

THE PROFIT ADVISOR

Business Strategies for ABB Optical Group Customers

BOOST YOUR 2023 PERFORMANCE

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ABB Optical Group
are here to
support you*

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ABB Optical Group Announces the 9th Annual Optometry Student Challenge

Third- and fourth-year students are invited to compete for a chance to win a \$1,500 travel grant to the 2024 Global Specialty Lens Symposium

ABB Optical Group has opened registration to the 9th Annual Optometry Student Challenge. Third- and fourth-year optometry students are invited to submit an abstract on a student-based case report or research study project for a chance to win a travel grant to attend the 2024 Global Specialty Lens Symposium.

ABB will hold a live webinar in November, during which the top six student challenge finalists will present their posters. Attendees will have the opportunity to vote on their favorite poster presentation, and scores will be incorporated in the overall judging of the winners. Last year, more than 300 attendees participated in the webinar and supported challenge finalists during their live virtual poster presentations.

"The Optometry Student Challenge provides an exciting platform for optometry students to showcase their knowledge and skillset. We love seeing their passion for eye care and creativity come alive during the challenge," says ABB Manager of Consultation and Education, Specialty Contact Lens **Dede Reyes**.

"We walk away from this event feeling energized and hopeful for the future of optometry."

—Tom Burke

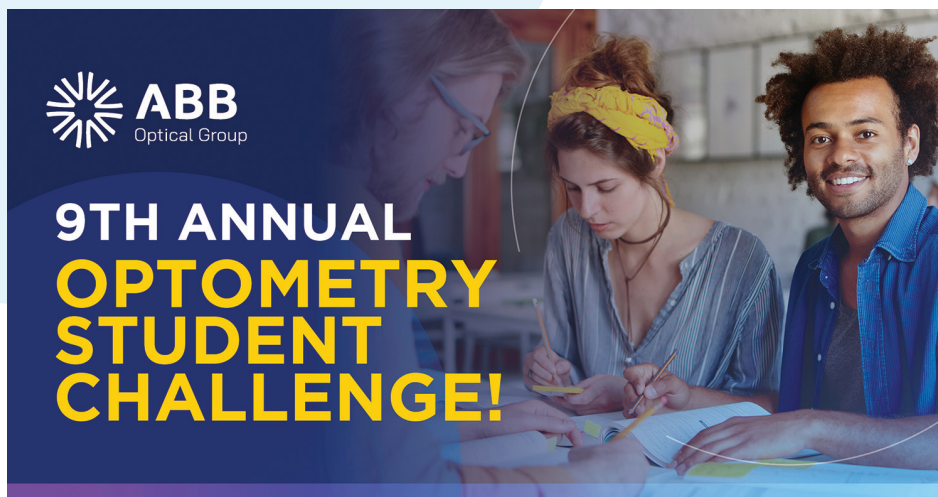
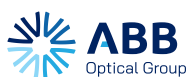


ABB Chief Executive Officer **Tom Burke** adds, "Being able to provide a means for future optometry professionals to network with thought leaders in the industry is such an important steppingstone for their careers. We always walk away from this event feeling energized and hopeful for the future of optometry."

Students can visit abboptical.com/optometrystudentchallenge and must register by August 31, 2023. Topics are restricted to contact lenses and may include (but are not limited to) contact lens applications for presbyopia, keratoconus, corneal topography, post penetrating keratoplasty or related irregular corneal surface, myopia control, lens care/solutions, custom soft lenses, ortho-k instrumentation for measurement of the ocular surface and sports/performance vision. Project abstracts must be submitted by October 13. The judges will select six abstracts, and those students will present their posters live via a virtual meeting on November 29. **PA**



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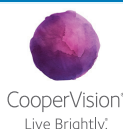
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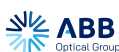
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NEW WAYS TO DIFFERENTIATE YOUR PRACTICE WITH ABB OPTICAL GROUP

Eye care professionals (ECPs) looking to stand out from the competition can do so through specialty services, such as myopia management or ways to connect with patients. ABB Optical Group has two announcements to help support interested ECPs.

ABB and Euclid collaborate

Interested in expanding myopia management opportunities in your practice? The new collaboration will provide greater access to Euclid's clinically proven Ortho-K contact lenses to a much wider audience of ECPs. "The manufacturing and distribution arrangement capitalizes on the strengths of two leading companies in the specialty contact lens arena and manifests our shared vision of growing accessibility to myopia management products and services," says **Joseph Boorady**, president and CEO, Euclid.

Euclid is the manufacturer of the Euclid Emerald® and Euclid MAX™ Ortho-K contact lenses, which are worn overnight and are designed to reshape the cornea, so patients wake up to clear vision. Euclid's Ortho-K lenses have a unique design that yields an 87% first fit success¹ without requiring a trial set. ABB is well-equipped to support the manufacturing of Euclid's lenses with its decades of gas permeable and custom soft lens manufacturing and specialty vision products distribution expertise.

