

Top 5 Clinical Tips To a Successful Contact Lens Practice

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Financial Disclosures

- Coopervision
- Zyloware
- Macuhealth
- GPN

All financial relationships have been mitigated.

What Is The Definition of Success?

Success: **the accomplishment of an aim or purpose**

My 5 Tips For Success



Stop, look and LISTEN



Keep a Watchful Eye



Prescribe Often and Differently



Presbyopic Potential



Astigmatism Matters

Stop, Look and Listen



How long do doctors typically listen to their patients before interrupting them?



00 : 11



Studies show...

A study was done of 112 clinical encounters...

- In only 40 visits did the practitioner ask what brought the patient in
- The physician then interrupted them 67% of the time
- Time to interrupt was 3- 234 seconds
- 60% of the time interrupted to ask a closed ended question

Shhh....

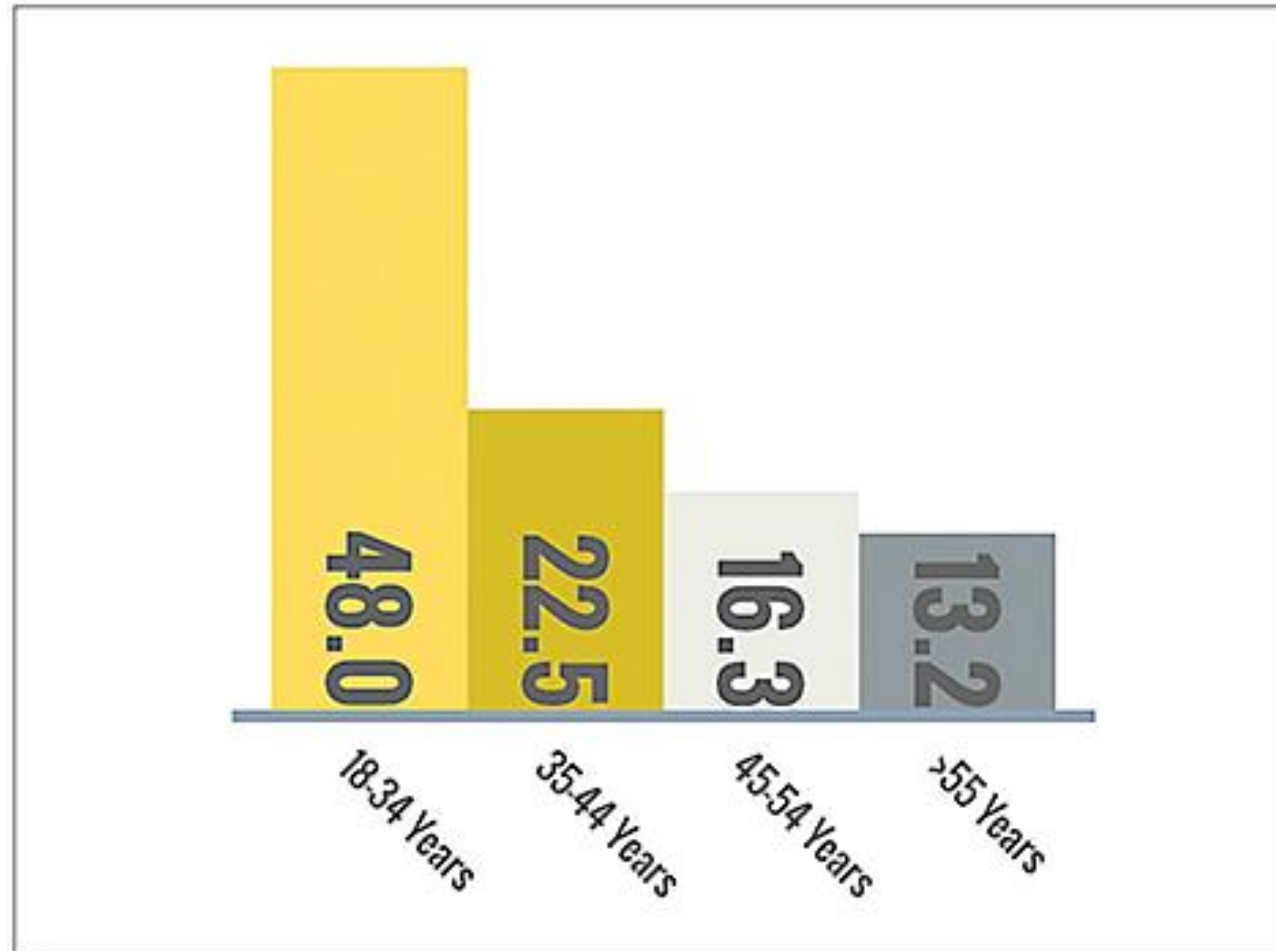


- Let the patient talk- do what you need to do!
- They will often give you the solution
- Ask good, probing questions- ONCE they are done

