Practicing Full Scope Primary Care Optometry 2013 and Beyond: Contact Lens Trends/Technologies

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Disclosures

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Alcon, Diopsys, Heidelberg, Optos, Reichert, Zeavision
Evolution of Contact Lenses

- **1887** First contact lens manufactured from glass, and fitted to cover the entire eye
- **1939** Contact lenses first made from plastic
- **1948** Plastic contact lenses designed to cover only the eye's cornea-PMMA
- **1971** Introduction of soft contact lenses
- **1978** Introduction of GP contact lenses
• **1981** FDA approval of new soft contact lenses for extended (overnight) wear
• **1986** Overnight wear of GP contact lenses becomes available
• **1987** Introduction of disposable soft contact lenses—1-2 week replacement
• **1987** GP contacts available in next-generation fluorosilicone acrylate materials
Evolution of Contact Lenses

- **1996** Introduction of one-day disposable soft lenses
- **2002** Silicone-hydrogel contact lenses first marketed
- **2002** Overnight orthokeratology approved by FDA
- **2010** Custom-manufactured silicone-hydrogel lenses become available
The contact lens market is shifting to one-day and one-month replacement

- Sales of **2-week** replacement soft contact lenses are in decline.
- Trends indicate that **one-day and one-month** replacement lenses will drive the growth of the contact lens market.
- Reasons for the shift may include **greater patient compliance**, which can lead to increased practice profitability, plus improved comfort and vision.

*Compliance with manufacturer-recommended replacement frequency.

Most Compliant Modalities

• **Daily** has the highest compliance rate on average **87%**
• **Monthly** shows next highest compliance rate on average **74%**
• **2 Week** shows the least compliance averaging **53%**
Practice Management Impact of Increased Compliance

• Prescribing replacement schedules with greater compliance results in:

  – Increased contact lens product revenue

  – Increased professional fee revenue

  – Increased optical revenue

  – Greater loyalty to your practice

What is the purpose of a business?
“The purpose of a business is not to make a sale.

The purpose of a business is to make and keep customers.”

- Peter Drucker
“The purpose of an optometric practice is not to make a sale.

The purpose of an optometric practice is to make and keep patients.”
Reducing the average interval between contact lens exams from 18 months to 16 months results in a 12.5% increase in the number of exams performed each year from existing wearer base.

Reference: Best Practices of Contact Lens Management, March 2010
## Impact of Reducing Interval Between Contact Lens Exams

<table>
<thead>
<tr>
<th>Eye exams performed – annually</th>
<th>Practice Gross Revenue</th>
<th>18 months – National Average</th>
<th>17</th>
<th>16</th>
<th>15</th>
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Reducing the average interval between contact lens exams from 18 months to 14 months results in a **28.6% increase** in the number of exams performed each year from existing wearer base.

Reference: MBA Best Practices of Contact Lens Management, March 2010
Annual Supply is Key

• Take two words out of office vocabulary
  "boxes" and "cover"

• Replace with "supply" and "contribution"
Why Fit Daily Disposables??

• Offering the healthiest choice stresses contacts as a medical choice vs. offering a “menu” of options (no solutions/clean lens daily)

• Daily compliance is the **highest** so patients return **yearly**

• Patients returning yearly is best for their ocular health and best for practice profitability
WHERE IS INDUSTRY RESEARCH TAKING CONTACT LENSES TECHNOLOGY???
Water Gradient Technology

- A new polymer of contact lens
- First time two different polymers are in a single contact lens
- A new era in contact lens comfort
The First and Only Water Gradient Contact Lens

FEATURING AN INCREASE FROM 33% TO OVER 80% WATER CONTENT FROM CORE TO SURFACE

Core:
Silicone hydrogel material with:
- Low water content
- High oxygen transmissibility
- Low modulus

1. Based on in vitro measurement of unworn lenses, Alcon data on file, 2011.
The First and Only Water Gradient Contact Lens

Featuring an increase from 33% to over 80% water content from core to surface\(^1\)

Surface:

- Ultrasoft surface gel
- Over 80% water\(^1\)
- Water-loving polymer chains reduce friction, helping to minimize interaction with delicate tissues of the eye
- 6 microns thick
- Essentially no silicone present

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\(^1\) Based on in vitro measurement of unworn lenses, Alcon data on file, 2011.
Breakthrough Science: Water Gradient Contact Lenses

- Water Content: ≥80%, 33%, ≥80%
- Silicone Hydrogel Core Material
- Interpenetrating Anchoring Zone
- Ultra-Soft Surface Gel (A Hydrophilic Polymer Network)
- Extended Surface Polymer Chains

~6 Microns
Why Offer Daily Modality??