"We are excited to work with Euclid and expand our licensed manufacturing, distribution and myopia management product offerings with the addition of Euclid MAX lenses, a next generation Ortho-K product. Recognizing the continued rise of myopia as a serious eye-health issue, we are proud to bring an innovative Ortho-K design, which has the highest Dk of any U.S. overnight Ortho-K brand, to our ABB customers," says **Aaron See**, senior vice president of manufacturer partnerships, ABB.

Myopia is the leading cause of visual impairment in children worldwide, and its incidence and prevalence are on the rise, with estimates suggesting that more than half of the world's population will be myopic by 2050.² "Increased accessibility to Euclid's Ortho-K lenses means ABB's customers



can broaden their myopia management initiatives and help more myopic children at a critical time in the myopia epidemic," says **Nitin Jain**, chief commercialization officer, Euclid. "This trend presents both a clinical challenge and practice management opportunity for ECPs poised to best serve their myopic patients. Together with ABB, we can provide easier access to myopia

management products to help mitigate the extent of this epidemic."

Visit the Euclid MAX landing page at info.abboptical.com/abb-specialty-vision-products-euclidmax to get started.

Abby launches new Text to Reorder

ABB has introduced a new Abby Text to Reorder Enhancement—a game-changer that is designed to

take ease-of-use and speedy reordering to a whole new level.

This latest feature gives your practice a competitive advantage, enabling patients the ability to place contact lens reorders for valid, existing prescriptions via text message.

With this innovative feature, you can now maximize the rate of reorders among patients who don't check their email frequently, while streamlining the reorder process so patients won't have to go online and log in to reorder.

Text To Reorder

“We are proud to bring an innovative Ortho-K design... to our ABB customers.”
— Aaron See

Did you know?

ECPs who may be hesitant about whether Text to Reorder capabilities might benefit their practices should consider the following facts.

- » 97% of U.S. adults own a mobile phone.
- » 95% of text messages are read and responded to in three minutes.
- » The average SMS response time is three minutes, 60 times that of email.
- » The average open rate for texts is 98%, five times that of email.
- » 45% of text messages receive a response, eight times that of email.
- » 48% of customers prefer text messages over email.

Data points from SMSComparison.com

Contact your ABB Account Manager to learn more. **PA**

References

¹Based on internal data.

²Holden BA, Fricke TR, Wilson DA, et al. Global Prevalence of Myopia and High Myopia and Temporal Trends from 2000 through 2050. *Ophthalmology*. May 2016;123(5):1036–1042.

Abby and ABB Optical Group Are Here to Support YOU

Eye care professionals (ECPs) face new challenges every day, but you always have ABB Optical Group in your corner with your best interests in mind, dedicated to ensuring that you have tools, resources and solutions to stay competitive and thrive.

While many ECPs know of ABB as the leading authorized distributor of all major soft contact lenses, the company also manufactures custom soft and

gas permeable lenses. ABB continues to expand its independent lab network, putting your practice and patients first with a wide range of customized solutions, fast turn-around times and high-quality products. ABB's powerful suite of technology

tools for eye care practices can help lessen staff workload, achieve long-term cost savings and grow your practice. **PA**

**Make ordering
effortless for patients.
Visit helloabby.com
to learn more.**

Brought in for Patient Convenience, the Abby Platform Delivers Administrative Benefits to Staff, Too



When the staff members at Mountain Vista EyeCare and Dry Eye Center in Littleton, Colorado, first began using Abby, the free online contact lens ordering platform from ABB Optical Group, they hoped it would provide more value to patients by being able to offer a free, direct-to-patient shipping option. That was in January, but the team quickly realized it also helped save time for staff and technicians, says manager **Tina Nichols**.

"It frees up our staff in the clinic, who had been spending a great deal of time fielding calls from patients, checking in on order status, calling patients back and then checking in, stocking and dispensing contact lenses," says Nichols. "As we noticed how Abby simplified the ordering process and improved our office efficiency, we started to embrace it even more."



Tina Nichols

After-hours advantages

Additionally, they realized other major financial benefits from switching to the Abby platform, such as the number of after-hours orders of contact lenses. "A lot of patients do not like to order after hours because they can't chat with someone after 5 p.m. With no one here after hours, that took us out of the equation; but Abby is always 'on' and has a chat function to help patients with questions. So, Abby has really been an extension of our office," she says.

The percentage of direct-to-patient (DTP) shipments has also increased. "We were doing pretty well, but engaging our patients with Abby has helped us so much more. We consistently are presenting the direct-to-patient option, with free shipping, now to every patient."

Patients love the convenience and the experience, Nichols says. Abby offers them confirmation and shipping updates, just as consumers have come to expect from online shopping through Amazon, for example. "Even if a lens is delayed, the level of patient satisfaction is higher because they can see for themselves and track the order. In the past, we'd get so many calls to track orders."

That has resulted in an immediate time savings for the staff. Now, more of the phone calls that come into the office are for patients who want to make appointments, rather than these status requests. "At the end of each exam, the optician introduces Abby, saying, 'We have this new platform where you'll be able to reorder your contact lenses, get them shipped right to your door for free, and

Patients want to reorder their contact lenses at their convenience. Abby helps you give them that option.

track the delivery status. We're going to go ahead and order your annual supply right through Abby," says Nichols.

