

European Society of Ophthalmology



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Project Abstract

The European Society of Ophthalmology requests a brief abstract of the project that each EuLDP participants has worked on during the program. The compiled abstracts will be included on the SOE website and will be given to incoming EuLDP classes as background material. Please e-mail your abstract to E-mail: secretariat@soevision.org

*Please include the headings if appropriate: **Title, Purpose, Methods, Results and Conclusion***

Title of Project: Creating value with the website for the Swedish Ophthalmological Society

Purpose: To improve member services and public relations for the Swedish Ophthalmological Society.

Methods: Needs for change was surveyed and propositions were established at the board of the society. Internal and external resources such as a clerk at the society and a web design company were dedicated and contracted to up-date information and propose graphic changes.

Results: A structure for an enduring work procedure has been established. Information at the web site is continuously up-dated and now also includes public statements. A new responsive web site has been launched with new features such as a news feed for advocacy, education and promoting research.

Conclusion: A continuous work with the website is needed to achieve and maintain a better communication with members and public. The website offers new member services and may inspire to and enable activities such as advocacy work.