

# Maximize Opportunity for New Presbyopic Contact Lens Wearers

Patients over the age of 40 now represent the largest proportion of new contact lens fits, with four in 10 new contact lens patients initiating wear after age 40.<sup>1</sup> That represents an untapped opportunity for eye care professionals to engage potential new wearers.<sup>2</sup>

Studies show that new contact lens patients prioritize improved vision correction,<sup>3</sup> comfort,<sup>4</sup> convenience,<sup>5</sup> affordability<sup>6</sup> and ease of handling.<sup>7</sup> For patients specifically considering multifocal lenses, the top priorities are vision quality, comfort and ocular health.<sup>8</sup>

**Bryan Heitmeyer, OD, MBA,** of Clearvue Vision Center in Kent, Washington, says that clariti® 1 day multifocal<sup>3</sup> Add addresses those priorities and presents a meaningful practice-building opportunity. He describes the lens as “a great product” and notes that



Dr. Heitmeyer

CooperVision’s design delivers a comfortable multifocal<sup>9</sup> with strong visual performance<sup>10</sup> and one of the largest parameter ranges available in a daily multifocal.<sup>11</sup>

## Design and patient benefits

“I’ve found significant improvements in my patients’ near and distance vision”<sup>§12</sup> over the original clariti® multifocal lens,” he says. “The lenses’ Optimized Comfort Edge™ has also made significant improvements in my patients’ perceptions of comfort,”<sup>12</sup> Dr. Heitmeyer wrote in a CooperVision® ECP Viewpoints article.

The lens is made from a breathable silicone hydrogel material that promotes ocular health,<sup>13</sup> offers UV-blocking\* properties and is easy to handle.<sup>14</sup> This combination addresses the common concerns new wearers voice—particularly those over 40 who are often new to both presbyopia and contact lens wear.<sup>8</sup>

With the expanded parameter range, “I also feel very confident in proactively recommending the lens to patients, knowing that my time needed to fit this product will be very similar to that of fitting a spherical contact lens.”

The Binocular Progressive System™, designed to optimize vision across distances and for varying levels of presby-

opia, creates “a huge ‘wow factor’ when you put a lens on a patient who wants to see up close again but also wants to maintain the quality of their distance vision.”<sup>15</sup>

## Refits, patient satisfaction and word-of-mouth

Dr. Heitmeyer emphasizes the value of first-fit success. The simplified fitting method and high rate of successful first-pair dispenses provide immediate patient satisfaction, which matters for busy patients who may not want—or be able—to return for multiple adjustments.<sup>16</sup> This success results in word-of-mouth referrals.

Finally, clinicians should not assume patients know they are candidates. Many have been discouraged previously or never had the option presented. By presenting this lens, he sees a practical, patient-centered solution that meets the needs of presbyopic patients—especially those new to contact lens wear—while offering the practice an efficient path to expand their contact lens offerings and capture a growing segment of new wearers. **PA**

**\*WARNING:** UV-absorbing contact lenses are NOT substitutes for protective UV-absorbing eyewear such as UV-absorbing goggles or sunglasses because they do not completely cover the eye and surrounding area. Persons should continue to use their protective UV-absorbing eyewear as directed.

**NOTE:** Long-term exposure to UV radiation is one of the risk factors associated with cataracts.

Exposure is based on a number of factors such as environmental conditions (altitude, geography, cloud cover) and personal factors (extent and nature of outdoor activities). UV-absorbing contact lenses help provide protection against harmful UV radiation. However, clinical studies have not been done to demonstrate that wearing UV-absorbing contact lenses reduces the risk of developing cataracts or other eye disorders. Consult your Eye Care Practitioner for more information.

† When asked to choose all statements that apply, 22% said that they could see better, 21% think they look better in contact lenses than glasses, 20% think they are easier than wearing glasses and 20% wear with sunglasses.

‡ When asked to choose all statements that apply, 18% are most influenced by price/affordability, 17% are most influenced by speaking to an ECP.

§ Distance logMAR VA -0.05 vs -0.02 ( $p < 0.01$ ), near VA 0.06 vs 0.11 ( $p = 0.02$ ) for BPS vs 2 Add respectively.

| Combination of 2022 market research based on global volume data and internal estimates.

## References:

1. CVI data on file, 2024. Industry reports and internal estimates.
2. Beyond Vision: Behaviors to Attract New & Returning Contact Lens Wearers. Contact Lens Institute. Spring 2024. April 29, 2024. Accessed. 7.12.24. <https://www.contactlensinstitute.org/resources/see-tomorrow/>
3. CVI data on file, 2021. US Verve online survey: Young People’s Motivations for Contact Lenses USA Study; n=207 patients aged 16-24 years that wear contact lenses.
4. CVI data on file, 2020. Multinational online survey in Italy and Japan Italy n=100 & Japan n= 49 new wearers in 1 Day SiHy.
5. CVI data on file, 2020. YouGov Plc online consumer survey October 2020. Total sample size was 8,203 adults aged 18+ in US, Japan, Great Britain, Italy, Sweden, Canada, Netherlands and Australia who wear both glasses and contact lenses (n=4,064).
6. CVI data on file, 2021. US Verve online survey: Young People’s Motivations for Contact Lenses USA Study; N=153 patients aged 16-24 years that purchase contact lenses or have influence over those that do.
7. CVI data on file, 2022. Verve Online New Wearer Survey with ECPs in US, Spain, Italy, UK, Korea & Japan. n=944. (88% strongly agree/agree).
8. CVI data on file, 2020. Kubic Online Survey with spherical soft contact lens wearers with presbyopia/symptoms. N= 1005 (555 1 Day, 450 FRP wearers). US, UK, JP; weighted equally.
9. CVI data on file, 2021. Prospective, double-masked, bilateral, one-week dispensing study with clariti® 1 day multifocal 3 add with a rating of 88 out of 100; n=90 habitual MFCL wearers.
10. CVI data on file, 2021. Prospective, double-masked, bilateral, one-week dispensing study with clariti® 1 day multifocal 3 add; with ratings from 85 to 89 out of 100; n=90 habitual MFCL wearers.
11. CVI data on file, 2024. Based on prescription option combinations (sph and add) available across all daily disposable multifocal soft lenses from CVI, JJV, B+L and Alcon in USA Feb 2024.
12. CVI data on file, 2024. CVI data on file, 2022. Prospective, crossover, bilateral, subject masked, daily wear, dispensing study (4 clinical sites in U.S.) (n=58 habitual soft MFCL wearers).
13. Brennan NA. Beyond Flux: Total Corneal Oxygen Consumption as an Index of Corneal Oxygenation During Contact Lens Wear. *Optom Vis Sci.* 2005;82(6):467-472.
14. CVI data on file, 2022. Verve Online Brand Survey with ECPs who recommend somofilcon A for new wearers in US, Spain, Italy, UK and Korea. n=249 (89% strongly agree/agree).
15. CVI data on file, 2024.
16. CVI data on file, 2021. Prospective, double-masked, bilateral, one-week dispensing study with clariti® 1 day multifocal 3 add; n=90 habitual MFCL wearers.