

THE PROFIT ADVISOR

Business Strategies for ABB Optical Group Customers

A large, high-quality portrait of Donna Zhang, OD., a woman with long dark hair, smiling warmly at the camera. She is wearing a dark grey blazer over a maroon top and a small heart-shaped pendant necklace. The background is softly blurred, showing an office setting.

CAN YOU FOCUS ON WHAT MATTERS MOST?

Your time is valuable! Leverage tools from ABB Optical Group to streamline your business.

Cover stories start on page 4.

"ABB helps us be more present in the office because in the end, face-to-face patient care is the most important," says Donna Zhang, OD.

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Three Winners Emerge From 9th Annual Optometry Student Challenge

Three honorable mentions also awarded

Six optometry school students presented their contact lens posters during a live webinar of the 9th Annual ABB Optical Group Optometry Student Challenge. In addition to a panel of judges, audience members to the Nov. 29 webinar event were also invited to vote for their favorite submissions.

The three winners will each receive a \$1,500 travel grant to the Global Specialty Lens Symposium in January to present their posters there. The other three semifinalists receive a \$250 honorable mention prize.

Here are the three winners and their poster topics:

» **Riley Parker** (Michigan College of Optometry at Ferris State University)—*Correcting Crumby Vision: The Use of Scleral Lenses for Management of Granular Dystrophy*

» **Nhi Nguyen** (Southern California College of Optometry at Marshall B. Ketchum University)—*Reclaiming Sight and Confidence: Prosthetic Lenses in Iris Atrophy*

» **Mary Avisado** (Pacific University College of Optometry)—*Reshaping the Future: Soft Contact Lenses Can Induce Orthokeratology-like Topographical Effects*

Honorable mentions were awarded to these three students:

» **Anastasia Logotheti** (New England College of Optometry)—*Severe Keratoconus and "Botched" Crosslinking:*

Opacified Scar and Steep Corneal Curvatures Still Yield Markedly Improved Vision with Scleral Contact Lenses

» **Gillian Uldrich** (Pennsylvania College of Optometry at Salus University)—*Unmasking Post-Surgical Ectasia in a Pediatric Patient*

» **Pieper Walton** (Indiana University School of Optometry)—*The Relationship Between Corneal Sagittal Depth and Corneal Diameter*

ABB Manager, Consultation & Education, Specialty Contact Lens, **Dede Reyes**, notes that each of the competitors put great effort into the presentations. "We are excited for them to connect with their peers as they begin their optometry careers." **PA**

2023 WINNERS



RILEY PARKER
Michigan College of Optometry



NHI NGUYEN
SCCO



MARY AVISADO
Pacific University

HONORABLE MENTIONS



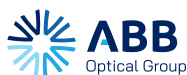
ANASTASIA LOGOTHETI
New England College of Optometry



GILLIAN ULDRICH
Pennsylvania College of Optometry-Salus



PIEPER WALTON
Indiana University School of Optometry



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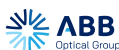
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LOOKING AHEAD AT 2024— FOCUS ON WHAT MATTERS MOST



James Gilchrist

**By James Gilchrist,
ABB Optical Group
President**

Although I have only been with ABB Optical Group for a short time, I have always been aware of its reputation as an industry

leader. In my previous experience in the optical industry, ABB was always the go-to company to call as a trusted partner to eye care professionals (ECPs). ABB was known for putting the independent ECP first and having the widest range of optical solutions to support practices.

ABB was built on a strong legacy of helping ECPs with everything they need to provide the best care for their patients and improve their practices. Since 1989, the company has continuously evolved to support ECPs in attracting and retaining staff and patients, improving efficiencies and increasing profitability.

I joined ABB because of this rich legacy and because I believe that ABB is uniquely positioned to be the best industry partner to both ECPs and other like-minded independent-centric industry partners. ABB, unlike any other company in the industry, is best positioned to empower our ECP customers as the largest independent provider of optical services and solutions. I am honored to serve ABB in my new role and am excited about our plans to bring even greater value to our customers through our mission to empower ECPs as one unified ABB team.

As we set our strategy and key priorities for 2024, one important focal point for us will be to *Focus on What Matters Most*. This is a campaign we are launching that centers around everything we do to help you get more time back in your day to focus on those meaningful moments with your patients.

