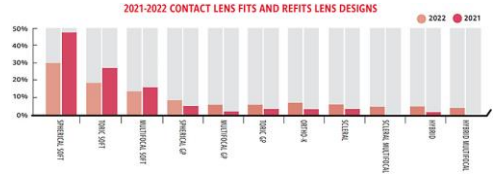
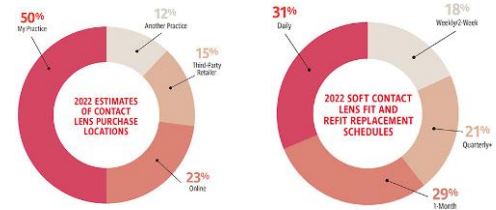


Level Up Your Contact Lens Practice The Business of Contact Lenses

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1

2

Dr. Jason E. Compton OD, FAAO



Founder/Owner, Compton Eye Associates
 Founder/Owner, TheRightContact.com
 Founder/Owner, Better1 Better2.com
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 Faculty, Renaissance Technical Institute
 Regional Trustee, New York State Optometric Association
 Past Chair, ADA's Contact Lens and Cornea Section

Financial Disclosures

- Alcon
- Johnson & Johnson
- Coopervision

3

4

Lyndon Jones

PhD DSc FRSC FCAHS FCOptom FAAO FIACLE FBCLA



- Director, Centre for Ocular Research & Education (CORE)
- Professor, School of Optometry & Vision Science
- University Professor, University of Waterloo, Ontario, Canada

Research Partners

Over the past three years, CORE has received research funding and/or honoraria from the following 18 companies & 8 funding agencies:

- | | | |
|----------------------|----------------------------|-------------------------|
| • Alcon | • Hoya | • Otié Pharma |
| • Allied Innovations | • i-Med Pharma | • Santen |
| • Azura Ophthalmics | • Johnson & Johnson Vision | • SightGlass |
| • Bausch + Lomb Corp | • Menicon | • SightSage |
| • CooperVision | • Novartis | • Topcon |
| • Essilor | • Ophtecs | • Visioneering Tech Inc |



5

6

Dr. Sheila Morrison

OD, MS, FSLs, FAAO



- Optometrist, Mission Eye Care Centre for Dry Eye and Corneal Disease, Calgary AB Canada
- Co-Founder, The Myopia Academy
- Co-Founder, Canadian Contact Lens Academy
- Co-Supervisor, Mission Eye Care Residency in Cornea and Contact Lens
- Adjunct Faculty, Northeastern State University, Oklahoma College of Optometry
- Continuing Education Committee, Member, Alberta Association of Optometrists
- Past Fellowship Chair of the Scleral Lens Education Society

Financial Disclosures

- Boston Sight
- Coopervision
- Eaglet
- Euclid
- Paragon
- Pentavision
- Vistakon / Johnson & Johnson
- Wave

7

8

Dr. Janelle Davison

OD



- Founder/owner of Brilliant Eyes Vision Center & Visionary Dry Eye Institute
- Co-founder and Chief Visionary Officer at Paradeem Software,
- Member, American Optometric Association
- Member, National Optometric Association
- Member, Elite Optometry Diva

Financial Disclosures

- RVL Pharmaceuticals
- IDOC Alliance
- Review of Optometric Business
- Twenty Twenty Beauty
- Oulaire Skincare
- Lunovus
- Sight Sciences
- Oyster Point
- Tarsus Pharmaceuticals

9

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Topics for Discussion



1. What is the state of contact lenses within today's practice?
2. What are methods of increasing interest in contact lenses?
3. How can the staff play a role in efficiency of the contact practice?
4. How do you set expectations (including fees) for your patients?
5. How does technology impact our contact lens practice?
6. How do we increase the number of contact lens patients we have?
7. How do we prepare for success?

11

12

Topics for Discussion



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13

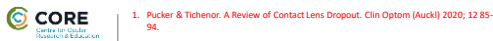
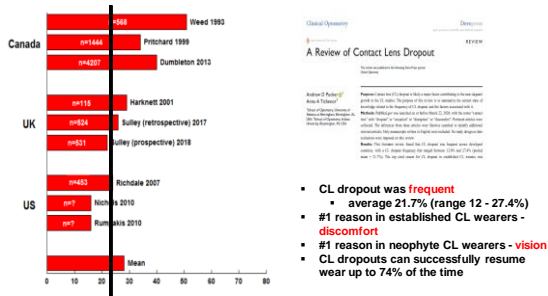
State of CL within today's optometric practice

Lyndon Jones



15

% of Wearers Dropping out of Lens Wear



17

Lyndon Jones

PhD DSc FRSC FCAHS FCOptom FAAO FIACLE FBCLA



14

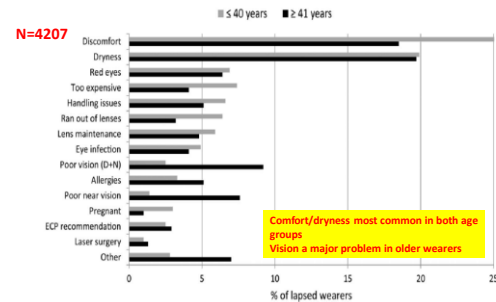
Biggest Challenge for CL Practitioners?