- Our industry partners are investing their R&D in daily disposables
- Water gradient is available **only** as a daily disposable lens
- New multi-focal contacts coming out in daily lenses; Proclear 1 Day Multifocal released and Air Optix Multifocal design to be released on daily platform
Why Offer Daily Modality??

- If you don’t…someone else will!!
  - Let your patients learn about the best technology from YOU!!

- Always set up patient expectations for what is coming on the horizon
  - Let patients know why you fit them with your lens choice and that next year they will be the first to know about what’s new!
Why Offer Multifocal CL’s?
91% of current contact lens wearers age 35 to 55 are committed to continuing with contact lens wear.¹

Contact lens usage drops off dramatically after age 45, while the need for vision correction steadily increases. \(^1\)

CIBA VISION data on file, 2006.
Presbyopia = Opportunity

• Presbyopia affects approximately **90 million** adults in the USA alone
  
  • About **one in four** patients seen by optometrists!

Presbyopia Equals Opportunity

53% of the 169 million people in the United States who wear vision correction are presbyopic.

Yet only 8% of presbyopes wear contact lenses as their primary mode of vision correction!

- 2.2% Bifocal or Progressive CLs
- 2.7% Distance CLs w/ or w/o Readers
- 3.5% Monovision CLs

1. CIBA VISION data on file, 2006
Ready or not, here we come!

• Prospective U.S. CL market expected to increase to almost **34 million** over the next decade\(^1\)
  – Those 50 years of age and over…
    • Comprise **single largest age component** of this projected group
    • Projected to be **28%** of all potential CL wearers by 2018
    • > 13.5 million people!!!

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Ready or not, here we come!

In the U.S. alone, 42%, or 135 million people will be presbyopic by 2020!¹

Ready or not, here we come!

— "Gen-X" (born 1964 - 1971)

• Next generation of new and emerging presbyopes

  - More technologically savvy / greater task variability

• Highly motivated to preserve both visual function and youthful appearance

Which is better…?
Monovision vs. Multifocal SCLs

  – Compared four correction alternatives for emerging presbyopes
    • Low add SiHy multifocal lenses (AIR OPTIX® AQUA MULTIFOCAL contact lenses)
    • Monovision (AIR OPTIX® AQUA contact lenses)
    • Habitual Rx (no change)
    • Optimized distance spectacle Rx


AIR OPTIX is a trademark of Novartis AG
Which is better…?
Monovision vs. Multifocal SCLs

  - Assessed both objective and subjective results/ratings
    - Utilized BlackBerry® hand-held device, facilitating real-time assessment of assigned tasks
    - Objective testing – Monovision “best performer” for high- and low-contrast near vision tests
    - Subjective ratings – Monovision “lowest performer” in all ratings*, multifocal contact lenses “highest performer” in 15 of 16 ratings*
    - Objective testing (exam room) *may not be best indicator of potential “success”*

* Of those ratings that demonstrated any significant difference


BlackBerry is a trademark of Research in Motion Limited
Managing Patient Expectations:

- Have patient state one or two visual “GOALS” and document in patient’s record for review purposes
- Discuss these visual goals
- Determine if these goals are realistic

For instance, a patient expecting to see the microscopic print on the insert for a prescription is not a realistic goal

- Remind patients of what they can see vs. what they cannot see
- Emphasize good, direct light and the need to assess their work environment for appropriate lighting
- Emphasize that the vision typically improves after wearing the lenses for a few days
- Encourage patients to be open minded and have patience
Need to be proactive!

- Survey of 500 presbyopic patients
  - Only 8% of current CL wearers reported being told about multifocal CLs when first complaining about their near vision
  - Once informed about multifocal contact lenses, one-third of regular CL wearers and monovision patients were likely to try them
  - One-third of respondents indicated they would likely seek services of another practitioner if their current practitioner did not inform them of multifocal options

Why Offer Multifocal Lenses??

• Baby boomers all in presbyopic years and Gen X approaching presbyopia

• Presbyopic patient base more tech savvy and has the means to meet their needs

• New lens designs offer better choices for patient adaptation

• Generates referrals without marketing!!
Promote Multifocals in Your Practice

- Communicate effectively
  - Would you be interested in contact lenses that would allow you to read without glasses?
  - Do your glasses hinder you when you play tennis / play golf / participate in yoga?
  - Are there times when you would like to see clearly without wearing glasses?

- Proactively discuss silicone hydrogel multifocal contact lenses with your patients
  - Many patients may have unsuccessfully tried multifocal soft lenses or monovision in the past and are not aware of advances
Optometric Roots/Vision

- Quality vision that meets patient’s lifestyle needs is the foundation of optometry.
- Utilize the latest in spectacle and contact lens technologies to meet visual demands and needs.