You work hard to ensure that your patients experience life with the clearest

possible vision. But that doesn't always leave time for you to tend to the vision of your practice. That's why ABB has always strived to support the goals of ECPs—because helping you focus on what matters most is our vision.

I'm excited to go on this journey with you. Throughout the year, we will be sharing stories of these Moments that Matter—from the ABB team that supports you day in and day out to the success stories of your peers and to those feel-good patient moments—which are likely the reason you entered this profession.



**Celebrating some customer service teammates
on social media**

The *Focus on What Matters Most* campaign is an extension of our core mission and why we are so passionate about this industry. When we make a positive impact on your lives, as well as on those of your patients, we want to celebrate that as a team. You will hear us calling our teammates the "Moment Makers" for making a difference for a customer, a patient or a peer.

Moment Makers are behind making those custom gas permeable lenses that allow your patients to see more clearly than they ever have before. They are the ones putting in that extra hustle to ensure your patient's eyewear gets packed and shipped out before you leave on vacation. They are the ones constantly monitoring our operational readiness and performance going into the high season so that our customers can focus on their patients. And we are so proud that they are part of our team.

Just in the fourth quarter of 2023, ABB has had many great moments to celebrate.

» **Jesse Ellis**, Optical Sales Consultant, was awarded the 2023 Massachusetts Optician of the Year Award at the Opticians of New England Conference.

» **Dede Reyes, FCLSA**, was inducted as the new president of the Contact Lens Society of America during its October educational meeting.

» We acknowledged all of our customer service team members during Customer Service Week for their ongoing commitment and dedication to our customers.

» The marketing agency, Bounteous, which helped us build the Abby e-commerce platform, received a Gold Award in the MarCom Awards 2023 for its work on HelloAbby.com. Abby helps our customers by automating contact lens reordering for their patients.

» We launched a Culture Team comprised of 14 individuals from across the company to represent the voice of the employee base and work on important ABB initiatives. Making a difference for our customers starts with making a difference for our employees.



» That team wrapped up two Q4 charity events: using Giving Tuesday to Give Warmth to ABB communities by donating coats and other warm items to local shelters and charities and hosting a successful toy drive for the U.S. Marine Corps Toys for Tots program.

I look forward to a new year and new opportunities for greatness. I wish everyone a happy, healthy and successful 2024. Thank you for putting your trust in ABB; we want to help your practice thrive and let you focus on the moments that matter most. **PA**



**Jesse Ellis and
Dede Reyes**

ABB Optical Group Helps Practices Focus on the MOMENTS THAT MATTER

It's the special moments in life that matter most to your patients—and you. ABB Optical Group understands that. It's ABB's mission to support eye care professionals with solutions to enhance your business so that you can focus on providing the best patient care possible. At the end of the day, those patient interactions are the moments that matter.

Operational Efficiencies Allow Practice to Do More for Patients

BayState Eye Center, a four-location, seven-OD practice in Massachusetts, is a high-volume practice. Efficiencies implemented throughout the practice allow the doctors and staff to reclaim time on administrative duties to create more moments that matter with patients and focus on what matters most: their passion for delivering excellent eye care services to their patients and customers.

Recently, owner **Timothy Lynch, OD; Donna Zhang, OD;** and optical manager **Andrew Kun** discussed how ABB Optical Group helps at various levels of practice efficiency. Dr. Lynch says that the relationship with ABB benefits everyone. "With less busy work, there's more time with our patients and supportive staff."

That's a key reason why the practice first partnered with ABB more than 16 years ago. "We were looking for a company that we know would support us and support our needs. Being a growing practice, it's important to have that type of reinforcement behind us," says Kun. The convenience of one-source ordering across all contact lens manufacturers and the financial and administrative savings that come from that are great, yet the practice found much more than just a



(l-r): Andrew Kun, ABB Optical Group Account Manager Jesse Ellis and Dr. Timothy Lynch regularly discuss strategies for creating greater efficiency.

reliable distributor. "ABB's growth is huge as far as adding more materials, lab options and contact lens options. As a growing practice, we want to make sure that the company that we work with is growing with us," says Kun. "ABB always is looking to improve on its services, and we can put that into place here and help our patients and our practice."