1. Chalmers & Bagley. Dryness symptoms among an unselected clinical population with and without contact lens wear. *Contact Lens Anterior Eye* 2020; 20:2-13. doi: 10.1016/j.cla.2019.07.001
2. Nichols & Smeeth. Tear film, contact lens, and patient-related factors associated with contact lens-related dry eye. *Invest Ophthalmol Vis Sci* 2006; 47:4-1181-1187.
3. Form. Targeting contact lens induced dryness and discomfort: what properties will make lenses more comfortable. *Optom Vis Sci* 2007; 84:4-279-285.
4. Ramamurthy et al. Treatment, material, care, and patient-related factors in contact lens-related dry eye. *Optom Vis Sci* 2008; 85:8-704-712.
5. Chalmers et al. Struggle with hydrogel CL wear increases with age in young adults. *Contact Lens Anterior Eye* 2009; 33:2-113-8.
6. Pucker & Tichenor. A Review of Contact Lens Dropout. *Clin Optom (Auckl)* 2020; 12:85-94.

16

Reasons for Lapsed Wear



18

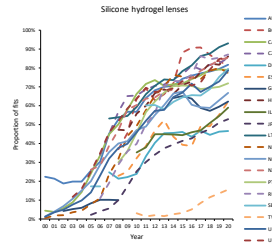
Fitting Trends?



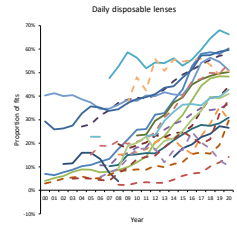
19

Fitting habits over time ¹

Proportion of all soft lens fits that are silicone hydrogel lens fits 2000–2020



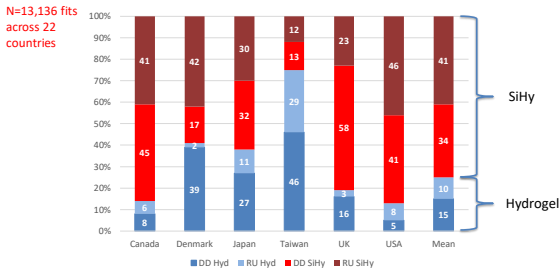
Proportion of all soft lens fits that are daily disposable lens fits 2000–2020



1. Morgan & Efron. Global contact lens prescribing 2000-2020. Clin Exp Optom 2022; 105:3: 298-312.

20

Daily wear SCL material and modality split ¹



1. Morgan et al. International contact lens prescribing in 2022. Contact Lens Spectrum 2023; 38:1:28 - 35.

21

Support for using FR lenses?



22

Early studies on DW FR success (not DD)

- Reduced complications ^{1,2}
- Enhanced comfort and satisfaction ¹⁻³
- Fewer unscheduled visits ¹
- Fewer unscheduled lens replacements ²



Early studies on DW FR success (including DD)

- Enhanced vision ¹⁻³
- Enhanced comfort and satisfaction ¹⁻³
- Reduced complications ¹⁻³
- Fewer visible deposits ¹⁻³
- Fewer unscheduled visits ¹



1. Peggib & Abelson. Complications and symptoms with disposable daily wear contact lenses and conventional soft daily wear contact lenses. CLAO J 1995; 19:2: 99-102.
 2. Probst et al. Ocular and subjective responses to frequent replacement of daily wear soft contact lenses. CLAO J 1996; 22:2: 53-5.
 3. Maki & Schneider. Influence of replacement schedule and care regimen on patient comfort and satisfaction with daily wear frequent replacement contact lenses. CLAO J 2002; 28:3: 124-7.

23



1. Neveu et al. Multicentric comparison of contact lens modalities. Daily disposable wear vs. conventional daily wear in successful contact lens wearers. J Am Optom Assoc 1994; 65:11: 774-80.
 2. Salomon et al. A 3-year prospective study of the clinical performance of daily disposable contact lenses compared with frequent replacement and conventional daily wear contact lenses. CLAO J 1996; 22:6: 290-7.
 3. Nelson & Soderstrom. Clinical performance of a daily disposable contact lens: a 3-month prospective study. J Br Contact Lens Assoc 1999; 18:3: 81-86.

24

Convenience: Cleaning and wearing ¹

- Half the steps required to care for DD vs RU lenses!
- enhanced compliance

53 vs **26**



1. Adapted from Young, Diligent disinfection in 49 steps. Contact Lens Spectrum 2012; 27:2: 53.

25

Compliance with replacement: DD

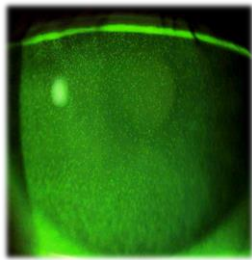
- Daily disposable wearers are more likely to replace their lenses when advised to ¹⁻³
- **BUT**
 - still have some 10-15% of patients who reuse their DD lenses ^{1,3-6}
 - store in inappropriate solutions
 - tap water; blister-pack saline ⁶⁻⁸



1. Rosenblatt et al. Compliance with contact lens replacement in contacts and the contact pack. Optom Vis Sci 2006; 83: 2078-2079.
 2. Anger et al. Age, behavior, environment, and health factors in lens care contact lens use survey. Optom Vis Sci 2012; 89: 1242-1245.
 3. Wang et al. Compliance with contact lens replacement in contacts and the contact pack. Optom Vis Sci 2006; 83: 2078-2079.
 4. Durrheim et al. A multi-center assessment of compliance with daily disposable contact lens use. Contact Lens Association 2011. 8(4): 300-302.
 5. Rosenblatt et al. Compliance with lens replacement and the contact pack. Optom Vis Sci 2006; 83: 2078-2079.
 6. Chan et al. Contact Lens Wear, Demographics, and Risk Behaviors for Contact Lens-Associated Infections. Contact Lens 2012; 8(4): 300-302.
 7. Rosenblatt et al. Compliance with contact lens replacement in contacts and the contact pack. Optom Vis Sci 2006; 83: 2078-2079.
 8. Wood et al. Compliance with lens replacement in contacts and the contact pack. Optom Vis Sci 2006; 83: 2078-2079.

