

# **SUPERCHARGE YOUR CONTACT LENS SALES**

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# JENNIFER STEWART, OD

- Partner: Norwalk Eye Care (Norwalk, CT)
- Co-founder/Chief Vision Officer: Performance 20/20
- Executive Board: International Sports Vision Association
- Theia Award for Innovation 2019 – Women in Optometry
- Professional Affairs Team: Coopervision
- Sports Vision Consultant
- Delegate, NECO Alumni Board of Directors
- Director, CT Assoc. of Optometrists
- Adjunct Assistant Professor: NECO
- Optometric Consultant: OD Perspectives

# DISCLOSURES

Coopervision

Zyloware

GPN The Edge

# HOW BIG IS THE CONTACT LENS INDUSTRY?

The global contact lens market was  
\$7.84B in 2020

This is expected to grow to \$8.58B in  
2021

By 2028, expected to be \$12.56B

<https://www.fortunebusinessinsights.com/industry-reports/contact-lenses-market-101775>

# MARKET SEGMENTATION (US)

Global Contact Lenses Market Share, By Modality, 2020



# CONTACT LENS TRENDS

According to a Contact Lens Spectrum Survey, 35% of patients in practices are contact lens wearers

OD's report 29% of their gross practice revenue is from contact lenses

OD's estimate 23% of their net practice revenue is from contact lenses

# CONTACT LENS TRENDS

OD's estimate that:

- 64% of patients purchase contact lenses from their practice
- 25% purchase contact lenses online
- 9% purchase contact lenses through a third-party retailer independent from their practice
- 2% purchase from another practice setting

# CONTACT LENS TRENDS

44% of practitioners believe their will see an increase in their overall contact lens practice in 2021 (as compared to 55% for 2020)

46% believe it will stay the same in 2021 (as compared to 44% for 2020)

10% believe it will decrease further in 2021 (as compared to 1% for 2020)

**The larger expected decline likely due to the economic impact of the COVID-19 pandemic**



# WHAT IS THE VALUE OF A CONTACT LENS PATIENT?

Have more frequent eye exams (18 months versus 24 months for glasses only)

Pay higher fees for exams (average \$96 versus \$70)

Make more frequent purchases (every year versus every 28 months)

Also buy eyeglasses and sunwear

<https://www.reviewob.com/contact-lens-patients-are-more-valuable-than-eyeglasses-only-patients/>

# MAKE IT EASY!

Do we make it more difficult than we need to?



# WHY DO PATIENTS SHOP ONLINE?



PERCEIVED COST SAVINGS



CONVENIENCE



CAN WE MEET OR EXCEED  
THEIR EXPECTATIONS?

# CULTURE



Is an annual supply the best for our patients?



Patient compliance



Best pricing for patient, most profitable for office



STAFF TRAINING

# KNOW THE COSTS!

Staff should be well versed in the annual supply costs and rebates

Show their savings with annual supply, rebate and vision plan benefits

Always quote the annual supply cost first

# ANNUAL SUPPLY SALES

The dreaded Dr Stewart question- “how many boxes do you want?”

Assume every patient is purchasing an annual supply

Conversation can happen in the exam room

# ANNUAL SUPPLY SALES



UTILIZE REBATES AND VISION  
PLAN BENEFITS- GREAT SAVINGS!



TAKE THEM OUT OF THE MARKET  
FOR A YEAR- NO SUNDAY NIGHT  
ORDERING!

# DIRECT SHIP

Do you want them shipped home or to your office?

Streamline the experience

Collect payment upfront- decrease accounts receivable



# DIRECT SHIP

What is the cost of patients returning to pick up lenses in office?

Everything else is delivered today- why not contact lenses?

Make it exciting and new

E-commerce platform- order from your website

# INVENTORY TOP LENSES

What is your top seller?

Convenience for patient- leave with supply

Easy to exchange

Continue to monitor inventory- top powers

# BE FLEXIBLE

Partner with your contact lens vendors, suppliers and reps

Can you have an open box policy?

Easiest when stocking lenses

# EDUCATE



WHY SHOULD PATIENTS  
BUY FROM US?



BUY FROM A VERIFIED  
SOURCE, NOT ONLINE



SHARE THROUGH SOCIAL  
MEDIA, NEWSLETTERS, ETC

# DAILY DISPOSABLE LENSES = HEALTH

Significantly less lens deposit and care solution interaction<sup>1</sup>

Improved comfort, vision and relief from allergies<sup>1</sup>

Fewer adverse events<sup>1</sup>

Patients most compliant with daily disposable lenses<sup>2</sup>

Better compliance = profit

1) J. Veys, K. French, Health benefits of daily disposable contact lenses, *Optician* 231, (2006) 16–20.

2) Dumbleton K, Woods C, Jones L, Fonn D, Sarwer D.B. Patient and practitioner compliance with silicone hydrogel and daily disposable lens replacement in the United States. *Eye Contact Lens*. 2009; **35**: 164-171

# WHY SiHy?

300 ECPs surveyed:

- 90% felt SiHy lenses were healthiest for daily disposable patients
- 91% said SiHy lenses provide better long term health than hydrogel 1 day
- 90% said that SiHy provided a better wearing experience

## Why are we not fitting SiHy all the time?



# MARLÖ

Allows patients to order, reorder and track their Alcon contact lens orders

Patients receive reorder and exam reminders

Online and text ordering

Keep relationship and revenue with the doctor

Simple and efficient



Secure, cloud based commerce solution

Order lenses from their phone, computer or tablet

Checks EHR to make sure patient has a current prescription

Subscription based- annual cost of lenses is divided into monthly payments

All lenses can be ordered (not just Coopervision)



The background features a dense field of interlocking gears in various shades of light gray and white, creating a complex, mechanical texture. A thin, vertical blue line is positioned on the left side of the image.

**Questions?**

# CONNECT



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