Relationship-building

Gaining time back in the day allows the doctors and staff members to interact in more meaningful ways with patients.

"Patients see the value in us spending more time with them," Kun says, noting that's true in the exam process, frame selection and product choice options. "It's obviously very important to be available for our patients when they're in the office. That experience is monumental."

Plus, that experience extends beyond the office visit itself. "When a patient leaves the office, we want to make sure that they're taken care of," Kun says, and that's where Abby, the new online contact lens ordering platform, has been a tremendous help. "With Abby, we are able to continue that relationship and that business through Abby's

email communications and make sure that the patients are followed up on, which is obviously a huge part of making sure that our patients are taken care of."

"Abby is very helpful for giving patients reminders to order contacts or when they're running low, but it also helps make it easier for patients to order contacts online," says Dr. Zhang. Those kinds of reminders, which feel personal to the patient but do not require additional work from the staff, minimize the panicked moments—such as patients calling to say that they're in a

wedding the following weekend but are out of their contact lenses. While the practice can work to accommodate these patients with the emergency trial pair to tide the patient over, it's more helpful that patients are getting those reminders and can avoid that urgency, she says. It's so easy for them to reorder their contact lenses online, plus they get to track the order and delivery progress.

Similarly, by using ABB Labs, the practice expands on its one-stop-shopping efficiency and allows opticians to help patients select the best stock lenses for their needs with a fast turnaround time. "The expansive portfolio allows us to customize for almost any patients' prescription," Kun says.

Savings = reinvestments

Bottom-line savings in one area or revenue boosts in another allow practice owners to reinvest in the practice, adding equipment, services or staffing that help create

“My favorite part of being an optometrist is allowing people to have better vision.”

— Dr. Lynch



Dr. Zhang wants to give patients the best possible experience.

better patient experiences. ABB provides several of these opportunities. For example, Dr. Lynch says that using Abby is almost like having an extra staff member because staff can spend less time doing the administration and ordering of contact lenses.

It also helps keep more revenue in the practice because online ordering through Abby is competitive with any other platform. "When a patient decides to reorder through Abby, we see that revenue show back up at the original office where the order was placed," says Kun. Because the ABB team provides his staff with assistance if needed, it also means that Kun can spend more of his time working on business growth ideas for the optical.

ABB has business solutions that help the practice save time and improve the patient experience. The front office staff uses ABB Verify to check vision care eligibility automatically for scheduled appointments and pulls plan authorizations when needed. "Each of those minutes saved helps us solve the challenges of staffing," says Dr. Lynch. Staff members spend less

time doing mundane administrative and ordering types of tasks and can spend that time with the patients.

Dr. Lynch also appreciates ABB's business and consultative services in his decision-making. "The Business Reviews that ABB produces are very valuable to show where our business is and what direction we're going in," he says. Not only does he not need to data mine his own practice management software for these insights, but his

ABB Account Manager will help him interpret and develop plans based on the data.

Focus on what matters most

"My favorite part of being an optometrist is allowing people to have better vision, and ABB provides those products and services that allow me to do that," says Dr. Lynch. Dr. Zhang agrees, "ABB is really helpful for making sure that my staff can be more present in the office with patients and not stuck on a computer checking orders all of the time." By consolidating information and streamlining administrative processes, the staff can spend more of their time in direct contact with each patient. "That's what patients remember."

The efficiencies gained help improve patient interactions, their experience and retention, Kun says. "Providing tools for the staff to help ease them through their day and improve their efficiency certainly helps us do our job easier, which in turn means the patients have a more pleasant experience and we're able to spend more time with them," he says. [PA](#)

Improving Value to You

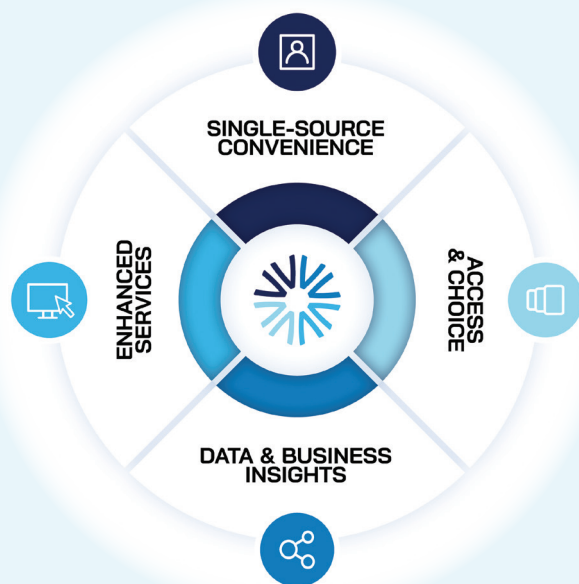
Here are four ways that ABB Optical Group supports its members.