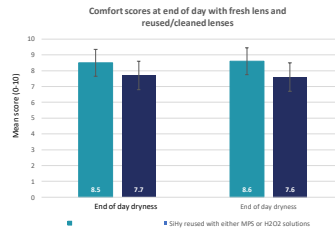
26

Avoidance of solution issues



27

Comfort: Avoiding Solutions..



- "All lens care products tested reduced subjective responses relative to DD modality,..."
- "Senofilcon A performed best when used on a DD basis."



P Lazon de la Jara et al. Effect of lens care systems on the clinical performance of a contact lens. Optom Vis Sci 2013; 90(4): 344-50.

28

Infiltrative Keratitis & DD Contact Lenses

Cornea
Age and Other Risk Factors for Corneal Infiltrative and Inflammatory Events in Young Soft Contact Lens Wearers from the Contact Lens Assessment in Youth (CLAY) Study
 Robin L. Chalmers¹, Heidi Wagner², G. Lynn Mitchell¹, Dawn T. Lam¹, Beth J. Marshall¹, James K. Klyne¹, Richard S. Johnson¹, and Timothy F. McMurdo¹

ORIGINAL ARTICLE
Multicenter Case-Control Study of the Role of Lens Materials and Care Products on the Development of Corneal Infiltrates
 Robin L. Chalmers¹, Lisa Kay¹, John McNally¹, and Janet Kerr¹

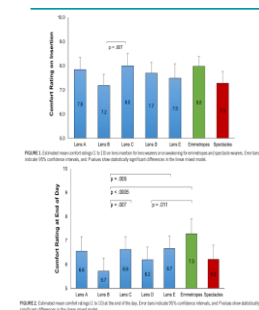
"12x lower risk of IK with DD lenses"



1. Chalmers et al. Age and other risk factors for corneal infiltrative and inflammatory events in young soft contact lens wearers from the Contact Lens Assessment in Youth (CLAY) study. Invest Ophthalmol Vis Sci 2011; 52:29: 6600-6.
 2. Chalmers et al. Multicenter case-control study of the role of lens materials and care products on the development of corneal infiltrates. Optom Vis Sci 2012; 89:3: 316-25.

29

Comfort: DD CI vs Emmetropes & Spec Wearers



- Initial comfort among Emmetropes was not significantly different from any of the lens types or spectacle wearers
- Comfort deteriorated during the day in all groups
- End-of-day comfort for Emmetropes was significantly better for only lenses B and D
- Comfort and vision with some contemporary daily disposable contact lenses were indistinguishable from non-wearing emmetropes



P Lazon de la Jara et al. Measuring Daily Disposable Contact Lenses against Nonwearing Benchmarks. Optom Vis Sci 2018; 95:12: 1088-1095.

30

Summary: State of CL Today

- Daily disposable options provide substantial benefits
- Now available for almost every patient
 - new options become available on a regular basis
- Use new technology to keep patients in lenses and reduce drop out and dissatisfaction



31

Panel Questions



What do you see as being the next big revelation in CL materials?

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Panel Questions



How low do you think we can reduce dropout to, from the 22% it currently stands at?

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Topics for Discussion



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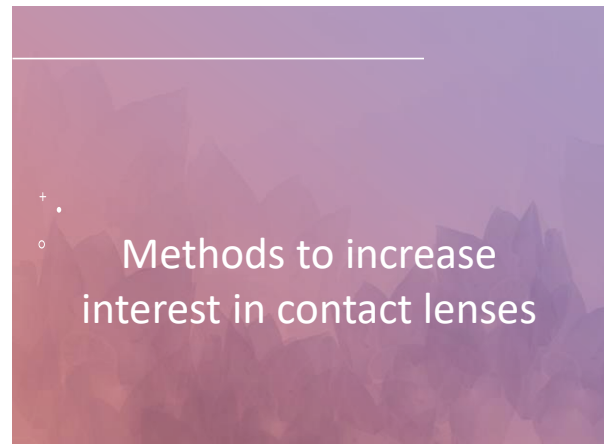
34

Dr. Janelle Davison

OD



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Practitioner In a Unique Position:

- Research has shown that 86% of patients expect their ECP to start the conversation on the benefits of CTLs and discuss if he/she is a candidate for contacts.
 - According to a 2002 survey conducted by the contact lens institute:
 - i. 11% recall contact lenses discussed as an occasional alternative for glasses.
 - ii. 8% recall contact lenses discussed as a replacement for glasses.
 - iii. 4% recall contact lenses discussed as a replacement for reading glasses.



<https://www.aoa.org/news/clinical-eye-care/diseases-and-conditions/contact-lens-experts-weigh-in-on-gaps-in-consumer-knowledge?story>

37

Embrace Innovation

- "Innovation is the ability to see change as an opportunity, not a threat" - Steve Jobs, Co-founder and CEO of Apple.



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8 in 10 contact lens wears want YOU to start the conversation on technology

Patients Expect You to Discuss Innovation

US Eye Care Professional and Consumer Claims Research, August 2023 (IPSON). Alcon data on file.

39

Tips on how to start the conversation

- During the examination ask the patient if they wear both glasses and contacts. Prescribe from the chair for both glasses and contact lenses.
 - If the answer is only wearing glasses. Ask if they have interest in learning more about the benefits of contacts.
 - Allow flexibility.
 - Safer and easier
 - Can accommodate a wide range of prescriptions.
 - Great for sports and outdoor
 - Acknowledge past challenges with contact lens technology
- Don't judge a book by its cover. Leave cost out of your recommendation.
 - Give the best option for the patient regardless of cost. Survey shows that 7/10 patients expect ECP to make the best recommendation despite cost.
- Don't forget about your UNSUNG patients
 - High astigmatism
 - Young potential wears
 - Presbyopic patients

CVI data on file 2018. YouGov online survey on silicone hydrogel lenses. N=1520 adult CL wearers (US 519, UK 501, Japan 500)

40

We Live in a Digital World

- 13 Hours per day with screens
- Research shows the blink rate is decreased by 50%-60% while on a device
 - o Contributes to digital eye strain
 - Dry eye>>>Contact Lens Drop Out



Wolffsohn JS, Lingham G, Downie LE, et al. TFOS Lifestyle: Impact of the digital environment on the ocular surface. *Ocul Surf* 2023;28:213-252.
Eyesafe. COVID-19: Screen time spikes to over 13 hours per day according to Eyesafe Nielsen estimates. <https://eyesafe.com/covid-19-screen-time-spikes-to-over-13-hours-per-day/>. Published online March 28, 2020.

