

# Boots Opticians

CASE STUDY



**rocktime**



Boots is the UK's leading pharmacy led health and beauty high street retailer. The company has over 2,500 stores in the UK ranging from local community pharmacies through to large health and beauty stores. Boots UK is part of the Retail Pharmacy International Division of Walgreens Boots Alliance, Inc, the first pharmacy led health and well being enterprise.

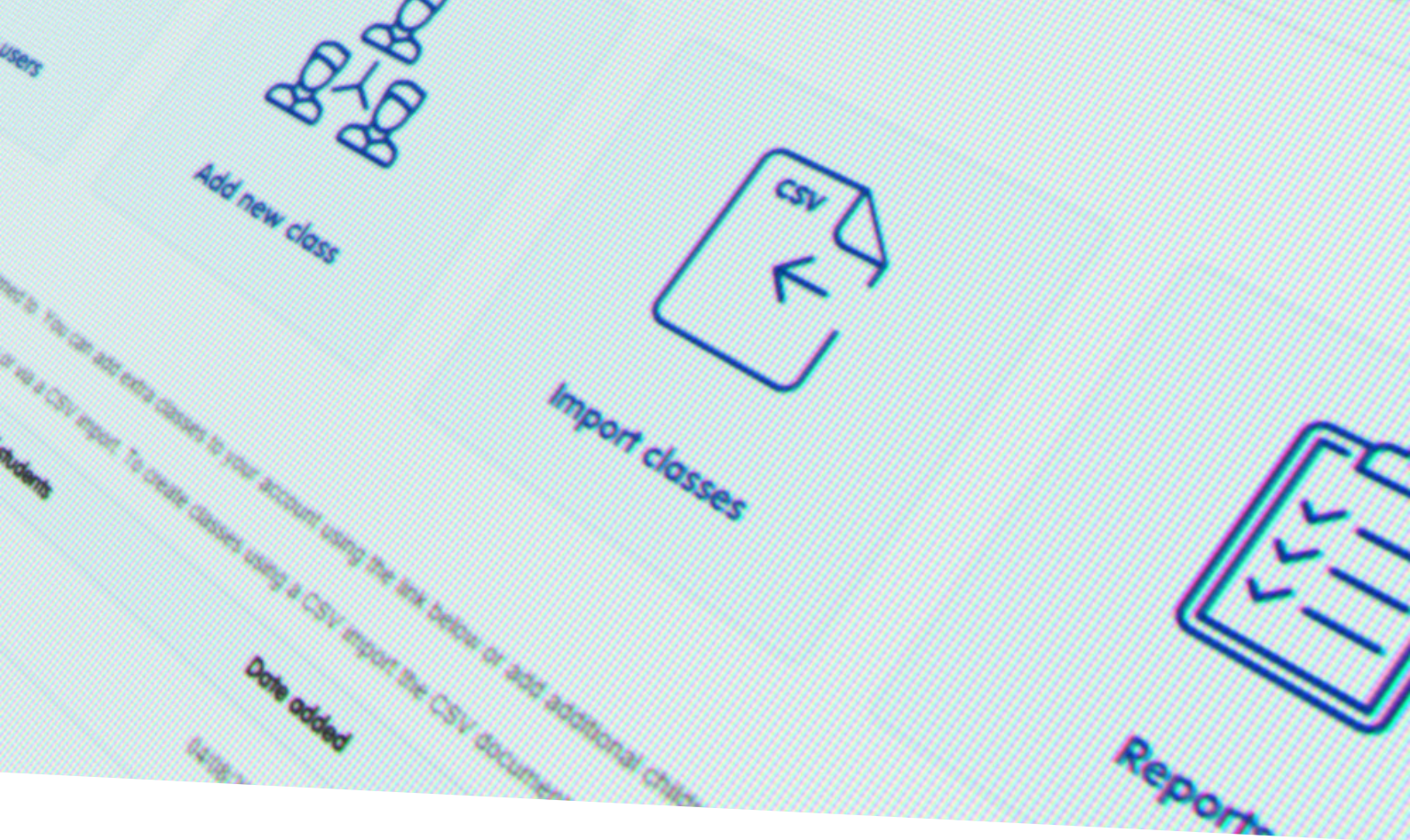
## The Challenge

Boots with its strong position in the health and beauty marketplace has decided that it will offer the best range of eye health products and services on the high street for kids of all ages from babies to young adults. By doing so the aim is to be seen as first choice eye care provider amongst parents.

Alongside this is the understanding that 80% of what a child learns is through their sight. That up to 1 million children in the UK have an undiagnosed eye condition. Despite the rise in the demographic, eye check for children in the UK are decreasing and that there no guarantee that children's eyes get screened at school.