"Another financial benefit is the cost savings we have been able to experience by having a smaller inventory. Because contact lens sales are now being made through the Abby platform, our in-office (and out-of-office) capture rate is higher—and the contact lens room feels roomier. That means it's easier to conduct inventory and minimize the clutter," she says.

One other important time-saver for the staff is that patients can use Abby to order any major brand of contact lenses. "We were looking at doing a pilot with another program, but that did not cover all the major lens brands," says Nichols. Having one system that covers the full range is more convenient and mirrors the reason why the practice became an ABB customer more than 25 years ago. Consolidating the contact lens orders in one place makes sense; now, learning one system for nearly all patients to be able to reorder their contact lenses conveniently makes sense.

Fits the lifestyle

"Abby fits the lifestyle and shopping demands of today's customer," says Nichols. "The generations of people wearing contact lenses today are accustomed to buying products online and getting their messages via text and digital communications. So, it makes sense that we're reaching them this way."

Other ABB services

As the practice has grown to include six doctors, the demand for accurate insurance and benefit information for patients has increased. The practice added ABB Verify, which allows staff to pull benefits for patients about a week before their scheduled exams. Not only does that give back-office staff a chance to connect with patients if there's an issue, but the automated system also sends notices to active patients that are due, or overdue, for their eye exam. "We've regained patients whom we thought we had lost."

Patients are pleased that the practice has identified their benefits—and sometimes uncovered unknown benefits—ahead of their exams, and Nichols says that the user-friendly dashboards from ABB have given her and the doctors greater oversight over the practice.

Nichols believes that leveraging ABB's suite of services provides the doctors and staff with the ability to focus on the moments that matter for their patients—and that is a win for everyone. **PA**

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In Search of Ongoing Efficiency

Clint Taylor, OD, of Taylor Eye Care in Carmi, Illinois, has taken all the steps he can to ensure practice growth since he bought the practice in 2005. ABB Optical Group has been a business partner throughout, initially as the soft contact lens distributor. But as ABB expanded its products and services, Dr. Taylor has added additional programs that help build efficiency and, ultimately, profitability.



Dr. Taylor

Dr. Taylor has great respect for his ABB account manager **Angie Bridgers**, “who asks questions about the business and seeks ways to help us. If we don’t need a service, she doesn’t push it. But if she sees an opportunity for us, she’ll explain it, help us implement it and bring training and resources to the staff,” he says. Notably, she has helped the practice boost its annual supply sales for contact lenses. “These account managers work with so many practices that they can bring us best-practice ideas. There’s no need to re-invent the wheel.”

Specialty lenses

Dr. Taylor’s business with ABB expanded when the company acquired Diversified Ophthalmics, Inc., in 2016. The practice had been using the specialty contact lens distributor and consultative services, and the transition to ABB was not only seamless, but it also added efficiencies as he could now order soft and specialty lenses through one distributor.

Working with the specialty lens division has helped him expand his use of scleral lenses. “I did not learn about fitting scleral lenses in optometry school, so the ABB consultants were so helpful. They taught me how to fit these lenses. Initially, I’d send images and topography, but now the consultation is quick.” Because he knows that ABB specialty lens consultants keep up with the changes, he often checks in with them for advice: what’s the best cleaning system to use or what’s the recommended material for a patient with specific

“With this data at my fingertips, I can see if we are on track or need to change direction.”

— Dr. Taylor



Dr. Taylor relies on equipment and services that bring efficiency to his rural practice.

needs. “I know that they have the expertise to guide me.”

Over the years, Dr. Taylor expanded more than just his contact lens business; he also built a new practice building. It was his investment in the rural community in Eastern Illinois that has been so supportive of his practice. “The old building had no parking and two exam lanes. We doubled the square footage, added a parking lot and built this to be big enough to accommodate two doctors,” he says. The building is modern, with soaring ceilings and large windows. There’s more room for his staff of eight to move around and serve patients comfortably.

Learn about how the Specialty Lens Consultation team can help you at abboptical.com/practitioner-resources/abb-specialty-lens-consultants.

Business solutions

When ABB presented ABB Analyze, Dr. Taylor was interested immediately. “We’ve always been a numbers-oriented practice. But the more patients I see, the less time I can devote to pulling and analyzing my numbers. What I love about ABB Analyze is that I can see the numbers with one click. And I can drill into the details where I want to,” he says. “It’s not just a collection of data, but we can see exactly where it comes from.”

ABB Analyze

The entire staff reviews key performance indicators once a month and compares them to goals that the team sets at the end of each year for the year ahead. They can celebrate successes, and if these reviews point to areas of opportunity, the teams can brainstorm.