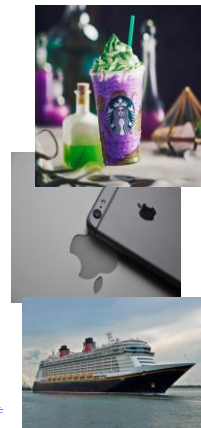
41

Create An Experience

- Online scheduling for patients to schedule an exam at their convenience online.
 - Surescripts did a survey of 1000 patients and it revealed that 44% of patients prefer doctors that allow online booking.
 - 40% of consumers make appointments after hours.
- Don't take on the task alone, get the whole office involved. Providing an omni-channel experience (don't forget about when on the phone and on hold messages)
 - Website indicates you fit contact lenses.
 - Spherical
 - Torics
 - Multifocal
 - Specialty

<https://www.mobilhealthnews.com/17959/44-percent-of-patients-prefer-doctors-that-offer-online-appointment-scheduling>

<https://www.zippia.com/advice/appointment-scheduling-statistics/>

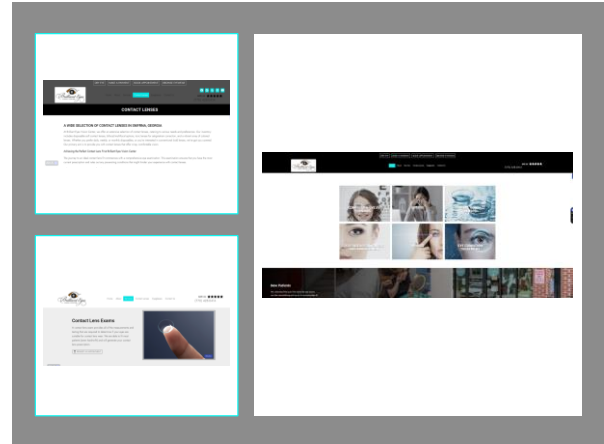


42

Streamline The Process

<p>A. Confirm reason for visit at check-in:</p> <ul style="list-style-type: none"> • Are you doing both a glasses and contact lens exam today? 	<p>B. Have a process how to handle converted eye exams at check in to ensure no disruption to clinic day.</p> <ul style="list-style-type: none"> • My office we have an additional 1-sided contact lens agreement laminated for a quick signature. • Yellow clip board with contact lens tracker form and purchase quote form to route with patient. • This lets the doctor know immediately before entering the room that the patient is a contact lens patient. 	<p>C. Perfect Calculating OOP Charges</p> <ul style="list-style-type: none"> • Take time to train staff on how to calculate contact lens supply (considering allowance/rebate/etc..) • Invest in technology <ul style="list-style-type: none"> • Mario • Abbie • Paradeyem • Doctor Contact Lens 	<p>Create Vendor Partnerships</p> <ul style="list-style-type: none"> • Staff training • Trial restock • Rebates • Patient issues
--	---	--	---

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Panel Questions



How do you handle converting patients on the day of their comprehensive exam to a contact lens evaluation?

45

Panel Questions



Do you still use the term fitting to differentiate a contact exam from a glasses/routing exam?

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Topics for Discussion



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Dr. Jason E. Compton

OD, FAAO



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Increased Efficiency

- **Compliance with Regulations:** Ensure that your practice is in compliance with FTC regulations regarding the Contact Lens Rule to avoid legal issues.
- **AI Utilization:** Adopting AI-driven strategies, contact lens practices can significantly enhance the quality and effectiveness of patient education.
- **Quality Control:** Regularly review and update protocols to ensure the highest standards of eye care are met.



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51

Is your eye doctor violating the Contact Lens Rule?



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What is the Contact Lens Rule?

The Contact Lens Rule is a set of regulations enforced by the Federal Trade Commission (FTC) that governs the prescription and sale of contact lenses. The rule aims to protect consumers by ensuring they have the freedom to purchase lenses from their choice of vendors, while also safeguarding their eye health. Key provisions include:

- **Prescription Release:** Eye care providers must automatically provide a copy of the contact lens prescription to the patient after a successful fitting.
- **Verification:** Sellers must verify the prescription with the prescriber before dispensing lenses.
- **Record-Keeping:** Both prescribers and sellers are required to maintain records of prescriptions and verifications.
- **Consumer Rights:** Consumers have the right to receive their prescriptions without extra fees and to buy lenses from the seller of their choice.
- **Compliance:** Non-compliance with the rule can result in legal repercussions, including fines.

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Increased Efficiency

- **Compliance with Regulations:** Ensure that your practice is in compliance with FTC regulations regarding the Contact Lens Rule to avoid legal issues.
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54

AI Strategies

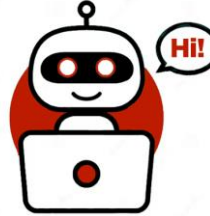
- **Patient Communication:** Utilizing chatbots enhances patient communication by providing instant, 24/7 responses.
- **Content Creation:** Leveraging AI for blog and social media post creation enables the practice to consistently produce engaging, informative content.
- **Continuous Learning:** Implementing AI-driven platforms for continuous learning ensures that staff and doctors remain informed about the latest product developments.



