



*Building on
30 years
of ocular research*



CORE EDUCATION

Who we are

The Centre for Ocular Research & Education (CORE) integrates three specialties: clinical research, biosciences and education. CORE has been committed to translating research into education since its inception in 1988, and has an established record of publications, conference and continuing education presentations.

CORE benefits from a team of people with varied backgrounds, ranging from academic through to clinical, business and industry experience. This breadth of expertise results in the expanded offering of educational services available today. Each one uniquely designed by CORE Education to meet your needs.

Contact us

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CORE Education

What we do

- **Overview:** At CORE we are dedicated not only to sharing research results, but ensuring the message for eye care professionals (ECPs) is relevant for their everyday practice. We aim to change clinical behaviour based on the most recent scientific evidence.
- **Sustained record:** CORE Education is committed to sharing knowledge. Annually we publish more than forty peer reviewed papers and clinical articles, and present at over seventy live educational events.*
- **Independent initiatives:** CORE has a number of established online resources, providing independent, generic information for over 60,000 users in more than 160 countries worldwide.**
 - **Contact Lens Update:** Curated by CORE Education with contributions from global researchers
 - **Contact Lens Management:** Differential diagnosis and management of contact lens complications
 - **Contact Lens Compendium:** Searchable database of all contact lenses and care solutions
 - **Distance learning CE:** Accredited program for ECPs and Pharmacists on inter-professional collaboration

How we can help you

- Our team is experienced in the creation and delivery of a wide range of education-based services. You can trust that your educational needs will be met with high quality final products and delivered in a timeframe to suit your business.
- We provide a bespoke and flexible service, working with both generic education and product-supporting messages, seamlessly adapting content to suit the needs of your chosen audience

*Annual average figure 2013-2019
 **Total unique users across all online sites for 2018

CORE Educational Services: tailored to meet your needs

Flexible



CORE branded

- Choose this option to commission services which deliver generic, high quality educational messages, backed by the independence and credibility of our internationally recognised research organisation.



Written for your brand

- Full medical writing service for the production of materials intended to be shared under your own brand. Choose this service to create product focused education designed to support your portfolio and business plan.

Services



In person

- **Generic continuing education:** Content creation and COPE accreditation through to delivery at educational events of all sizes.
- **Conference:** Abstract, poster and slide preparation through to delivery at the event.
- **Meeting facilitation:** Skilled moderation and insight generation plus report writing services.
- **Team training:** For students, ECPs and sales teams to provide first hand experience of relevant clinical techniques.



In print

- **Peer review and clinical articles:** Manuscripts for scientific journals through to accessible education in professional press.
- **Review and white papers:** Comprehensive literature reviews on requested topics.
- **Report writing:** Conversion of your clinical and market research into accessible reports.
- **Conference reporting:** Translating new science into practical advice for practitioners.
- **Business specific:** Product supporting materials produced for ECPs and sales teams.

Audience



Eye care professionals

- Focused on delivering quality evidence-based education that is directly applicable to everyday practice around the world.



Allied professions

- Experienced in inter-professional collaboration and education, working with ophthalmologists, general practitioners and pharmacists.



Patients and consumers

- Direct to consumer education, generated by CORE personnel skilled in translating knowledge into easily understandable content.



Internal team education

- Expertise in creation and delivery of sales team training for generic education, product related messages and objection handling.

"We have had the privilege to work with CORE Education on a variety of projects, including excellent, detail-oriented medical writing of articles targeting contact lens education for eye care professionals, preparing impactful presentations for global conferences, and clear, concise reporting on key clinical science topics and trends delivered at congresses."

- Gary Orsborn, OD, MS, FAAO, FBCLA - VP, Global Professional & Clinical Affairs, Coopervision