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The New Optometrist and The Ophthalmologist Announce the Winner of the Inaugural Collaborative Eye Care Award

*The 2024 winner, voted by professionals in the eye care industry, is
cloud-based app, [PocketEye](#).*

Cheshire, UK, February 20, 2024 – The Collaborative Eye Care Award, created by [The New Optometrist](#) and [The Ophthalmologist](#) to recognize and reward projects that aim to close the gap between optometry and ophthalmology and drive real change in the eye care space, has been a huge success within the eye care community – with eight finalists battling it out for place on the podium throughout January 2024.

Readers of The New Optometrist and The Ophthalmologist were united with a panel of independent judges on a clear winner: PocketEye. An intuitive platform, accessed by mobile phone, tablet or desktop, PocketEye helps to improve communication between primary and

secondary eye care, enabling a smoother and quicker way for optometrists and ophthalmologists to communicate about their patients.

“The response we’ve received since launching the Collaborative Eye Care Award in September 2023 has been outstanding,” said Sam Blacklock, Publisher of *The New Optometrist* and *The Ophthalmologist*. “There is evidently a strong desire for more cohesion between optometrists and ophthalmologists to drive improved outcomes for patients and increase efficiencies delivering eye care.”

“As an established and revered media platform for the eye care industry, we have a responsibility to give our audience the voice they need to help drive innovation in healthcare,” said Julian Upton, Group Editor of *The New Optometrist* and *The Ophthalmologist*. “What makes the Collaborative Eye Care Award unique is that a peer group of optometry and ophthalmology professionals decide on the winner.”

Entries will open in September 2024 for the 2025 Collaborative Eye Care Award. Subscribe to [The Optometrist](#) and [The Ophthalmologist](#) to be notified when entries are open.

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About *The New Optometrist*

The New Optometrist is read by optometrists who, aware of their increasingly important role in eye care, want to share, connect, and grow with like-minded professionals. It was launched in 2022 by Texere Publishing Limited, adding *The New Optometrist* to its already established healthcare titles, which includes *The Ophthalmologist* - established in 2012.

About *The Ophthalmologist*

The *Ophthalmologist* is a leading publication for professionals in all areas of ophthalmic clinical practice. Through its resources – website, newsletters, webinars, social channels, monthly print magazine, and video – The *Ophthalmologist* gives its vast audience of readers a truly global and multimedia platform from which to learn, communicate, network, and further the field of ophthalmology. The *Ophthalmologist* is known globally for its prestigious Power List, published every year in April. The Power List is a sought-after accolade that is a highlight of many esteemed eye care professionals' calendar.

About Texere Publishing

At Texere Publishing, we deliver compelling, behind the scenes stories that matter in the life sciences and medicine. Our unrivalled access to key opinion leaders, influencers, scientists, and doctors who are making a difference, means that our readers are connected to the pulse of their fields. Founded in 2012, we have expanded our editorial beat to the world with our presence in the US, Canada, and the UK. Visionary. Innovative. Fearless. Publishers of *The Analytical Scientist*, *The Cannabis Scientist*, *The Medicine Maker*, *The New Optometrist*, *The Ophthalmologist*, *The Pathologist* and *The Translational Scientist*.

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MEDIA CONTACT:

Katy Pearson | Marketing Manager
+44 (0) 1565 745 200 | katy.pearson@texerepublishing.com