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AI Chatbots

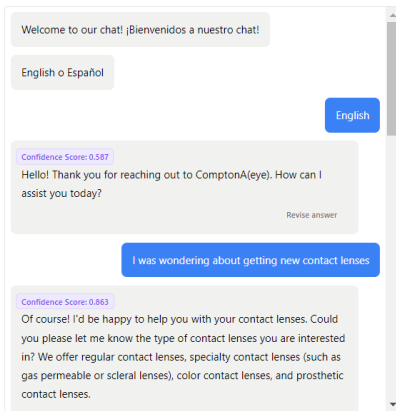
AI chatbots are intelligent virtual assistants designed to simulate conversation and interact with patients in real-time.



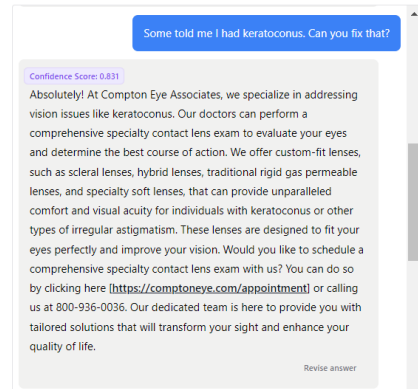
Compton A(Eye)

- **Benefits of Using Chatbots**
 - **24/7 Availability:** Patients have access to information and support anytime, improving patient satisfaction and engagement.
 - **Instant Responses:** Reduces wait times for answers to common questions, streamlining the patient experience.
 - **Personalized Interactions:** Tailors conversations based on patient preferences.
- **Applications in Eye Care Practices**
 - **Appointment Scheduling:** Automates booking, rescheduling, and reminders, optimizing clinic operations.
 - **FAQs and Education:** Provides instant answers to common queries about eye health, treatments, and procedures.
 - **Feedback Collection:** Gathers patient feedback efficiently, offering insights into service improvements.

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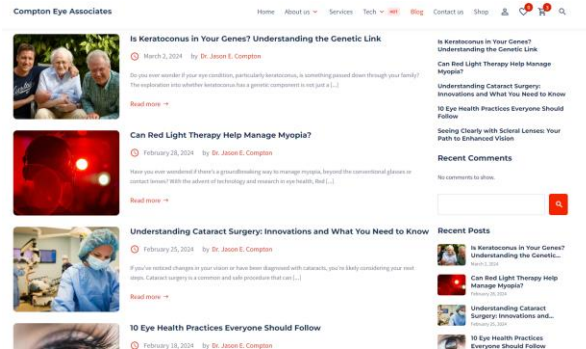
58

Content Creation

- **Benefits of AI-Driven Content Creation**
 - **Efficiency:** Dramatically reduces the time required to generate educational materials.
 - **Consistency:** Maintains a steady flow of high-quality content.
 - **Personalization:** Tailors content to the interests of a specific audience.
- **Applications in Eye Care Marketing**
 - **Blog Posts:** AI generates informative articles on eye health, care tips, and the latest advancements.
 - **Social Media Posts:** Automates the creation of engaging posts, updates, and responses to increase online presence and patient interaction.



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More Than Creating Content

- **Implementing AI in Content Strategy**
 - **Content Planning:** AI tools can analyze trends and predict topics of interest, aiding in strategic content planning.
 - **Creation and Curation:** Leverages AI to create original content or curate relevant information from reputable sources.



61

Increased Efficiency

- **Compliance with Regulations:** Ensure that your practice is in compliance with FTC regulations regarding the Contact Lens Rule to avoid legal issues.
- **AI Utilization:** Adopting AI-driven strategies, contact lens practices can significantly enhance the quality and effectiveness of patient education.
- **Quality Control:** Regularly review and update protocols to ensure the highest standards of eye care are met.



63

Diagnostic Fitting (COVID-19)

- This discussion does not typically apply when fitting most standard soft lenses; manufacturers supply practitioners with single-use lenses that can be discarded after every patient.
- There are greater concerns about scleral lenses.
- To address these concerns, a contact lens disinfection protocol was developed in cooperation with the AOA CLCS and the American Academy of Optometry Section on Cornea, Contact Lenses and Refractive Technologies.



Sindi C, Bennett E, Szabo-Rybin L, Scialfani L, Barnett M; American Academy of Optometry (AAO) Section on Cornea, Contact Lenses & Refractive Technologies, and The American Optometric Association (AOA) Contact Lens and Cornea Section. Technical Report: Guidelines for Handling of Multipatient Contact Lenses in the Clinical Setting. Optom Vis Sci. 2020 Aug;97:544-548.

65

Continuous Learning

- **Benefits of AI-Driven Learning**
 - **Personalized Learning Paths:** AI tailors educational content to match the unique needs and knowledge gaps of each staff member or doctor.
 - **Up-to-Date Information:** Automatically updates learning materials to include the latest research, clinical practices, and product innovations in eye care.
 - **Efficient Knowledge Retention:** Utilizes spaced repetition and interactive content to enhance memory retention and application of new knowledge.
- **Applications in Eye Care Practices**
 - **Product Training:** AI platforms provide detailed, up-to-date training on new contact lenses, diagnostic equipment, and treatment procedures.
 - **Skill Development:** Offers modules on emerging eye care technologies, advanced diagnostic techniques, and patient communication strategies.
 - **Regulatory Compliance:** Keeps staff informed about changes in healthcare regulations, privacy laws, and professional standards.