» **Single-Source Convenience:** Consolidate purchasing to free up more time in your day and focus on what matters most—your patients.

» **Access & Choice:** Select from the widest portfolio of products through ABB Contact Lens, including Specialty Vision Products, and experience the power of the independent ABB Labs network.

» **Data & Business Insights:** Increase your practice's profitability and optimize your operations with a powerful suite of technology tools from ABB Business Solutions.

» **Enhanced Services:** Receive tools and resources to stay competitive and enhance the patient experience, such as independent consultants to help with every part of your business and the online contact lens ordering platform, Abby. [PA](#)



Minimizing Interruptions for Staff

Advanced Eye Centers is a hub of patient activity. With six locations, nine medical doctors and 16 optometrists, things only work so efficiently because everyone is on the same page, say Licensed Optician **Maggie Dimock** and Office Manager and Ophthalmic Technician **Sonia Santana**. Those efficiencies, they say, make it a much better place to work.

Sturdy support

Communication is key to keeping a large staff across various locations connected. Since working with ABB Optical Group, Dimock and Santana both say the office is running more smoothly than ever. "Having a single-source partner like ABB helps our office be more efficient because we have fewer phone calls and less paperwork," Dimock says. The time that they would have spent calling patients, handling finances and finalizing administrative tasks is taken off their plates. "I get to spend more time with patients," Santana says. "I really value that."

They're confident in ABB's resources, too. From ABB Labs to a one-source contact lens ordering platform, Santana and Dimock say that the entire staff appreciates having the ABB team to back them up, helping everyone get their answers quickly so they can get back to the work they love: helping patients. "If I can get more time



(l-r): Maggie Dimock and Sonia Santana appreciate a workplace that runs well. It allows them the opportunity to focus on the patients rather than a long to-do list.

back in my day, it means that my day goes more smoothly. I'm calmer and less frustrated, and I can give our customers the attention they deserve," Dimock says. Santana agrees, saying, "Every time I call ABB, there is someone there to help me. If I have questions, they have an answer."

We get to say yes

Working with ABB makes it easier for the staff to say yes to their patients. "ABB has a wonderful website that makes it easy to order eyeglasses, and the remake policy is clear. We can care for our customers," says Dimock. "ABB has a wonderful selection of products, which is important

for patients' diverse needs. There are lenses that we feel will be better for patients that will fit their lifestyle, and we need to have options when it comes to that."

Having access to the services and products that help the staff meet patient needs makes the staff feel better, too. "Our practice is making sure everybody feels special and taken care of," she says.

Working with a partner like ABB makes it easier for the staff members to do their work. They are able to offer patients the excellent products they want and need at competitive prices and with a quick turnaround. "ABB helps me take care of

“I get to spend more time with patients. I really value that.”

— Sonia Santana

Fast Turnaround From ABB Labs

Gracanne Zenga

"ABB's lab shipping is super-efficient," says ABB Optical Group's Senior Lab Account Manager **Gracanne Zenga**. "We use next day UPS for stock lenses. If practices call that order in or place it online before 4 p.m., they'll receive their shipment the next day. Our average turnaround time for lab is way ahead of the industry average—two to three business days compared to two to three weeks, depending on the type of job." **PA**



Maggie Dimock takes time to connect with patients.

patients," says Santana. And when patients are happy, team members are happy, Dimock adds. "When we give the best care to our customers, it makes for a pleasant experience."

That, in turn, helps build the practice. "When we can focus on what matters most, we give the best care to our customers. It helps us build our business, and it makes for a memorable experience so that patients want to return." **PA**

“When we give the best care to our customers, it makes for a pleasant experience.”

— Maggie Dimock

Have You Met Abby?

