optom-referrals.org/article/586-remove-a-user-from-optical-practice>

- **Update Telephone Number**

Ensure your contact number is correct for urgent queries and patient communication. For more support see here: <https://help.optom-referrals.org/article/615-update-practice-telephone-number>



* This will display on the website's Find a Practice Tool

QUESTIONS & SUPPORT

We're here to help you every step of the way. Knowing where to go for support ensures quick answers and smooth service delivery.

When to Contact Your Clinical Lead

- **Clinical Advice:**
Guidance on patient care, referral pathways and clinical protocols.
- **Service Delivery Issues:**
Questions about clinical standards or quality assurance.
- **Professional Support:**
Mentorship, CPD opportunities and advice on clinical governance.
- **Escalations:**
Complex cases or concerns about patient safety.

When to Contact Our Support Team

- **Operational Queries:**
Help with OPERA system access, password resets or uploading documents.
- **Service Setup:**
Registering for new services or updating your practice profile.
- **Contract and Compliance:**
Questions about contracts, service withdrawal or upgrades.
- **Referral Hub Support:**
Issues with patient referrals, reallocation or telemedicine queries.

How to Reach Us

- **Clinical Leads:**
Contact details are listed in the 'Meet our Team' section here – <https://primaryeyecare.co.uk/for-professionals/practices/our-clinical-leads-and-contract-managers/>.
- **Eye Care Navigation team:**
Email cnech.pecservices@nhs.net to reach a dedicated administration team to assist with the smooth progress of referrals.
- **Support Team:**
Email hello@referral.support or use the 'Blue Bubble' for quick assistance.