Know Your Numbers



Know Your Numbers





Be Mindful

- Who is wearing contacts?
- What are your patients' trends?
- **Look out for the slow dropout**
- What aren't they telling you?
- Look for the reason

Different Types of Dropout

- Not just the patient who stops wearing
- How many boxes are they purchasing?
- You won't hurt my feelings!
- Be solution oriented



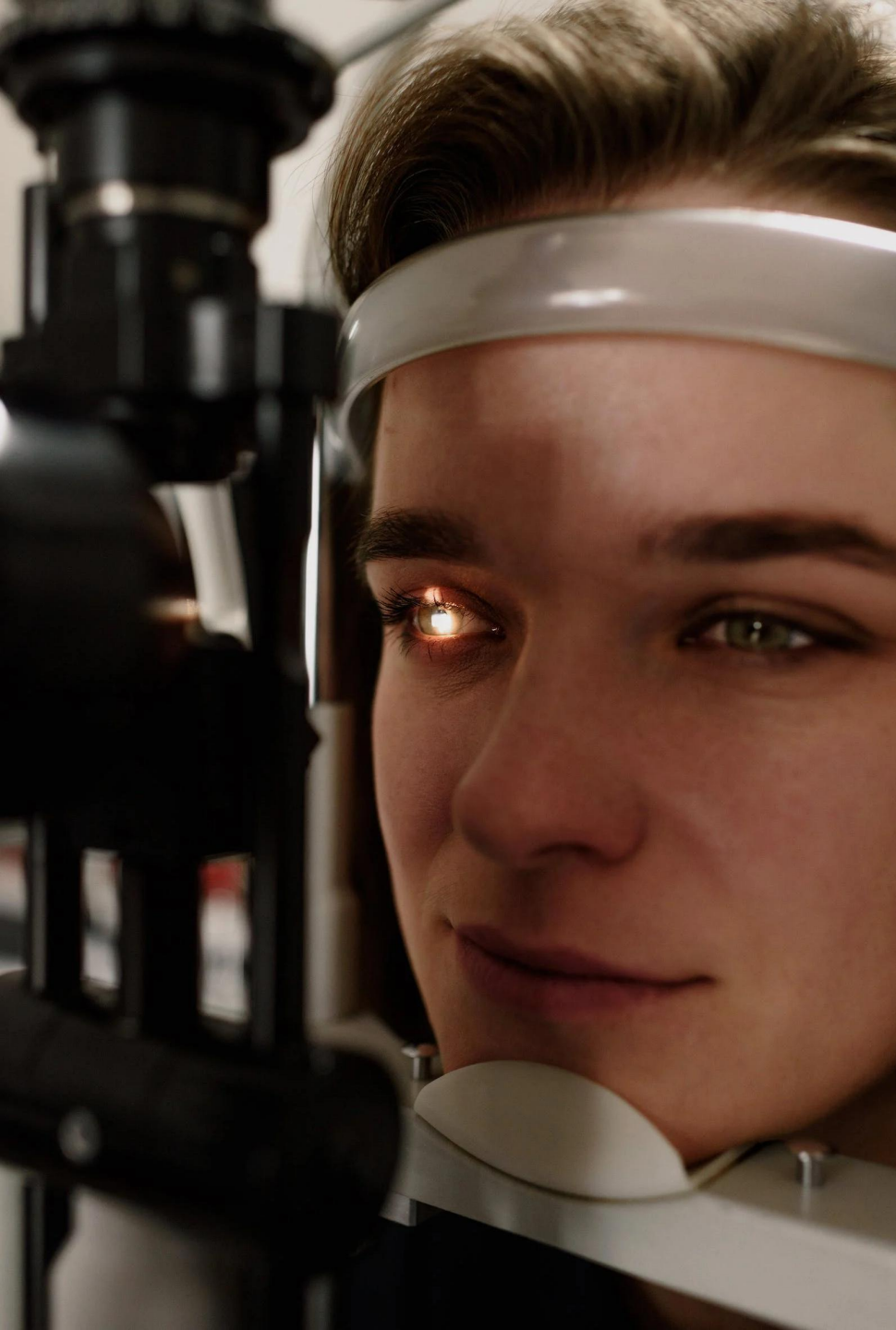


Treat the Reason

- 50-95% of patients who wear contact lenses will report to their OD with problems
- Most common problems?
 - Dryness and discomfort
- Make sure to use the best technology and material!