Abby, the online contact lens reordering platform from ABB Optical Group, is “basically a free staff member for doctors’ offices,” says ABB Optical Sales Consultant and Account Manager **Jesse Ellis**.

“Patients like Abby because it gives them an easy way to shop at their convenience. It also shows pricing in a very easy-to-understand way. It gives patients easy access to place orders on their own terms any time of day or night and sends periodic reminders to let them know that they are due for more contact lenses soon.”

Ellis is introducing Abby to all of his accounts because it’s such a great service. “We provide it at no charge to our independent eye care professionals. It helps keep the patients connected to the office on the patient’s own terms. It keeps the patient’s journey with the practice a positive one, and it also helps the practice retain those patients as the year goes along.” **PA**



Abby



When a Practice Runs Well, Patients Benefit

Once patients leave the exam lane, they become consumers. And today's consumers want their products fast and efficiently. So it's important that eye care professionals work with a distributor that can fulfill those patient expectations. **John Magalhaes, OD, FAAO**, has two practice locations in southern Massachusetts. With seven optometrists seeing patients, there are a lot of contact lens orders being placed every day, says **Coleen Magalhaes**, practice administrator.

"ABB Optical Group has all the contacts lenses from all the different manufacturers that we use," she says. ABB's large inventory is a big help. "Patients get their contact lenses within a few days directly at home, which really helps us compete with online vendors."

The robustness of ABB's inventory is also important. "We need to have access to all kinds of lenses—single vision, multi-focal, toric and specialty lenses—and ABB does help in that aspect, meeting the diverse needs of our patients."



ABB Optical Group has been a factor in the growth of the practice of Dr. John Magalhaes and administrator Coleen Magalhaes.

Dr. Magalhaes says he's grateful for the knowledge of the specialty lens consultant who makes great recommendations even for his most complex cases.

ABB has helped the practice take its customer retention up a notch. Patients are ordering with their trusted provider, and ABB ships the lenses directly to patients. "They don't have to come here to pick them up. They're getting them right at their house at their doorsteps within about five business days. Patients like that," says Coleen Magalhaes. Indeed, the practice staff does, too. Shipping lenses directly to the patients minimizes the steps required of office staff.

Patient satisfaction

No patients want to feel like they're

paying a heavy premium for ordering their contact lenses from their doctor's office. "ABB helps us solve challenges with competitors online. There are a lot of different contact lens competitors online now," but by using ABB, the practice can compete on price, convenience and turnaround time.

By streamlining the ordering process, the staff also has more time to spend with patients. The other administrative efficiencies that come from using ABB as its

one-stop shop for soft and specialty contact lenses adds to the time savings, which can now be redirected to patient care. "It's important for our techs to have extra time with patients to build relationships. I can't tell you how many times people come in and they'll ask for a specific tech. Why? Because that tech had formed some sort of link, some sort of relationship with that person prior. If they were buried in administrative tasks, there would be no time for that," says Dr. Magalhaes. Those moments matter to patients and to staff satisfaction.

That's certainly true for Coleen Magalhaes. "I would say the favorite part of my day here is the patients," she says. The 25-year-old practice is seeing generations

“It's important for our techs to have extra time with patients to build relationships.”

— Dr. Magalhaes

Since 1989, ABB Optical Group has evolved to help eye care professionals:



Attract
& Retain



Improve
Efficiencies



Increase
Profitability



New services from ABB Optical Group help streamline the administrative tasks.

of patients, and she says that the level of personalized attention they get from doctors and staff has helped the practice grow by word-of-mouth referrals. "We can really focus on our patients, give them attention and have a little extra personal conversation with them. That keeps patients coming back to us every year."

Building a better practice

Already, the practice ships about 99% of its contact lens orders directly to the patients. Staff members can use those valuable minutes associated with every single lens order helping patients. Plus, "ABB is constantly adding new services, such as ABB Verify, which helps us look up vision and medical benefits and

identify those patients who are due for an annual exam and have a material benefit remaining," she says. "ABB syncs with our appointment book, constantly running in the background." That helps the staff present a clear and correct summary for patients about remaining benefits. "Patients are very happy with that."

