Practicing Full Scope Primary Care Optometry: Contact Lens Trends and Latest Technologies
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Disclosures
Speaker's Bureau for:
- Alcon
- Diopsys
- Heidelberg
- Maculogix
- Optos
- Reichert
- Zeavision

Know Your Lecturer
- Loyola University of Chicago, 1984
- Illinois College of Optometry, 1988
- Associate optometrist private practice 1988-1992
- Solo practitioner after purchase of Chicago practice 1992
- Professional Eye Care Center, Inc. is a full-scope, primary care setting moved location in 2007 from 1900 sq. foot space to 5400 sq. foot facility, currently employ one full-time associate doctor, one part-time doctor, eight full-time employees, and three part-time staff (tech, marketing and optical lab)

Lecture Objectives
• Look at contact lens history and trends that affect the profession
• Look at best practices for increasing compliance
• Create excitement/want for CL patients
• Practicing good optometry is best for patients and great for business
• Challenge: How does one maximize performance in the world of contact lenses?

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

Evolution of 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
Unique to Ubiquitous

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

Contact Lens Correction 2016

What is your contact lens strategy?

- Do you fit RGP???
- Do you fit primarily HEMA??
- Do you fit primarily silicone??
- Do you fit 2 week lenses??
- Do you fit monthly lenses??
- Do you fit daily disposable lenses??
- Do you let the patient decide??

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.
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.
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

Daily Disposables Materials All the Same??

- HEMA-Soflens, Proclear**, Acuvue**, Focus Dailies**, ClearSight**
- HEMA with blink activation moisture -Dailies Aquacomfort Plus**
- HEMA to help biocompatibility-Biotrue
- Silicone-TruEye, Clariti**, MyDay**
- DIFFERENTIATE FOR YOUR PATIENT AND TELL THEM WHY!!!

Water Gradient Technology

- A new polymer of contact lens
- First time two different polymers are in a single soft contact lens
- A new era in contact lens comfort

WHERE IS INDUSTRY RESEARCH TAKING CONTACT LENSES TECHNOLOGY???
The First and Only Water Gradient Contact Lens

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

**Surface:**
- Ultra soft surface gel
- Over 80% water
- Water-loving polymer chains reduce friction, helping to minimize interaction with delicate tissues of the eye
- 6 microns thick
- Essentially no silicone present

**Breakthrough Science:**
Water Gradient Contact Lenses

- **Surface cell microvilli**
- Natural Wetting of the Corneal Surface
  - The glycocalyx is produced by corneal epithelial surface cells. Helps bind mucins and tears onto the hydrophobic corneal surface.

**Most Patients Are Silently Struggling with Lens Discomfort**

- **Trait:** Eyes dried out when wearing contact lenses
- **Trait:** Contact lenses felt uncomfortable at end of day
- **Trait:** Eyes felt irritated when wearing contact lenses

*Reference: 1. Based on a survey of 113 contact lens patients; Alcon data on file, 2006.*
Why Offer Daily Modality??

- Our industry partners are investing their R&D in daily disposables
- Most recent breakthrough of water gradient is available only as a daily disposable lens
- Specialty lenses -toric and now MANY multifocal contacts are out in daily lenses; Proclear 1 Day Multifocal, Dailies Aqua Comfort Plus Multifocal, Acuvue 1D Multi, Biotrue 1Day Multi ※silicones-Clariti 1Day Multi,

  Dailies Total 1 Multifocal-coming soon!!

Why Offer Daily Modality??

- If you don’t…someone else will!!
  - Let your patients learn about the best technology from YOU!! Let them experience it!
- 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 after age 45, while the need for vision correction steadily increases.¹

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

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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!

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

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

AIR OPTIX is a trademark of Alcon Laboratories.