But...they are more expensive!





Peek beneath the hood

- Don't ignore pre-existing ocular surface issues
- Start with a tear film, lid and lash assessment
- Talk and scan!
- Don't forget the blink
 - Efficacy
 - Natural blink rate
 - TBUT

Instant Gratification?

- You may have to treat dry eye first
- Communicate!
- Gain trust
- Know your limits



Be Different



A photograph of two modern chairs with wooden legs. One is white and the other is bright yellow. They are positioned against a dark grey background. The white chair is on the left, and the yellow chair is on the right.

Be Different

- Who is the patient in your chair?
- What are their needs?
- Do they need more than one solution?

Athletes

- MOTIVATED!
- Daily disposables
- UV exposure
- Dryness
 - Dusty environments
 - Poor blink rate
 - Low humidity
- Correct mild refractive errors
 - -0.25DS
 - -0.75DC



Contact Lens Options: Sports

Soft/Disposable

- “Off the rack”
- Good comfort
- May not be optimal for some Rx’s/situation

Scleral

- Good acuity/optics
- Higher cost
- Skill?
- Equipment cost?

Ortho K

- Free of daytime CLs
- Myopia management
- End of day VA may not be as crisp
- Equipment cost?

Hybrid

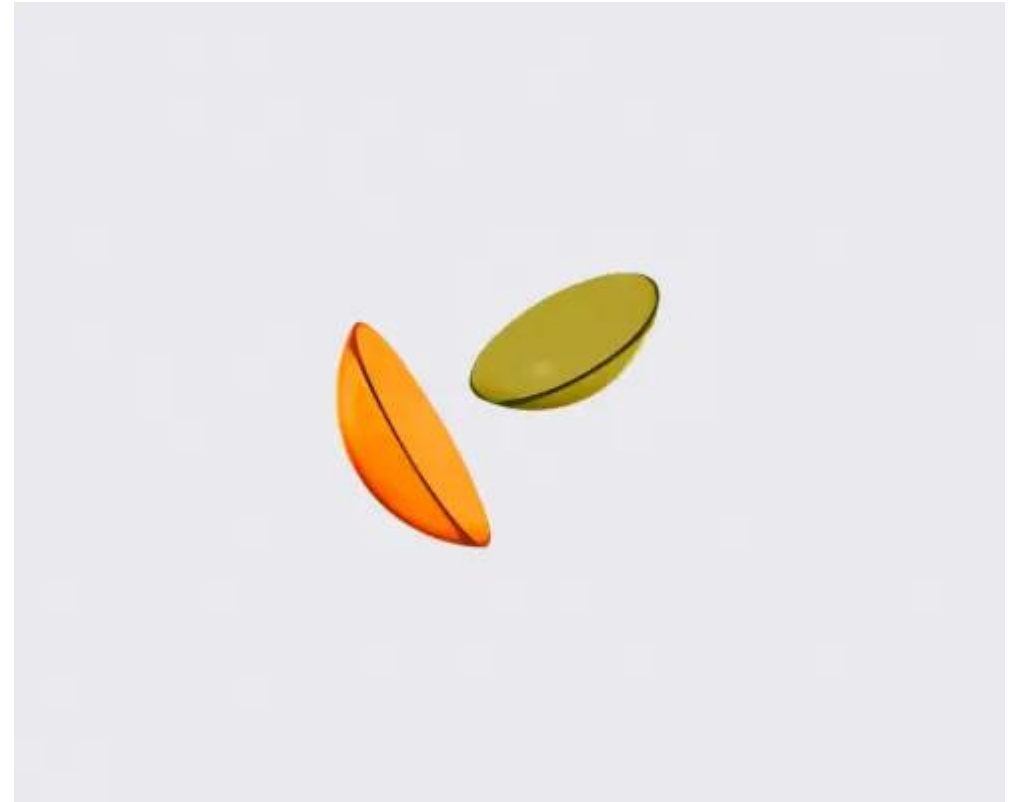
- Good acuity and stable optics
- Skill?
- Equipment cost?