Dr. Taylor and his office manager, however, look at the numbers more frequently. “I’m in the system at least every other day. With this data at my fingertips, I can see if we are on track or need to change direction,” he says. It keeps him and his business agile. “I have talked with doctors who don’t really know how their performance metrics are until the end of the year when their accountant tells them. I can’t

Continued on page 7

imagine not having the data to show us that the processes we implement are working or whether we need to make a change.”

Looking ahead

Earlier this year, Dr. Taylor also implemented the Abby online content lens ordering platform. In the beginning, patients needed



some guidance on how to use the platform to reorder their contact lenses. But now that the staff is more comfortable presenting it and patients are seeing the advantages of having their contact lenses shipped directly to them, it's just one more efficiency he gains from his relationship with ABB.

When the practice updates its electronic health records soon, Dr. Taylor also anticipates adding ABB Verify to check vision care eligibility for scheduled patients. He anticipates the system will benefit the practice because it will save his staff members time.

For now, they are visiting

each benefit provider

site to confirm eligibility.

With ABB Verify, they'll be

able to present patients with a clear and correct summary of their benefits and payments, as the system will sync with the practice management software and pull that information. Patients, who are

ABB Verify



Easing administrative tasks allows staff more time to spend with patients.

often confused about their benefits, can maximize their benefits to get the products they want and need.

Each of these programs brings efficiency to the practice, and that, Dr. Taylor says, is “huge. When I first bought this practice, it was easy to add efficiency and profitability as we addressed the major issues. But we've picked all the low-hanging fruit by now, and yet we still need to become more efficient as we get busier. ABB brings us a range of solutions that help us.” **PA**

Boosting Direct-to-Patient CL Orders 30% with Abby's Free Contact Lens Platform

When practices make it a breeze for patients to order contact lenses from them, rather than from an online retailer, contact lens sales soar. **Hunter Hammond**, contact lens coordinator at NW Vision Institute, in Bellevue and Kirkland, Washington, says that implementing Abby, a free contact-lens ordering platform from ABB Optical Group, changed the trajectory of contact lens sales by significantly increasing profitability and boosting direct-to-patient (DTP) contact lens orders by nearly 30%.



Hunter Hammond

Efficiencies for patients and staff

The practice began using Abby in September 2022.

Hammond says he and the doctors had been looking for a patient-facing platform that didn't require a connection to an electronic health record system and was not restricted to a single brand like platforms they have used in the past.

“We explored other websites, but those websites' idea of ‘free shipping’ was raising the box price to account for the cost of shipping, and was, therefore, not actually ‘free.’ I casually mentioned this to our ABB

sales consultant and asked what Abby was about because I had seen it featured on the ABB website, and the platform offers free shipping. She was so informative, and the enthusiasm and confidence she had in Abby rubbed off on our staff. Abby was a free shipping platform unlike others I had considered. The Abby team and our ABB sales consultant made the implementation process an effortless and enjoyable experience from the start, and we were up and running before we knew it,” Hammond says.

Immediately, patients started taking advantage of the free DTP shipping rather than having their order sent to the office. Direct shipping is not only more convenient for patients, but for staff as well. There's no more unboxing deliveries, sorting them with invoices and orders, notifying patients, then leaving them on a shelf while staff wait for the patient to pick up their contact lenses.

At the end of 2021, approximately 40% of the practice's orders were DTP orders. At the end of 2022, that had increased to 55.1% DTP with half of those orders placed in Q4 alone. By the end of Q1 2023, Hammond said that about 67% of the sales were DTP, and the percentage continues to grow.

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COVER STORIES

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“Newest member of our team”

Patients enjoy the way the staff presents Abby. “We introduce her as the newest member of our team. Patients get a kick out of it—they really like how connected we are to this story of Abby being a member of our team. Patients also like having control over their ordering process and being able to see the progress of their order,” Hammond says.

When a contact lens technician hands a patient the contact lens prescription, the technician also presents an infographic index card (provided by Abby) and verbally introduces them to Abby. Patients will need to know this information, whether they order the same day or in the future.

“We have learned to refer to Abby as part of the patient experience. Abby is not a website and she is not a platform; she is not somebody we ‘partner’ with. She is a part of our team and is involved in the care of our patients. ‘This is Abby; she will help you order your contacts,’ we tell patients. ‘Abby will send you an e-mail with your tracking information. If you ever need to call her, here is her number.’”

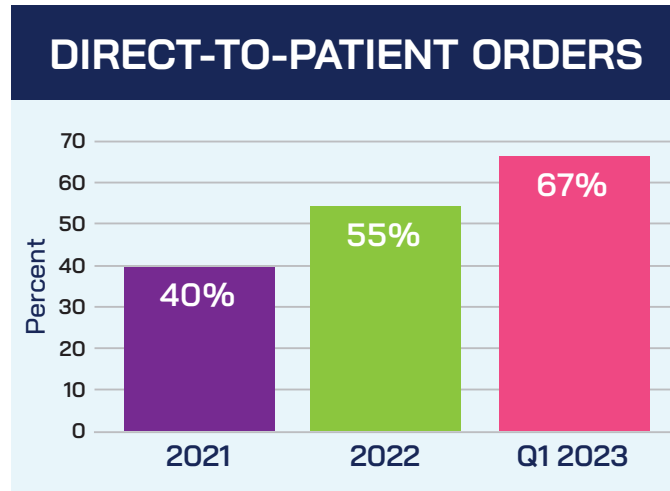
It’s just as important not to say the incorrect thing, Hammond notes. “We do not say, ‘If you want to order your contacts, you can go here, and it should have all your information.’ Rather, we say, ‘When you are ready to place an order, Abby is on standby with all the information you need. She has your prescriptions on file and will pop up in your e-mail inbox.’”