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

FORGET OLD HABITS:
- Follow recommended fitting guides
- Thousands of patients used in clinical protocols
- Let patients EXPERIENCE the lenses
- Staff are essential in fitting process and key messages
- Think of every patient as a potential, successful contact lens wearer

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 fish, play tennis / play golf / exercise?
  - Are there times when you would like to see clearly without wearing glasses?
- Proactively discuss:
  - silicone hydrogel multifocal contact lenses and daily multifocal with your patients
    - Many patients may have unsuccessfully tried multifocal soft lenses or monovision in the past and are not aware of advances

What’s Old is New!!!!!!!!!!!!!!!!!!!!!!!!
- Myopia Control
  - Good science now tells us we can reduce the progression of myopia with multifocal contacts
  - More effective/permanent than ortho-k
  - Parents who lived through higher myopia as a child are hugely receptive to any means that can reduce myopia in their children!!
- Proactively discuss:
  - the use of distance center multifocal lenses when fitting younger myopes
In November 2013, researchers in the U.S. published the results of Soft multifocal contact lens wear (commercially available) resulted in a 50% reduction in the progression of myopia and a 29% reduction in axial elongation during the 2-year treatment period compared to a historical control group. Eight- to eleven-year-old children with -1.00 D to -6.00 D spherical component and less than 1.00 D astigmatism were fitted with soft multifocal contact lenses with a +2.00 D add (Proclear Multifocal “D”; CooperVision, Fairport, NY). They were age- and gender-matched to participants from a previous study who were fitted with single-vision contact lenses (1 Day Acuview; Vistakon, Jacksonville, FL).

PURPOSE:
Most studies have reported only minimal reductions in myopia progression with bifocal or progressive multifocal spectacles, although somewhat larger, although mostly still clinically insignificant, effects have been reported in children with nearpoint esophoria and/or accommodative dysfunctions. The CONTROL study was a 1-year, prospective, randomized, clinical trial of bifocal contact lenses for control of myopia in children with eso fixation disparities near.

RESULTS:
The BFSCLs significantly slowed myopia progression, with statistically significant differences between the treatment groups after 6 months. After 12 months of treatment, the SVSCL group had progressed by -0.79 ± 0.43D compared with -0.22 ± 0.34D for the BFSCL group.

CONCLUSIONS:
The distance center bifocal contact lenses tested in this study achieved greater control over myopia progression and axial elongation (±70%) compared with most published results with multifocal spectacles. Further studies are warranted to identify the critical factors and mechanisms underlying this myopia control effect.

Myopia Control Study Results
Soft multifocal contact lens wear resulted in a 50% reduction in the progression of myopia and a 29% reduction in axial elongation during the 2-year treatment period compared to a historical control group. Results from this and other investigations indicate a need for a long-term randomized clinical trial to investigate the potential for soft multifocal contact lens myopia control.

What About Hyperopia Control?
"As a clinician, scientist and inventor, I just think it would be very cool to prove that the same contact lens, prescribed a bit differently, could either cause a myopic eye to slow its excessive growth or could encourage a shorter, hyperopic eye to grow to a more normal size," says Dr. Aller. The new clinical trial, Optical Defocus to Stimulate Eye Elongation in Hyperopia or the ODSEEH trial is listed on http://www.clinicaltrials.gov as NCT00950924.
Optometric Roots/Vision

- Quality vision that meets patient’s lifestyle needs
- Utilize the latest in contact lens technologies to excite and surpass visual demands and needs

Challenge: How does one maximize performance in the world of contacts?

A: Emphasize long term corneal health/comfort (reason for returning regularly)
B: Increase patient compliance (will return regularly with less complications)
C: Capture annual supply sales (will return regularly-have everything they need!!)
D: Offer new uses for lenses-Myopia Control

Don’t forget about UV Protection

- Educate and prescribe CL’s and sunwear

Don’t forget about Blue Light

- Educate and prescribe indoor protection

Don’t forget what’s ahead??

- New Innovations driving increase CL usage
  - Diabetics
  - Drug Delivery Systems
  - Blue Tooth Capabilities

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THANK YOU!!!