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Diagnostic Fitting (COVID-19)



- During the height of the COVID-19 pandemic, there were serious concerns about office protocols and a need to limit patient contact.
- While the literature supported the use of contact lenses, there was a legitimate concern about the safety of reusable in-office diagnostic lenses.

Jones L, Walsh K, Willcox M, Morgan P, Nichols J. The COVID-19 pandemic: important considerations for contact lens practitioners. Cont Lens Anterior Eye. 2020 Jun;43:196-203.

64

AMERICAN OPTOMETRIC ASSOCIATION
AMERICAN ACADEMY OF OPTOMETRY

In-Office Disinfection of Multi-Patient Use Diagnostic Contact Lenses

Gas permeable	Hybrid and Soft
1 Place 3% hydrogen peroxide with GP lenses in a non-neutralizing case.	1 Place 3% hydrogen peroxide with soft or hybrid lens in non-neutralizing case for 3 hours.
2 Disinfect lens for 3 hours.	2 Transfer soft or hybrid lens to a neutralizing case. Fill with fresh 3% hydrogen peroxide. Add neutralizing disc or tablet as recommended by manufacturer.
3 Rinse GP lens with Multipurpose Solution (MPS). Pat dry, store dry.	3 Neutralize lens for 6+ hours, or as directed by manufacturer.
	4 Rinse soft or hybrid lens with MPS. Store in a disinfected case with MPS.

Multipurpose solutions are acceptable for rinsing soft lenses. The procedure for rinsing soft lenses is not applicable to gas permeable lenses. These guidelines have been approved by the American Academy of Optometry Section on Cornea, Contact Lenses and Refractive Technologies and The American Optometric Association. Created June 1, 2020. Document revision effective June 1, 2020. Approved by the International Organization for Standardization (ISO).

Created by Angelika Pflanz, OD, candidate 2019 September 2019

- Detailed cleaning process to be performed after every use of in-office diagnostic lenses and every 28 days for lenses that have been opened and not reused.
- This report explains what should be done with reusable GP, hybrid, and soft contact lenses.
- Putting this evidence-based research into practice can help practitioners feel more comfortable fitting reusable lenses.

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Panel Questions



Can you share any unique ways that you are using the staff in your office?

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Panel Questions



Does your staff fall into specific roles, or is cross-training a part of how your business is run

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Topics for Discussion

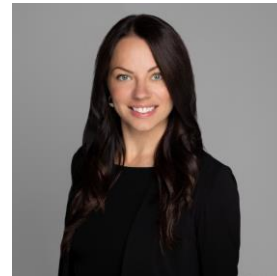


1. What is the state of contact lenses within today's practice?
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5. How does technology impact our contact lens practice?
6. How do we increase the number of contact lens patients we have?
7. How do we prepare for success?

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Expectation Setting

-  Empathy-Based Health Care
-  Contact Lens Expectations
-  Exam and Service Fees
-  Materials Fees
-  Patient Communication

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Empathy-Based Health Care



"I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel." Maya Angelou

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Setting Realistic Expectations for Specialty Lenses

- Consider BCVA with pinhole for hard lenses
- Discuss and/or examine retinal health and media opacities

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Setting Realistic Expectations for Multifocals

- Goal is to do most daily activities without the use of reading glasses; for some thing or extended reading glasses on top may be needed or helpful
- Part time wear should be considered successful
- Many tools in the toolbox may be best – ie several different types of contact lenses or glasses, for different tasks, may be most effective
- Emphasize positive gains in vision, not perfection

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Setting Expectations for Cost of Goods and Services



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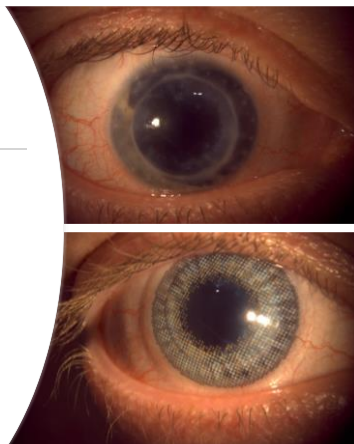
Exam and Service Fees

- **Chair time versus other metrics**
 - Relative Value Service Units
- **Global fees versus pay per visit**
 - Global tends to be best for CL fits
 - Average appointments per fit
 - ‘Regular’ contact lenses
 - Specialty contact lenses (global fees should be higher accordingly)
- **Do not undercharge for contact lens fits and annual maintenance**
 - Base fees on complexity of fit/condition (ie multifocal more complex than sphere), approximate rates in area, fitter expertise

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Contact Lens Material Fees

- Should be separate from service fees
- Review the competition in your area
- Consider
 - Shipping costs
 - Return policies
 - Warranted changes
- **Have patients sign consent forms with fees before proceeding with services or dispensing lenses**



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Patient Communication Pearls...



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Panel Questions



Who is responsible for setting patient expectations in the clinic?

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Panel Questions



Is it better to use verbal, hard copy, or digital resources to clearly establish fees and processes for contact lens fitting?

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Topics for Discussion



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Lyndon Jones

PhD DSc FRSC FCAHS FCOptom FAAO FIAACLE FBCLA



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Technology & CL Practice



- Equipment
- Designs
- Frequency of replacement
- Materials**

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Blinking & Tear Film Breakup

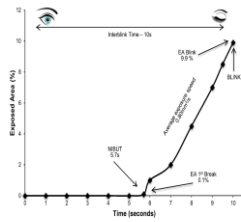
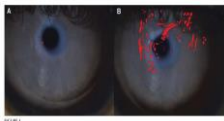


FIGURE 4. Tear film break-up parameters. NEET, non-invasive tear break-up time; EA 1st Break, exposed area at 1st break; EA 2nd Break, exposed area at 2nd break.