Multiple Rx's Are Ok!

- Monovision/multifocal patients may need distance only Rx
- DV with NVO may need multifocal or modified multifocal
- Mild Rx may need CLs just for sports
- Ortho K for spectacle patients (swimmers)

Performance Tinted Single Use CLs



Specialty Contact Lenses for Sports

- Reduces “visual noise”
- Reduces glare
- Improves contrast
- Overall sharper vision





Altius Amber

- Engineered for dynamic, reactive sports in outdoor light conditions (bright sunny skies or overcast)
- Best for: baseball, soccer, football, archery, rugby, softball, sporting clays, snow sports, tennis



Altius Grey-Green

- Used for open-air sports, enhance contrast, useful for on-water and on-land , outdoor light conditions
- Best for: surfing, golfing, triathlon, sailing/boating, fly fishing, kayaking, cycling, water skiing

Presbyopic Potential





Presbyopes

- An estimated 1.8 billion people worldwide are presbyopic
- More than 111 million presbyopes in the US
- Millennials (1981-1996) are beginning to turn 40 (!)
- US millennial population is larger than baby boomer population (73 million versus 72 million)
- Add this to the 61 million people of Generation X (ages 40-55)

Presbyopic Needs



- Recent survey of those 40-55: 90% are frustrated with presbyopia
- Another survey: 79% asked their ECP about near vision issues, yet 48% left without discussion
- 32.6 million wear OTC readers- purchasing about 51.2 million pairs per year

Be The Expert!

The screenshot shows the Amazon.com website with search results for "reading glasses". The browser address bar shows the URL: amazon.com/s?k=reading+glasses&crd=2R8IXB2YYNO8N&sprefix=reading+glasses%2Caps%2C182&ref=nb_sb_noss_1. The Amazon logo and "prime" badge are visible in the top left. The search bar contains "reading glasses". The top navigation bar includes "All", "Epic Deals", "Holiday Gift Guide", "Amazon Basics", "Books", "Prime", "Amazon Home", "Buy Again", "Groceries", "Gift Cards", "Coupons", "Pet Supplies", "Amazon Business", "Beauty & Personal Care", and "Gifts for every stocking". The main content area shows 1-48 of over 10,000 results for "reading glasses", sorted by "Featured".

Amazon Prime
 prime

Department
Vision Products
Reading Glasses
Computer Blue Light Blocking Glasses
Electronics
Computers & Accessories

Customer Reviews
★★★★☆ & Up
★★★★☆ & Up
★★★★☆ & Up
★★★★☆ & Up

Brands
 Gaoye
 TruVision Readers
 NORPERWIS
 Foster Grant
 Boost Eyewear
 Kerecsen
 Clic
See more

Price
Under \$25
\$25 to \$50
\$50 to \$100
\$100 to \$200
\$200 & Above
\$ Min \$ Max Go

Deals & Discounts
All Discounts
Today's Deals

Gender
 Men's
 Women's

TruVision Readers
Reading glasses for men and women.
Shop TruVision Readers >

Reading Glasses with Comfort Spring Hinges f...
★★★★☆ 13,237
prime

Reading Glasses - Readers with Comfort Spring Hi...
★★★★☆ 10,214
prime

Reading Glasses - Readers with Comfort Spring Hi...
★★★★☆ 10,628
prime

RESULTS
Price and other details may vary based on product size and color.

Amazon's Choice
Reading Glasses 5 Pairs Quality Readers Spring Hinge Glasses for Reading for Men and Women
+6 colors/patterns