With a lightened administrative burden, Dr. Magalhaes also has more opportunity to focus on

building his business. Dr. Magalhaes says that his ABB Account Manager **Jesse Ellis** alerts him about bulk or bank order opportunities and provides valuable advice and insights about his practice locations and industry trends. "For instance, seeing how many dailies we use is one thing, but when I can see what the average practice is doing," he can take action, he says. "Our percentage of dailies skyrocketed after I became aware of what other colleagues in other practices are succeeding with. And we in turn went in that direction and did very well. And now we boast probably 70% or 80% or maybe more in terms of the dailies modality, which is helpful for our patients and for us," he says.

It's the kind of data insight that helps

“The favorite part of my day here is the patients.”

— Coleen Magalhaes

the practice ensure it can deliver what patients want. "We are able to compare what we've ordered as far as units and dollar amount from quarter to quarter to last year. And that helps us make sure that we're growing in our contact lens business and see where our downfalls are," Coleen Magalhaes says.

The improved profitability is obviously nice, but the bigger benefit is the ability to retain patients. "ABB helps us by simplifying the order process—from the availability of trials to quick deliveries and easy returns, if necessary," Dr. Magalhaes says.

And when patients are happy, the staff is happier, too. "When the staff member at the front desk is smiling and having a wonderful day, it portrays to the patients that the office flows easily," Coleen Magalhaes says. **PA**

Data-based Insights

ABB Optical Group Sales Consultant and Account Manager **Jesse Ellis** works with his accounts to determine what their primary focus is. "Are there certain performance metrics that they want to drive toward, such as daily disposable prescribing rate, annual supply sales rate for customer transactions with contact lenses or shipping products to patients' homes instead of having them shipped to the office?" Once he knows that, he can help practices develop, implement and track a plan for great success.

Senior Lab Account Manager **Gracanne Zenga** says there are two excellent data-heavy tools that can help with decision-making. One is the online *Digital Price Monitor*, "an excellent tool because it allows customers to see beyond their practice. They're able to see what their competition is charging and where they fall in line in terms of retail pricing strategy. It helps elevate them to be more

competitive to the market."

She adds that the ABB Business Review is more than a reflection of the practice's purchasing history. The Account Manager can help focus in on where opportunities are. For example, she may look at the practice's redo rate for lenses. If it's high, "maybe opticians are having trouble with fitting certain products or the staff needs additional product training."

Whether it's business solutions, one-stop shopping, a robust product portfolio, staff training or other consultations, ABB can help practices find extra time in their day to empower the moments that matter. **PA**



Jesse Ellis

Today's Eyes Demand More From a Contact Lens

With screen use up 35% since 2019,¹ users' eyes may be impacted by 60% less blinking, which can compromise the tear film and cause discomfort.^{2,3} Blue light—which is a shorter wavelength—scatters more, and blue-violet light scatter can impact visual clarity.⁴

ACUVUE® OASYS MAX 1-Day lenses with an unprecedented combination of two technologies⁵—TearStable™ Technology and OptiBlue™ Light Filter*—are designed to help meet today's digital demands and help patients navigate comfortably through their day.

TearStable Technology

- » Optimizes wetting agent distribution throughout the lens and on the surface^{5,6,7}
- » Prolongs tear film stability^{5,6}

OptiBlue Light Filter*

With the capability to filter 60% of blue light,^{5,7} ACUVUE OASYS MAX 1-Day lenses offer the highest level blue-violet light filter in the industry.^{5,7}

Meeting patient needs with ACUVUE OASYS MAX 1-Day

Patricia Poma, OD, of Birmingham

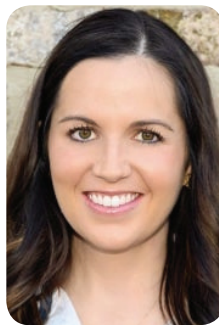


Dr. Poma

Vision in Bloomfield Township, Michigan, says, "Whether on video calls, using digital devices at home or at work or driving in the evening, my patients appreciate the ability of MAX lenses to filter blue-violet light."⁵

With a combination of two technologies⁵—TearStable Technology and OptiBlue Light Filter*—ACUVUE OASYS MAX 1-Day lenses can help deliver the performance that today's patients expect. In a survey of 470 patients, 75% agreed they wanted more from their contact lenses, including increased comfort and clarity.⁸

Baley Petersen, OD, of Daniel Island Eyecare in Daniel Island, South Carolina,



Dr. Petersen

has experienced this first-hand with patients asking about blue-light filtering contact lenses. "For my patients looking for lenses that can filter blue-violet light—whether that's my digital device users who are spending a lot of time on screens or my patients working or playing outside—I finally have a lens I can offer these patients, a lens with the highest level of blue-light filtering in the industry,"^{5,7} she says.