Gullion et al. Association Between Contact Lens Discomfort and Pre-lens Tear Film Kinetics. *Optom Vis Sci* 2016; 93(8): 883-91.

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What Material Factors Can Help Minimise CLD?

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Material Factors NOT Associated with CLD

- Higher Dk/t
- Ionicity/charge
- Modulus/stiffness
- Dehydration
- Deposits
- In vitro wettability
- Tear exchange



Jones et al. The TFOS International Workshop on Contact Lens Discomfort: report of the contact lens materials, design, and care subcommittee. *Invest Ophthalmol Vis Sci* 2013; 54(11): TFOS37-70.

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Material Factors PROBABLY Associated with CL Discomfort

- Good fit
 - avoid excessive movement
 - avoid excessive thickness
- Shorter frequency of replacer
- Shorter periods of wear
 - comfort worse at end of day
- Lower water content
- High in-eye wettability
- Low friction



Jones et al. The TFOS International Workshop on Contact Lens Discomfort: report of the contact lens materials, design, and care subcommittee. *Invest Ophthalmol Vis Sci* 2013; 54(11): TFOS37-70.

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What Technologies Exist to Combat CLD?

1. Proprietary Wetting Technologies: SCL

- Unique technologies to aid surface wetting
 - Aquaform®
 - Menisilk™ & Nanogloss™
 - MoistureSeal™
 - SmartShield™
 - Smart Silico™
 - WetLoc™

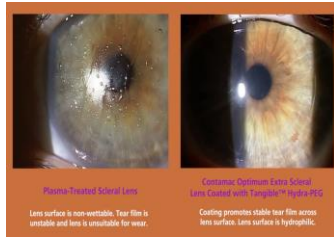


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2. Proprietary Wetting Technologies: RGP

- Tangible Hydra-PEG
 - Tangible Science
 - 90% water PEG (polyethylene glycol)-based proprietary polymer mixture
 - covalently (permanently) bonded to the surface of the contact lens



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3. Addition of Internal Wetting Agents

- High molecular weight polymers added to aid surface wetting
 - PVP (polyvinylpyrrolidone)
 - reusable & DD
 - hydrogel
 - SiHy
 - HA (hyaluronic acid)



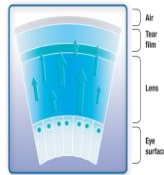
1. Chalmers et al. Effect of climate on ocular surface symptoms with hydrogel and 2nd generation silicone hydrogel lenses. *Optom Vis Sci* 2005; 82: abstract 00006.
2. Riley et al. Prevalence of ocular surface symptoms, signs, and uncomfortable hours of wear in contact lens wearers: the effect of wetting with daily-wear silicone hydrogel lenses (santifonix). *Exp Contact Lens* 2010; 32: 283-6.
3. Young et al. Hydrogel lens comfort in challenging environments and the effect of wetting with silicone hydrogel lenses. *Optom Vis Sci* 2007; 84: 302-8.
4. Altman N. Overall performance of the Safelgel 1 day lens. *Optician* 2008; 235: 40-43.



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4a. Elution of Polymers

- High molecular weight PVA released into the tears over the course of the day
 - nelfilcon A (polyvinyl alcohol)

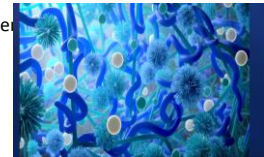


1. Peterson et al. Clinical performance of daily disposable soft contact lenses using sustained release technology. *Contact Lens Anterior Eye* 2006; 29: 227-34.
2. Wolfsohn et al. Objective clinical performance of 'comfort-enhanced' daily disposable soft contact lenses. *Contact Lens Anterior Eye* 2010; 33: 89-92.

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4b. New SiHy DD elution polymer (Bausch + Lomb)

- kalifilcon A
 - EWC 55%; Dk 107; Dk/t 134
- US: Infuse™ with ProBalance Technology™
- Canada: Ultra 1-Day™ with ComfortFeel Technology™
- Low dehydration rate
- Reportedly released from the lens
 - osmoprotectants
 - erythritol & glycerin
 - wetting agents
 - poloxamine 1107 & poloxamer 181
 - electrolyte
 - potassium

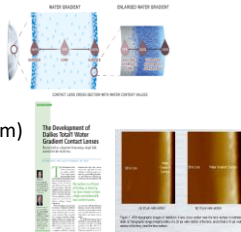


1. <https://www.bauschinfuse.com/ecp/>
2. Reindel et al.: Performance of a Silicone Hydrogel Daily Disposable Contact Lens among Wearers with Lens-related Dryness *The Open Ophthalmology Journal* 2023; 17:1.

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5a Hydrogel-like Interface Over SiHy (DD)

- Ocular surface and lids “see” a hydrogel interface
 - aiming for
 - enhanced wettability
 - low friction
- Water gradient technology
 - delefilcon A
 - “ultra-soft” surface gel (5-6µm)
- Low friction surface
- LightStream Technology



1. Prasad N. Novel water gradient lens material. *Contact Lens Spectrum* 2013; 28: 13.
2. Pruthi & Neuman: The development of Ocular. 1st/2nd water gradient contact lenses. *Contact Lens Spectrum* 2013; 28: 40-44.
3. Stone BP. Introducing water gradient technology. *Contact Lens Spectrum* 2012; 28: 34-38.
4. Krysztoski et al. Noninvasive imaging of layered soft contact lenses. *J Appl Biomater Funct Mater* 2017; 15:e149-e152.
5. New et al. Elemental Composition of Silicone Hydrogel Contact Lens Surfaces. *Eye Contact Lens* 2018.