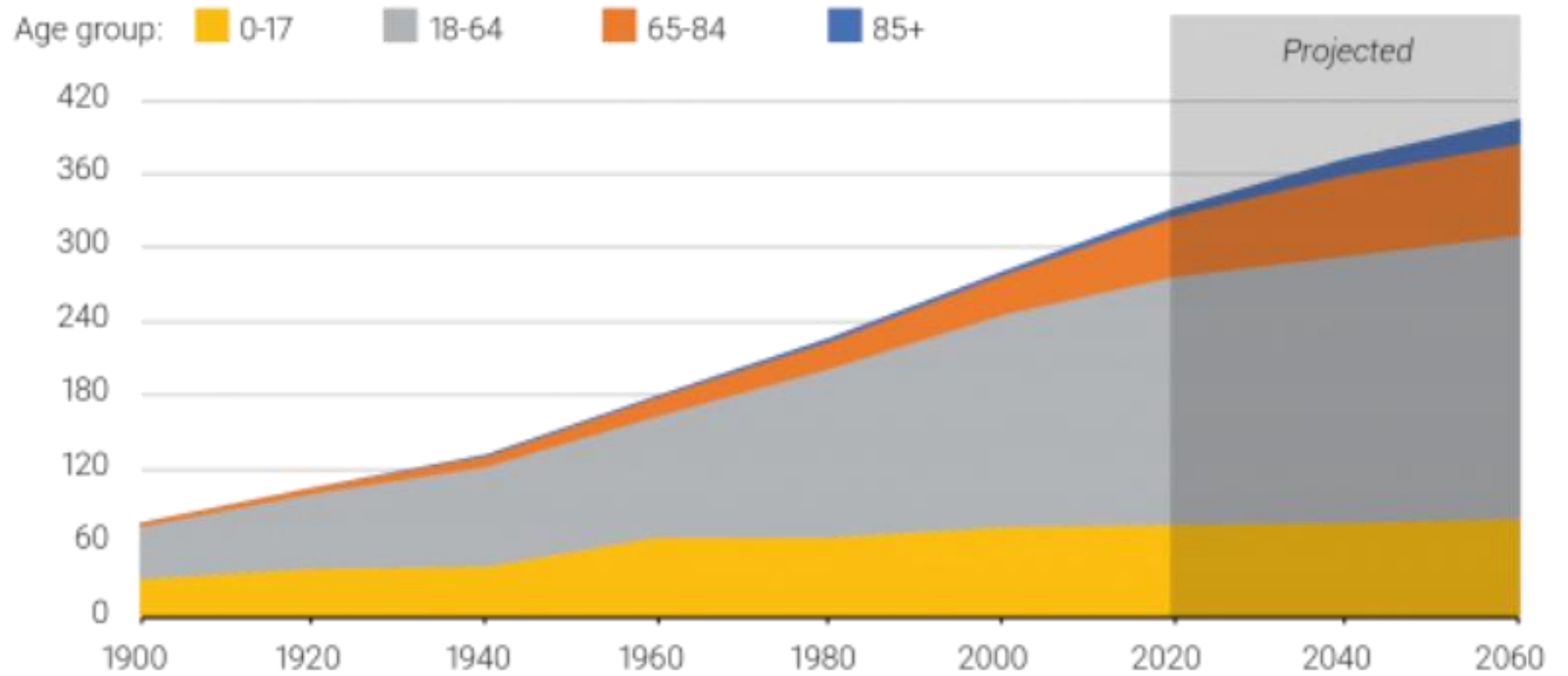
6 Pack Reading Glasses by BOOST EYEWEAR, Traditional Frames in Assorted Colors, for Men and Women, with Spring Loaded Hinges
★★★★☆ (4.6) 4,330

Best Seller
BLS BLUES Reading Glasses for Women/Men Blue Light Blocking, Computer Readers Anti Migraine/Ey...
★★★★☆ (4.6) 1,492

Best Seller
Gaoye 5-Pack Reading Glasses Blue Light Blocking, Spring Hinge Readers for Women Men Anti Glare Filter...
5 Count (Pack of 1)
★★★★☆ (4.5) 74,756

Sponsored

2:50 PM 12/11/2022



Source: U.S. Census Bureau, decennial censuses and vintage 2017 population projections (2020-2060).