Significant staff time savings

The amount of time the staff saves, thanks to Abby, is virtually priceless, Hammond says. Abby came at a time when the practice was experiencing a staff shortage and needed every resource available to focus on patients in the clinic. Decreasing the number of incoming orders allows staff members to be where they are needed in the moment. The time that was once spent unboxing orders can now be spent



Hunter Hammond and the staff at NW Vision Institute love the ease of using Abby.



providing the highest quality care possible.

Staff members love how the ordering is a step-by-step process, leaving less room for error. “And we love that the patient receives tracking information from Abby automatically,” he adds.

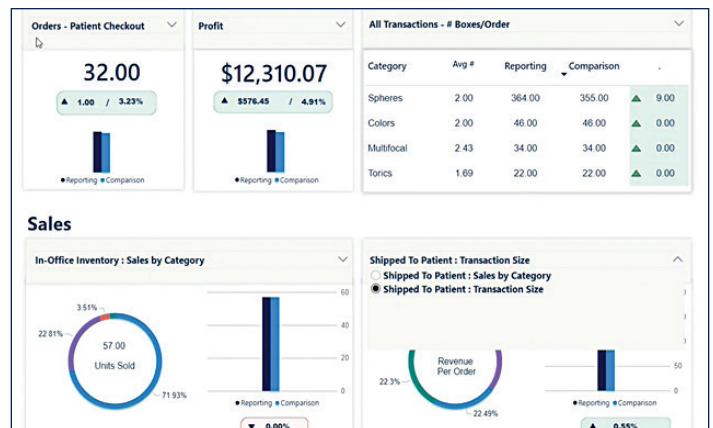
The platform also keeps staff on track. While technicians make every effort to place an order right after the patient’s exam, “Abby has our back even after

the patient leaves our office,” Hammond says. Abby uses emails and text messages to let patients know she is there to place their orders/reorders. “One of our favorite ways she does this is by

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The ordering process for patients is simplified, but Abby also provides great tools for practice owners and managers to review performance.





alerting them before it is time to reorder. That means we can recapture the patients who did not buy an annual supply, and even better, no more SOS calls from patients on their last pair of contacts. Abby even lets them know when they are past due, or when their Rx has expired. We set up their account including their prescription(s), which is less work for the patient. That is where Abby stands out compared to waiting for patients to come to us.”

Next-level service

“Having Abby on our team extends a level of care beyond what the staff can provide in-person,” Hammond says. “We want patients to know we are always available and do not forget about them once they leave. Abby is a great way to stay connected to our patients and say, ‘Hey! We are here when you need us—even beyond business hours.’”

Learn more about the Abby Platform at helloabby.com. [PA](#)

Direct-to-patient
orders at
NW Vision Institute
reached

67%
in Q1 2023.

ABB Optical Group Brings Improved Service for Your Stock Lens Needs

ABB Stock Lenses support eye care providers with excellent service through improved inventory and faster delivery from an independent supplier.

ABB delivers the following benefits to its accounts:

- » Dedicated management
- » Dedicated sales and customer service teams
- » A dedicated distribution center



Learn more about the quick and simple product ordering, available brands and more using the QR code here. [PA](#)

ABB Optical Group has been making enhancements to its stock lens services.



ABB accounts gain access to an enhanced portfolio, next-day delivery and personalized service for stock lenses.



Order stock lenses by 4 p.m. EST and receive the order the next day.



Experience unparalleled customer service and support from a dedicated support and sales team.



The now-centralized inventory lets eye care professionals offer their patients in-stock products with faster fulfillment rates.

CONTACT LENS SUCCESSES DRIVE GROWTH

From the time in 2014 that **Justin Ward, OD**, and **Sarah Ward, OD**, took over practice ownership of Longview Eye Associates in Longview, Texas, they have been focused on growth. The retiring doctor stayed on for nearly five years after the ownership transition. But the couple started making changes quickly, such as adding scribes to increase efficiencies. By 2018, they added their first new associate and started working on a new facility with 6,600 square feet and nine exam lanes.

They added associates and locations along the way: a second practice in Marshall and, recently, a third in Carthage. Now, five full-time equivalent ODs work in those three practices—within about a 50-mile radius.

The doctors say that their emphasis on contact lens fits has been a significant factor in their growth. For the older practices, the growth was considerable and nearly instantaneous because the previous doctors did not promote the option as much. In Marshall, for example, contact lens exams were in the low single-digit percentage and now are up past 20%.