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5b. Hydrogel-like Interface Over SiHy (DD)

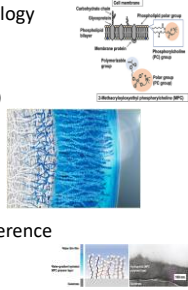
- Modification of “water surface” technology
 - verofilcon A
 - “ultra-soft” surface gel (2-3µm)
 - SMARTSURFACE Technology
 - polyacrylic acid (PAA)
- Low friction surface
- Different manufacturing platform
 - thermal curing
 - allows for UV-blocking



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5c. Hydrogel-like Interface Over SiHy (Monthly)

- Modification of “water surface” technology
 - lehtifilcon A
 - “ultra-soft” surface gel
 - CELLIGENT® Technology
 - MPC (hydrophilic phosphorylcholine group)
 - produces a ‘biomimetic surface’
- Mimics structure of the glycocalyx
 - polymer nanofibres
- Low friction surface
- Very ‘soft’ compressible surface
- Resists lipid deposits and bacterial adherence
- Compatible with solutions



1. Shi et al. Surface characterization of a silicone hydrogel contact lens having bioinspired 2-methacryloyloxyethyl phosphorylcholine polymer layer in hydrated state. *Colloids Surf B Biointerfaces* 2022; 219: 112326.
2. Ishikawa et al. Antifouling Silicone Hydrogel Contact Lenses with a Bioinspired 2-Methacryloyloxyethyl Phosphorylcholine Polymer Surface. *ACS Omega* 2021; 6:507028-7062.
3. Sharmistha et al. Surface characterization of an ultra-soft contact lens material using an atomic force microscopy reindention method. *Sci Rep* 2022; 12:2: 200213.
4. Harris et al. Comparative Evaluation of Fluorescence-Immunoassay Adhesion Test for 2-Methacryloyloxyethyl Phosphorylcholine-Modified Silicone Hydrogel Contact Lens. *Vision (Basel)* 2022; 7:1: 27.
5. Pile et al. Evaluation of Semiautomatic Adherence to Contact Lens Materials. *In Microorganisms*, 2023.

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Panel Questions



Can we ever make contact lenses as comfortable as specs?

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Panel Questions



Apart from changing CL materials, what other things can ECPs do to try and optimize CL comfort?

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Topics for Discussion



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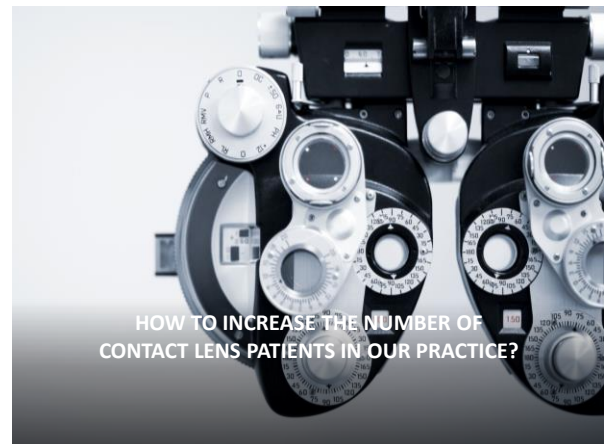
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Dr. Janelle Davison

OD



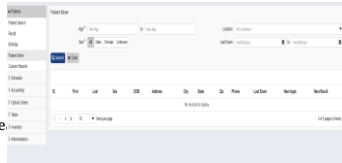
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Internal Marketing

- Utilizing the EHR system
 - Root the database
 - Patient miner
 - Email marketing
 - Text message
- Signage
 - Hang in pretesting area
 - Optical
 - Exam room



External Marketing

- Traditional Marketing
 - Radio, TV, Print Ads
 - Goal Exposure
- Social Media Marketing
 - IG
 - Linked In
 - TikTok



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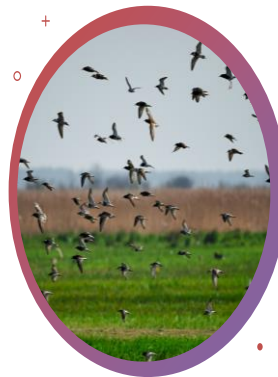
Referral Network

- Send letters introducing service
 - Make it easy to accept referrals
 - Referral pads
 - Digital referral link or QR code
 - If you fit hard to fit contacts send a letter to let your colleagues know.
- Coordinate/attend networking events
 - Local Continuing education events
 - Specialty contact services
 - Community fairs
 - School career day
 - Corporate health screenings
 - Teacher mailboxes and lunch and learns
 - Leave information



Word of Mouth

- Old saying "birds of a feather flock together."
 - Family members
 - Coworkers
 - Sports teams
 - Consider creating a referral "perk" to your patients
 - Community sponsorships
 - Offer in house subscription service
- Online reordering
 - Marlo
 - Dr. ContactLens
 - Abbie
- Easy payment and verification of benefits
 - Paradeyem
 - PracticePal
 - ABB Verify



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Panel Questions



How do you and your staff motivate patients to overcome barriers and hurdles regarding the misconceptions about contact lens wear?
 i.e. astigmatism, multifocal or high prescriptions.

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Panel Questions



How do track contact lens conversion and capture rate in your practices?

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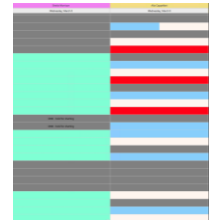
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Preparing for Success: Create Your Vision



Preparing for Success

- Development of a strategic plan
 - Financial investments
 - Staff education
 - Professional Education
 - Patient scheduling
 - Expand your network
 - Define your metrics for success



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Social Media: Celebrate CL Successes



Panel Questions



What is a specific way that you prepare for success in your contact lens practice?

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Panel Questions



How do you turn failed contact lens fits into successful encounters and create loyal, lasting patient relationships?

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Level Up Your Contact Lens Practice The Business of Contact Lenses

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