Based on the aforementioned came the requirement to assist Boots in providing a system which could be rolled out to some 23,000 schools across the UK to allow each school to perform a





## The Solution

Rocktime entered into discussions with Boots to explore what platform and devices would be most cost effective to achieve the above ambition. The result was the development of a responsive framework browser based system which functioned on any standard modern PC or Apple Mac workstation and attached monitor.

The developed system takes a school through the process of importing classes and their allocated teacher and generating correspondence with a child's parent or guardian in order to seek agreement to carry out an eye check.

A Visual Reference Scaler has been developed to enable each school to calibrate their view of the system to conform to a standard that allows for an eye test to be carried out.

A number of structured eye tests allow a school to take each child through a number of slides recording the results in a database.

The child's results are generated into a report which is made available to a parent or guardian with the view to enabling them to determine if a further consultation is required with an optician.

The system is developed using Rocktime's open standard Logic CMS core and is hosted on a Rocktime Web Server.



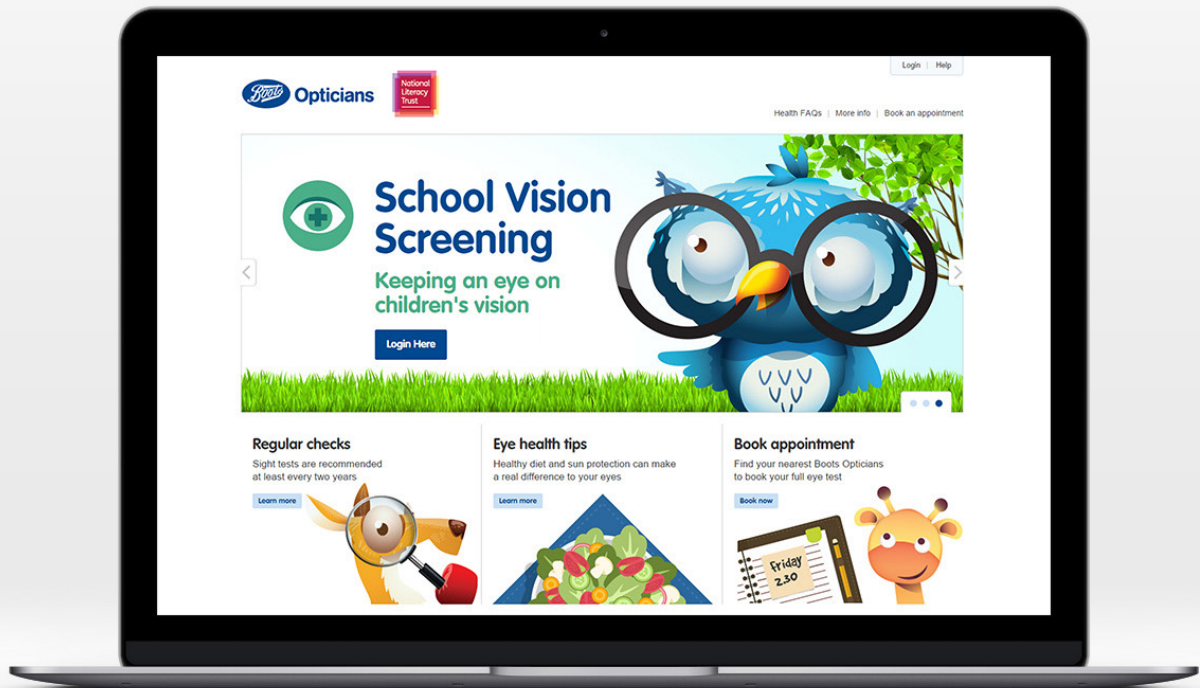
Bespoke Web Application  
& Software



Digital Consultancy



Tailored Hosting



## Success

The Boots Opticians School Vision Screening program successfully launched in Q4 of 2015 and resulted in a positive uptake of more than 1,000 school registrations in the first 2 months. The ambition to find the 1 million children with undiagnosed vision needs throughout the UK.

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*It is difficult to choose a digital partner to work with. We were impressed with the flexibility and pace in which the project was undertaken, whilst still maintaining very high build quality. Rocktime worked at pace to turn our ideas and ambition into something tangible with the design we hoped for and the usability it required.*

*Rocktime is very efficient and straightforward to work with. It was useful to be able to talk to the people actually building the system to discuss options and the most suitable solution.*

Technology Innovation Manager  
Boots Opticians

## Get in touch

### Rocktime Digital Agency

Rocktime Ltd, 15 Factory Road, Upton, Poole, Dorset BH16 5SN

T: 01202 678777 E: rtsales@rocktime.co.uk