Presbyopic Pearls

1

Talk to ALL
presbyopic
patients about
contact lens
wear

2

Embrace
multifocal lenses

3

Start early

4

Treat ocular
surface disease

Presbyopic Pearls



Follow the fitting guide



Under promise and over deliver



Celebrate the successes



Communicate, communicate, communicate



Real world targets

Astigmatism Matters



Astigmatism In Our Patients

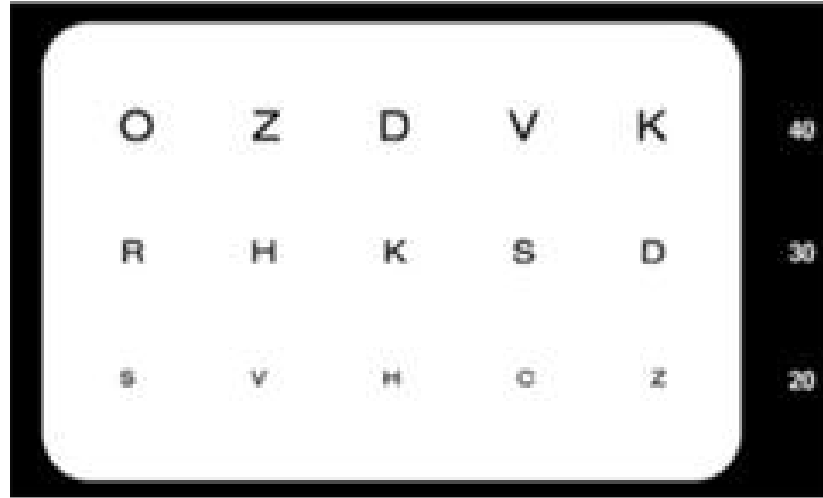
- 1 in 3 patients has astigmatism
- 32% of contact lens wearers have astigmatism

Yet.....

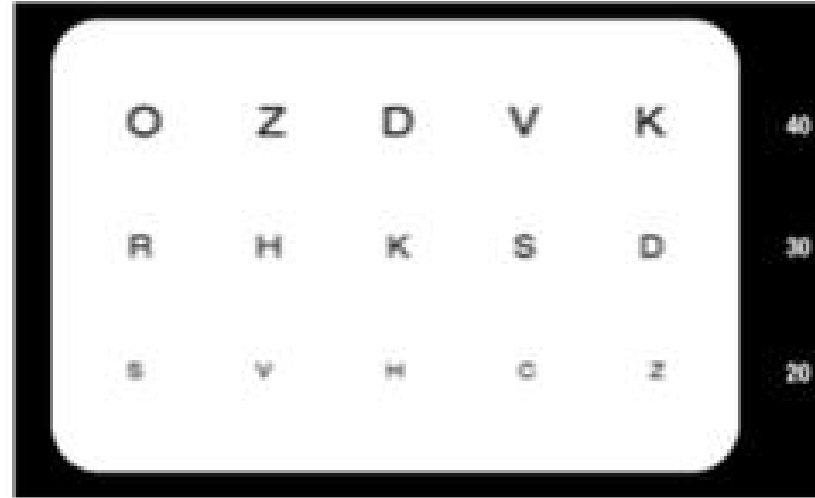
- Only 10% of those patients wear a toric lens

How many of us prescribe the spherical equivalent in glasses?





Optimal correction
of -0.75DC



Uncorrected / "Masking"
of -0.75DC

Uncorrected Astigmatism

- Blurred vision (worse at night)
- Glare
- Asthenopia
- Headache



People with astigmatism driving at night
be like.....



What Do They Want?

- A study of 60 habitual soft lens wearers (Rx range of +4.00 to -9.00DS, -0.75 to -1.75DC, axis range 0-180):
 - 3.5x more patients preferred toric lens vs spherical (78% to 22%)
 - 96% of astigmats were willing to pay more for toric lens
 - 90% of low astigmats (-0.75DC) were willing to pay more

We Have Options!

- Reusable soft lenses
- Daily disposable
- Custom soft toric
- Ortho K (sphere and toric)
- Spherical GP
- Back surface toric GP
- Scleral GP





Don't Forget the Presbyopes!

- Monovision isn't the only option!
- Soft multifocal toric
- GP multifocal
- Hybrid MF
- Scleral MF

Lens Type	Advantages	Disadvantages
Soft Toric Multifocal	Comfort, stock/custom, planned replacement	Limit on material/design, stability, optics
GP Multifocal	Optics, range, customization	Comfort, dislodgement
Hybrid Multifocal	Optics, customization, comfort (compared to GP)	Handling can be a challenge
Scleral Multifocal	Optics, comfort	Expertise, cost
Soft Lens Monovision	Comfort, parameters, replacement	Optics

Presbyopic Astigmats

- Check vision binocularly at distance and near
- Use loose lenses for over refraction
- Use real world examples
- Give time to adapt
- Use your lab consultants and fitting guide!
- Don't be afraid to refer



Goals



Think differently about your patients



LISTEN



Use the newest technology and designs



Look beyond the lens

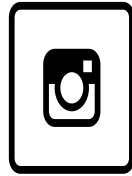


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