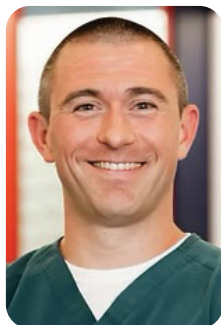


A GREAT FIT STARTS WITH GREAT EDUCATION

For **Daniel Crawford, OD**, the key to successful multifocal fitting is having options—and knowing how to use them thoughtfully. A former high school math and science teacher, he still enjoys any opportunity to educate patients about how their eyes change over time and how the right lens can help them see well at every distance. Whether he is working with an experienced contact lens wearer who is just starting to notice near-vision changes or a first-time patient adjusting to presbyopia, Dr. Crawford says the broad range of Bausch + Lomb multifocal lenses helps him tailor the experience to the patient in front of him.



Dr. Crawford

"Existing contact lens wearers are generally an easy conversion," Dr. Crawford says. "They're already feeling that natural pull when they start needing readers or moving into progressives, and they want a contact lens option that helps them keep their freedom."

That freedom, he explains, starts with education. Many patients do not fully understand what a multifocal contact lens is or how it works. Dr. Crawford takes time to explain the concept clearly, often comparing it to the way progressive spectacles manage vision across distances. His goal is to set realistic expectations while also showing patients that today's multifocal contact lenses can deliver strong all-day performance.

He says Bausch + Lomb's multifocal portfolio gives him the flexibility to match lens design to patient needs. "The comprehensive options that are available address a wide range of patient needs. That makes these lenses stand out to me. Bausch + Lomb has that going for it."

Real-world goals

A major part of his fitting process centers on the patient's real-world goals. Dr. Crawford often asks how and when the patient expects to use the lenses—whether for work,

screen time, night driving or even something as simple as a department store run. That conversation helps him decide which lens design to start with and how to fine-tune the fit from there.

He has long been a proponent of Bausch + Lomb multifocal lenses. In his

and INFUSE® brands, he can help patients select the lens that meets their visual and lifestyle needs.

Success within reach

Comfort is especially important for the patients he sees who spend long hours

"If they're feeling good, that gives me confidence that we've got an option that could easily be the ticket." —Dr. Crawford

former corporate-affiliated setting, he'd tell patients to consider how they use their eyes in the store, whether that was reading labels at near, looking at prices on the shelves in that intermediate distance and the regular shifts to distance viewing. "I'd send them out and ask them to pay attention to two things: comfort and their vision far away and up close," he says. "If one is better than the other, that's a quick adjustment I can make today."

He still uses the analogy because it resonates. But with the complete fit set available, he can make quick decisions in the office and help patients get started with an appropriate lens option. "I'd rather do as much in office as possible initially," he says. "If they're feeling good, that gives me confidence that we've got an option that could easily be the ticket."

Now that contact lens sales are a part of his overall practice success metrics, he particularly appreciates how advanced multifocal designs help streamline adaptation, especially for patients who want to see clearly in a variety of settings without juggling readers. He says Bausch + Lomb's options, including daily and monthly modalities, all with 3-Zone Progressive Design technology that delivers clear vision across near, intermediate and distances ranges, give him the ability to optimize for patients with different lifestyles, comfort demands and vision priorities.

With one-day and one-month options available in Biotrue® ONEday, ULTRA®

on screens or have age-related dryness concerns. He notes that some Bausch + Lomb INFUSE multifocal options can be especially helpful for those patients because they support both vision and comfort in a way that improves overall satisfaction.

In his four-location Columbus, Ohio, practice, Dr. Crawford says the availability of multiple multifocal choices helps him start from a place that is patient-centered and likely to produce a successful outcome. It also gives him the confidence to keep pushing for an excellent fit, rather than settling for the first workable option.

It's important to him to explore what he might be able to do to achieve a high level of clarity and comfort. "A patient is never going to have the feel for what a range of options are out there the way we do in the doctor chair," he says. "So if we can be open across all the options and use the fitting guides and our experience, that gives us a much better chance at success."

For Dr. Crawford, that success is measured not only by visual performance, but by whether the patient feels heard, supported and satisfied with the result. And in his view, the range of Bausch + Lomb multifocal lenses helps make that possible. [PA](#)

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