In the Longview practice, Dr. Justin Ward estimates that fully 30% of the patients are in contact lenses, and nearly half of those are in one-day lenses. One area in which they anticipate continued growth is with multifocal contact lens wearers. “We do have our patients evenly distributed across all the age spectrums, but with advances in technology, we can offer solutions to even more patients,” he says.



Dr. Justin Ward

Multifocal opportunities

The doctors say that they have had excellent success with Bausch + Lomb ULTRA® for Presbyopia and Bausch + Lomb ULTRA® Multifocal for Astigmatism contact lenses. These lenses have a 3-Zone Progressive™ Design that provides patients with excellent near, intermediate and distance vision. Now, they are eagerly awaiting Bausch + Lomb INFUSE® Multifocal lenses. It will feature the same design that “is simple to fit, which saves us chair time,” he says.



Dr. Sarah Ward

Dr. Sarah Ward says that this great experience translates to the presentation. “Now we can say that with this design, we expect to hit the mark the first time with a large majority of our patients,” she says. And using the simple fitting guide that covers the 3-Zone Progressive Design found in those lenses and Biotrue® multifocals, the technician can make any preliminary adjustments if they are needed, she adds.

A favorite daily lens

Having the multifocal design in the Bausch + Lomb INFUSE material is also going to be big for the practice because the spherical lens “is one of our favorite one-day lenses. We like it because the patients like it. The comfort is great, and the price point is accessible,” she says. In fact, they began fitting the lens thinking it would fill a niche as a problem-solver. “Now it’s become our front-line lens,” she says. “We know most patients are going to like it when they get a chance to experience it.”

The pricing also hits just the right balance for an advanced technology lens at a good price. “We’ve done a full

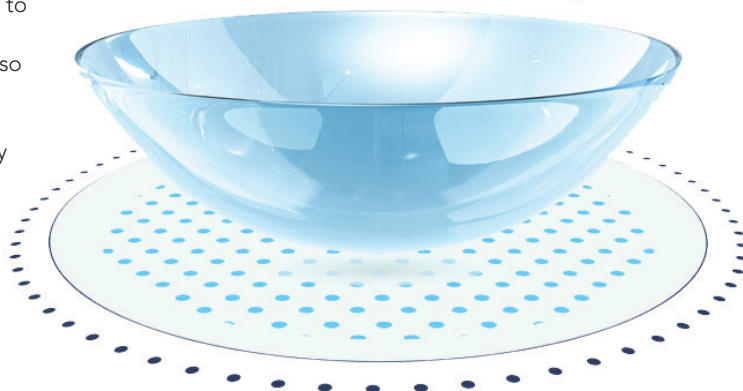
breakdown of the cost of each product, our rebates, the patient price and patient rebates from Bausch + Lomb of \$300 for single vision and multifocal lenses. When we can lower our cost of goods, we can choose to return some of that to the patient, which helps us boost our annual supply rate,” he says. If patients buy only a six-month supply from the practice, “we suspect they are not getting the other six months from us—or even at all. So we have worked on our communication to help patients understand that these are the products that will meet their visual demands, give them great comfort and provide a great rebate.”

Leverage staff skills

The emphasis on presenting contact lenses as an option to nearly every candidate takes a few extra moments, but the practice has succeeded by leveraging the staff. As Dr. Sarah Ward says, “We have poured into our staff how important contact lenses are.” The practice also has four full-time contact lens staff members across the three locations whose roles are dedicated entirely to contact lens patients. Dr. Justin Ward says that investment in staff is worthwhile. “I’ve seen practices where contact lens training or service is not the primary goal. If a patient needed training, the practice would see if someone was available. But we take a more proactive approach, and the result is that 60% of our contact lens patients are purchasing annual supplies. We review the pricing in the room, and each patient is handed a sheet of calculations,” he says.

That combination of excellent vision, great pricing and the ability to offer patients advanced technology to fit their visual needs and lifestyle make it a win all around. **PA**

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How Today's Digital Demands Impact Contact Lens Patients

How digital devices affect the eye

Since 2019, digital device use has increased 35%,¹ with adults now using desktop computers and mobile devices for more than 13 hours per day.¹ Looking at digital screens can result in 60% less blinking, which can compromise a patient's tear film and may cause discomfort.^{2,3} As a result, optometrists may need to ask additional questions of their regular device users and consider alternative contact lens options.

During the pandemic, eye care professionals began noticing an increase in digital eye strain. This has been validated in a study where multivariate analysis revealed associations between digital eye strain and the following factors: using more than one device, age, optical correction, employment status, gender, the use of drops and duration of use.⁴

With 71% of contact lens wearers admitting to increased screen time for work and life since 2020,⁵ digital devices have the potential to impact many patients, given that more than 40 million people in the U.S. wear contact lenses.⁶ In fact, in a survey of 470 patients, 75% agreed they want more from their contact lenses, including increased comfort and clarity.⁵

Why does blue light matter?