Proven on-eye performance⁹

Dr. Petersen had a patient struggling so much with vision and comfort that he had given up on contact lenses entirely. "I told him the ACUVUE OASYS MAX 1-Day lenses provide all-day comfort⁹ and that he should give them a try," says Dr. Peterson. "ACUVUE OASYS MAX 1-Day lenses are meeting his needs, allowing him to wear them comfortably all day."⁹

The lens has made a real difference for her practice and for many of her patients. "Offering patients innovative products only helps build stronger relationships with them and tells them I embrace the latest technology and understand their needs. This lens has been an absolute game-changer in my practice and has put many of my patients who had given up on lenses back into them."

Sean Coughlin, OD, of Bay Hill Eye Care in Orlando, Florida, sees that his patients' lenses are drying out because his patients aren't blinking as they should when engaged with digital screens.^{2,3} The combination of technologies in the lens



Dr. Coughlin

helps meet the demands of today's digitally intense lifestyle⁵ of his patients. "It has become my go-to lens for current and new contact lens wearers because it provides my patients with increased visual clarity and superior comfort."⁹ As a result, this lens has been great for my patients, and ultimately great for my practice." **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.

¹More wearers achieved a visual tear break-up time ≥ 10 seconds versus ACUVUE® OASYS 1-Day.

²Versus publicly available information for standard daily use contact lenses as of June 2023.

³Descriptive data from 4 clinical studies.

⁴Versus ACUVUE OASYS 1-Day.

References:

¹Eyefsafe estimate based upon Nielsen Q3 2019 Total Audience Report.

²Tsubota K, Nakamori K. Dry eyes and video display terminals. *N Engl J Med*. 1993;328(8):584

³Patel 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):888-89.

⁴JJV data on file, 2022. Blue-Violet Filter Utilized in ACUVUE® OASYS MAX 1-Day contact lenses.

⁵JJV data on file, 2022. TearStable™ Technology Definition.

⁶JJV data on file, 2022. Effect on Tear Film and Evaluation of Visual Artifacts of ACUVUE OASYS MAX 1-Day Family with TearStable Technology.

⁷JJV 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.

⁸JJV data on file, survey fielded to 468 contact lens wearing patients in the U.S. in April 2022.

⁹JJV data on file, 2022. CSM Subjective Responses ACUVUE OASYS MAX 1-Day Contact Lenses—Retrospective Meta-analysis.

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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AQUAFORM® TECHNOLOGY: WHY MATERIAL SCIENCE MATTERS

Despite their advances, silicone hydrogel lenses faced some challenges in the 20 years since their introduction, including finding the right balance between moisture content, oxygen transmissibility and modulus, in addition to establishing the optimum comfort level for wearers. CooperVision created a solution for these issues by developing Aquaform® Technology, found in its Biofinity® and MyDay® contact lens families, which allows water to be held throughout each lens, from its core to its surface, helping to keep the lens moist all day long.¹



Dr. Patel

OD, FFAO, of Vancouver Vision Clinic in Vancouver, Washington. "As a result, the lens has a soft modulus. It is comfortable while still allowing for the great oxygen transmission that you expect with a silicone hydrogel lens. It has become the go-to material science in our practice."

This third-generation silicone hydrogel material² utilizes a unique, long-chain siloxane macromer in combination with other components to produce a highly breathable and wettable, low modulus lens.^{1,3,4} The hydrophilic arms on Aquaform Technology's silicone chain network attract and anchor water molecules throughout the lens matrix, efficiently delivering oxygen while retaining moisture for core to surface wettability without the need for surface coatings or wetting agents.¹

Comfort is key

"Lenses with Aquaform Technology help retain moisture and help retain water," says **Mike Shaheen, OD**, of Hills and Dales Vision in Canton, Ohio. "This technology gives us extremely comfortable lens wear all day long. And the breathability to the front of the eye is a huge thing. We want this oxygen getting to the front of the eye. It's not just that it's a silicone hydrogel lens. It's technology that gives you hydration from the core to the surface. There's no surface coating. There are no extra agents added to it to try to help with the wettability of the lens."

