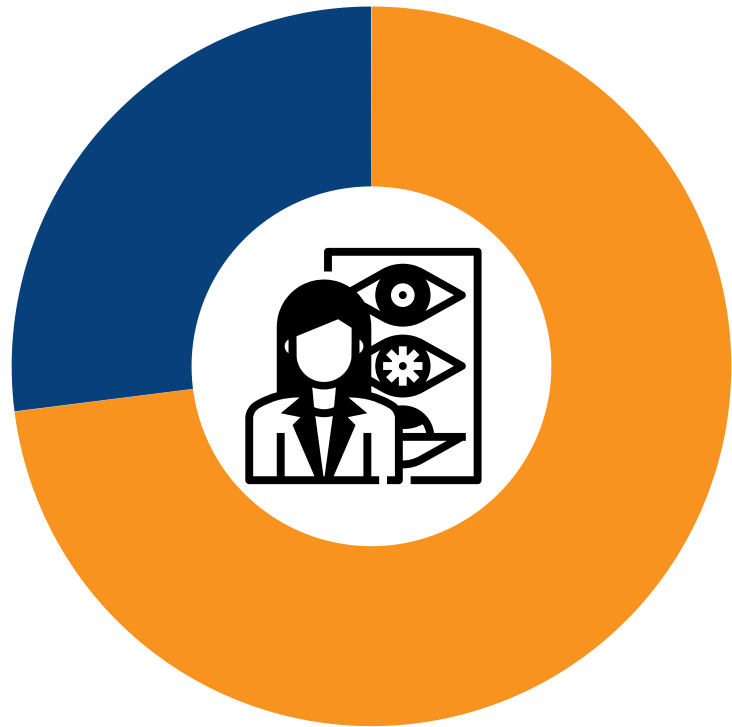


General Optical Council

INNOVATION

Business registrants research 2024





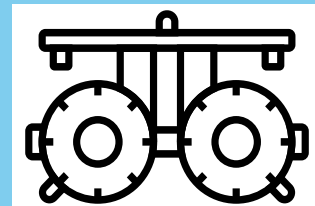
73%

Of businesses have
**introduced a new or improved
clinical service** to patients
over the last three years

Of these:

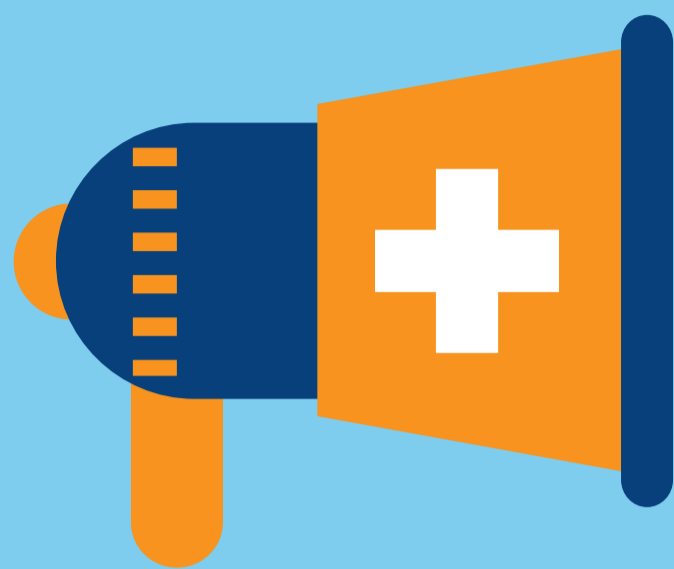


79% introduced
a service that
was **only new to
their business**

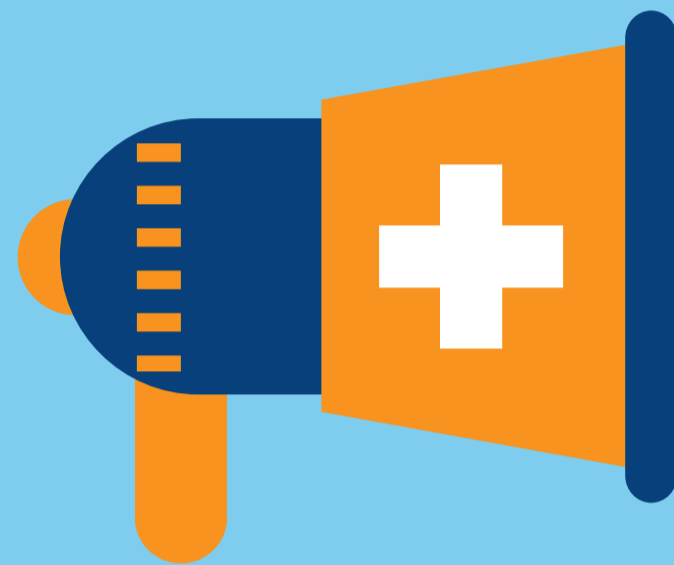


28% introduced
a service that
was **new to the
market**

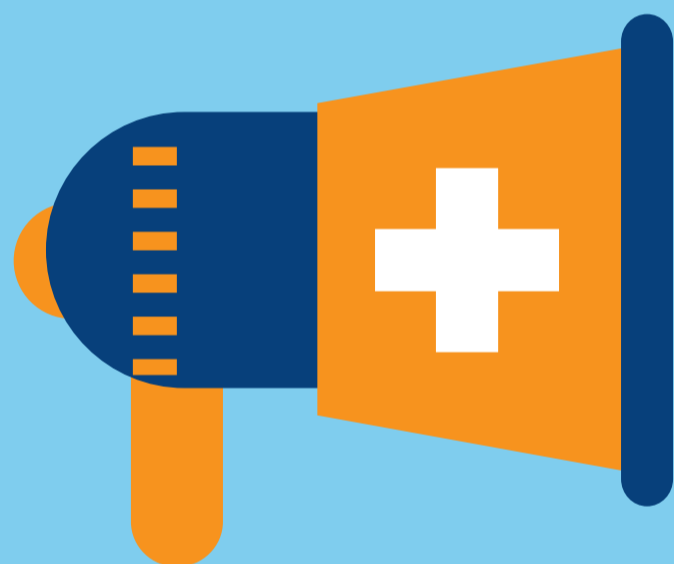
Innovating businesses have found the greatest benefits to be...



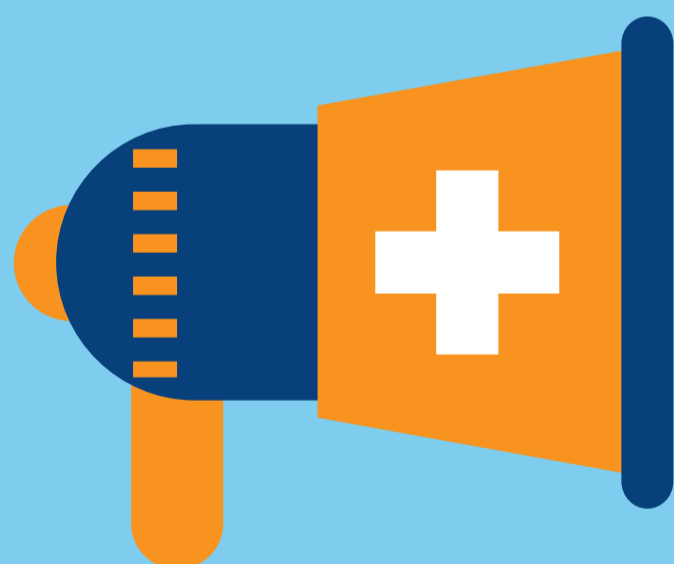
68% have attracted **new patients**



52% have had **increased revenue** from existing patients



48% have had **faster referrals**



34% have had **better IT comms** with ophthalmology and GPs

N.B.

Businesses with innovations new to the market were **more likely to see all benefits** than those whose innovations were new only to their business



Most highly ranked **DRIVERS** of innovation



99%

Improving customer experience

92%

Patient demand

97%

Availability of new technology



76%

NHS / government commissioning

68%

GOC regulations





Most highly ranked **BARRIERS** of innovation



74% UK economy conditions

69% cost of innovation

66% cost of finance

76%

Lack of NHS IT connectivity to ophthalmology



61% GOC regulations

55% Government regulations