Data is limited about whether or not blue light exposure affects ocular health, but it is well established that shorter wavelength blue-violet light scatters more, and this can impact visual clarity.⁷

Many eye care professionals are reporting that their patients are asking if they should be concerned about blue light exposure from digital devices and when outdoors.

What's different about ACUVUE® OASYS MAX 1-Day Lenses?

ACUVUE® OASYS MAX 1-Day Lenses harness an unprecedented combination of technologies designed to help meet the demands of today's digital generation.⁸

TearStable™ Technology

The technology leverages a state-of-the-art manufacturing process that optimizes wetting agent distribution throughout the lens and on the surface, resulting in longer tear film stability and reduced evaporation (two times more than leading competitors).^{9,9,10}

OptiBlue™ Light Filter**

Now you can provide your patients with a product that has a 60% blue violet light filter, which is currently the highest level in the industry.^{1,8,10}

The visual needs and demands of patients have ultimately changed over time and will continue to evolve. It is important for eye care professionals to continue to consider alternative contact lenses and how they may provide a better visual experience for patients and potentially better outcomes. **PA**

^{**}Filtering of HEV light by contact lenses has not been demonstrated to confer any health benefit to the user, including but not limited to retinal protection, protection from cataract progression, reduced eye strain, improved contrast, improved acuity, reduced glare, improved low light vision or improved circadian rhythm/sleep cycle. The eye care professional should be consulted for more information.

¹Versus Dailies Total1®, MyDay® and Infuse®. Also significantly less than ACUVUE® OASYS 1-Day.

⁹Versus publicly available information for standard daily use contact lenses as of July 2022. Third-party trademarks are the property of their respective owners.

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- ¹Eyesafe estimate based upon Nielsen Q3 2019 Total Audience Report.
- ²Patel S, Henderson R, Bradley L, et al. Effect of visual display unit use on blink rate and tear stability. *Optom Vis Sci.* 1991;68(11):888-892.
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- ⁵JJV data on file, survey fielded to 468 contact lens-wearing patients in the U.S. in April 2022.
- ⁶Cope JR, Collier SA, Nethercut H, Jones JM, Yates K, Yoder JS. Risk Behaviors for contact lens-related eye infections among adults and adolescents—United States, 2016. *MMWR Morb Mortal Wkly Rep.* 2017;66(32):841-5.



"Whether they work outside, spend their time out on the water or, like so many, spend long hours on digital devices, many of my patients know about blue-violet blocking glasses and are proactively asking if this is an option in contact lenses."

*—Dr. Baley Petersen, OD,
Daniel Island Eye Care
Daniel Island, South Carolina*

⁷JJV data on file 2022. Blue-Violet Filter Utilized in ACUVUE® OASYS MAX 1-Day Contact Lenses.

⁸JJV data on file 2022. TearStable™ Technology Definition.

⁹JJV data on file 2022. Effect on Tear Film and Evaluation of Visual Artifacts of ACUVUE® OASYS MAX 1-Day Family with TearStable™ Technology.

¹⁰JJV Data on File 2022. Material Properties: 1-DAY ACUVUE® MOIST, 1-DAY ACUVUE® TruEye®, ACUVUE® OASYS 1-Day with HydraLuxe™ Technology and ACUVUE® OASYS MAX 1-Day with TearStable™ Technology Brand Contact Lenses and other daily disposable contact lens brands.

Important safety information: ACUVUE® Contact Lenses are indicated for vision correction. As with any contact lens, eye problems, including corneal ulcers, can develop. Some wearers may experience mild irritation, itching or discomfort. Lenses should not be prescribed if patients have any eye infection, or experience eye discomfort, excessive tearing, vision changes, redness or other eye problems. Consult the package insert for complete information. Complete information is also available from Johnson & Johnson Vision Care, Inc., by calling 1-800-843-2020, or by visiting www.jnjvisionpro.com.

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A BOOST FOR THE DIGITAL DEVICE LIFESTYLE

Nikki Iravani, OD, built her eyeXam practice in Santa Clara, California—right in the heart of Silicon Valley—serving the needs of the tech-savvy population. It's a model that worked so well, she recently opened a second eyeXam location in Newport Beach, 400 miles south. While the practices are geographically disparate, one strong similarity is demand that her patients have for new technology that can help them meet their demanding requirements for excellent vision.

She recently added MyDay Energys® lenses from CooperVision. This lens combines DigitalBoost™, a +0.30D digital boost, which helps reduce eye tiredness associated with digital eye strain, with Aquaform® Technology that hydrates contact lenses to twice their weight in water.¹ And MyDay Energys is in a convenient daily disposable modality. The lens has been “really, really successful in a short period of time,” she says.

The combination of lens material and aspheric lens design helps “eyes feel less dry at the end of the day for digital device users,”^{2,3} she says. And Dr. Iravani doesn't just offer it to those with eye tiredness from digital device use or those sitting at a computer for work. The lens offers immediate comfort² and is a great option for those spending time gaming or on mobile devices, too.^{2,4} That flexibility makes it a powerful tool for her to use with a variety of patients interested in a one-day contact lens.

