



Primary HealthNet

The Knowledge Centre for Primary Care Professionals

Primary Health Net Update - 9th June

Almost a month since the last update and you will see why in today's line up. For professionals the key items of interest will be that [PHN has decided to publish on its PHN site its full LOC briefing notes](#) from improving LOCs efficacy, through case building and commissioning enhanced services and its expanded forums in order to boost activity at a local level. Throughout the week many more pages will be added showing the successful conclusions of many LOC initiatives. The forums will be revamped ready for your input and suggestions.

There is a [report on the recently successful BCLA conference](#) as well as Silhouette's road show highlighting their "Seeing without Boundaries" concept.

Find out who had the [best laughs in a consulting room](#) picked by the FMO whilst two US reports show [alarming lack of sports vision eye protection](#) in young and in the other highlight the [costs of visual impairment](#). In the same theme read a summary and gain a link to the RNIB and their [UK Vision strategy meeting](#).

Like PHN our [public site](#) has also had a makeover and [we report on highly successful results](#) into the page views that thousands of the public click each week. They show how information is key to successful marketing online with around 10% of the 48% of visitors looking for a named optician looked for Scrivens, our most prolific page advertiser in each of its PCTs. Also click to see which region has the most inquisitive public in looking for Opticians.

New products include [Norville with its new Directory](#) and a link to the [Silhouette Virtual](#)

Quick links

[Current News](#)

[Industry News](#)

[LOC Briefing](#)

[New Product Briefing](#)

[Suppliers Guide](#)

[Events Calendar](#)

Latest on the site:

[PHN opens up LOC support area](#)

[My Local Optician reports on visits](#)

[NICE Clarification](#)

[BCLA sets new record for attendance](#)

[Laugh, I could have cried](#)

[Rodestock's new combi refraction unit](#)

[New Norville frame directory for 2009](#)

[New president of BCLA](#)

[Few children given correct eye protection](#)

[Mirror](#) and back on the news pages you will find [Lady Gaga in Jeremy Scott sunglasses](#) (and little else) in her latest video shoot.

Industry also reports on personnel changes, [Rodenstock's new Combi Unit](#) and [FMO meetings](#).

There's no more space here so click and enjoy and remember to let your colleagues know about the new enlarged PHN with the new LOC briefing section.

[Forward to a Friend](#)

[Blind numbers could double by 2050](#)

[B&L receives approval for Besivance](#)

[Researchers quantify loss of productivity from uncorrected vision](#)

[FMO meeting to take place in Paddington](#)

[Silhouette's Virtual Mirror](#)

[Lady Gaga wears Jeremy Scott sunglasses](#)

[Zoobug featured in Sunday Times](#)

[Silhouette shows passion in brand and design concepts](#)

[New spring hinge pliers](#)

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