The missing option

“MyDay Energys is the one lens that was missing in a one-day modality, and I can now offer it to a spectrum of patients,” Dr. Iravani says. She worries about the amount of time that patients spend on their digital devices every day. So many patients tell her about how tired or dry their eyes feel. She wants to keep them in contact lenses, but

she also wants their contact lens experience and overall comfort to be the best it can. The DigitalBoost lens design may help ease ciliary muscle stress and accommodative burden so wearers can shift focus from on-screen to off-screen with less effort.^{*5}

Offering patients the opportunity to try innovative technology is always good

for patient morale, she says. Her patients will try the lens in the office and feel an “immediate difference,”^{**2} she says, with them often looking around the exam room and at their phones and saying that their vision and eyes feel more comfortable.^{**3,10}

Her staff has been impressed with these lenses as well and feel confident when recommending the lens to patients. With high-value rebates from CooperVision, patients have extra incentives to

purchase the lenses. Plus, Dr. Iravani says that these lenses require no additional chair time,³ so her commitment is no more than fitting patients with any other spherical lens. But many say that the DigitalBoost technology does make a noticeable difference to their comfort.^{*,3}

Exceeding patient expectations

“Our patients come to see us because they expect to receive the latest and greatest,” Dr. Iravani says. They also want products that they can feel good about.⁶ CooperVision is committed to sustainability, and this lens is part of the net plastic neutral effort. Dr. Iravani and her patients appreciate it when she can explain that for every MyDay® contact lens sold in the U.S., CooperVision will purchase a credit from Plastic Bank® to collect and convert an equal amount of plastic through its global network.^{7,8}

Having different options and advanced technology in the products she offers fits into her mission just as much as the high-tech

75%

of patients agree that MyDay Energys® made their eyes stay comfortable and relaxed throughout the day, despite frequently viewing digital devices.⁹

equipment does. “MyDay Energys is definitely a game-changing lens,”¹¹ Dr. Iravani says. “These lenses give my patients relief that they deserve to have all day, every day.” **PA**

References

^{*}Based on a statistically significant difference of the mean change in Accommodative Microfluctuations and when compared to a lens without DigitalBoost™ / Digital Zone Optics® after reading on an iPhone 5 for 20 minutes held at a distance of 25 cm. Study conducted with Biofinity Energys® and sphere.

^{**}Comfort habitual correction 4.2/5 vs. overall comfort after 1 week daily wear with MyDay Energys® 4.5/5 (statistically significant $p < 0.05$).

± MyDay 8.8 vs 9.3 for MyDay Energys, $p < 0.01$.

¹CVI data on file 2022.

²CVI data on file 2018. Prospective, multi-center (5 U.S. sites), open label, bilateral wear, one week dispensing study with MyDay Energys. N=77 habitual soft CL wearers.

³CVI data on file 2018. Prospective, multi-center (5 U.S. sites), open label, bilateral wear, one week dispensing study with MyDay and MyDay Energys. N=77 habitual soft CL wearers.

⁴CVI data on file 2018. Prospective, multi-center (5 U.S. sites), open label, bilateral wear, one week dispensing study with MyDay Energys. N=77 habitual soft CL wearers. 74% of patients agreed when asked “CLs make my vision less blurry end of day, even after a long day using digital devices” (slightly agree/agree/strongly agree).

⁵Kajita M et al. Changes in accommodative micro-fluctuations after wearing contact lenses of different optical designs. *Cont Lens Ant Eye* (2020) In Press <https://doi.org/10.1016/j.clae.2020.03.003>.

⁶CVI data on file 2021. clariti 1 day CL considers sustainability research survey 205 U.S. consumers aged 16-35 years, *Decision Analyst*, April 2021. 81% of all contact considers agree.

⁷MyDay Daily Disposables orders includes MyDay daily disposable, MyDay daily disposable toric, MyDay daily disposable multifocal product sold and distributed by CooperVision in the U.S.

⁸Net plastic neutrality is established by purchasing credits from Plastic Bank. A credit represents the collection and conversion of one kilogram of plastic that may reach or be destined for waterways. CooperVision purchases credits equal to the weight of plastic in MyDay Daily disposable orders in a specified time period. MyDay Daily disposable plastic is determined by the weight of plastic in the blister, the lens, and the secondary package, including laminates, adhesives and auxiliary inputs (e.g. ink). CVI data on file 2022.

⁹CVI data on file 2018. Prospective, multi-center (5 U.S. sites), open label, bilateral wear, one week dispensing study with MyDay Energys. N=77 habitual soft CL wearers. Patients slightly agree/agree/strongly agree.

¹⁰CVI data on file 2023. U.S. in market assessment survey conducted by ECPs: N=207 habitual contact lens patients refit into MyDay Energys contact lenses after one week of daily wear.

¹¹CVI data on file 2021. U.S. in market assessment survey conducted by 15 ECPs: fitting 10 patients each into Biofinity Energys. Response to “How would having the Biofinity Energys technology available in a 1-day contact lens impact your practice?”

Dr. Iravani loves to offer her patients innovative technology.