Dryness and discomfort are common reasons for dropout.^{1,5,6,7} In fact, one study found that 36% of new wearers cited application and removal discomfort as their main reason for discontinuing lens wear.⁸



Dr. Dosaj

When contact lens wearers experience discomfort, they may change their wearing habits. "Aquaform Technology provides an optimum modulus to the lens, which makes it easier for patients to insert, remove and handle the lenses, and that makes it easier for my staff to train them," says **Sahil Dosaj, OD**, of Miller Optometry in Yucaipa, California. "That reduces my chair-time, and it increases the efficiency of my office."

So the modulus of a soft contact lens is important to the lens fit and patient comfort. It can affect optical performance, fit, on-eye movement, wettability, physiological impact and overall comfort.⁹ The lens modulus also impacts its resistance to damage during lens handling.



Dr. Shaheen

When compared to previous generations, a lower modulus lens is likely to decrease the incidence of mechanically induced events.⁵ Additionally, Aquaform Technology results in a softer, more flexible lens.

The science behind the material

The unique science behind Aquaform Technology delivers the comfort, wettability, breathability and softness that contact lens wearers and their eye care professionals (ECPs) require for a healthy¹ and comfortable lens wearing experience over a lifetime of wear.^{10,11,12} ECPs can prescribe lenses with Aquaform Technology confidently, knowing that their patients wearing Biofinity and MyDay lenses will experience incredible comfort regardless of their prescription need. **PA**

¹With higher oxygen delivery than hydrogel materials, silicone hydrogel materials minimize or eliminate hypoxia-related complications during daily wear.

²CVI data on file 2022.

³Chou, B. The evolution of silicone hydrogel lenses. *Contact Lens Spectrum*, June 2008.

⁴Carnt, N. Silicone Hydrogels.org. 3rd Generation Silicone Hydrogel Lenses. Retrieved May 25, 2023, from: http://www.siliconehydrogels.org/editorials/08_may.asp.

⁵Iskeleli G, Karakoc Y, Ozkok A, Arici C, Ozcan O, Ipcioglu O. Comparison of the effects of first- and second-generation silicone hydrogel contact lens wear on tear film osmolarity. *Int J Ophthalmol*. 2013;6(5):666-670.

⁶Dumbleton K, Woods CA, Jones LW, Fonn D. The impact of contemporary contact lenses on contact lens discontinuation. *Eye & Contact Lens*. 2013;39(1):93-99.

⁷Dumbleton K, Caffery B, Dogru M, et al. The TFOS International Workshop on Contact Lens Discomfort: Report of the Subcommittee on Epidemiology. *Invest Ophthalmol Vis Sci*. 2013;54(11):TFOS20-36.

⁸Pritchard N, Fonn D, Brazeau D. Discontinuation of contact lens wear: a survey. *Int Contact Lens Clin*. 1999;26(6):157-162. doi:10.1016/s0892-8967(01)00040-2.

⁹Sully A, Young G, Hunt C, et al. Retention Rates in New Contact Lens Wearers. *Eye & Contact Lens*. 2018 Sep;44 Suppl 1:S273-S282.

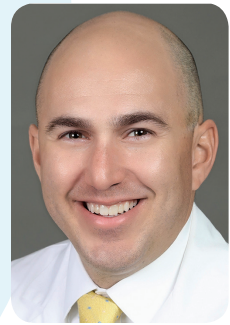
¹⁰Donnchadha EM, Leal C, Esmonde H. Oscillatory squeeze film analysis of soft contact lenses. *Cont Lens Anterior Eye*. 2018;41(4):377-388. doi:10.1016/j.clae.2018.03.008.

¹¹Thomas R, Mobeen R, Ho A, Fonn D. Lifetime Corneal Edema Load Model. *Transl Vis Sci Technol*. 2021 Feb; 10(2):34.

¹²Holden BA, Mertz GW. Critical oxygen levels to avoid corneal edema for daily and extended contact lenses. *Invest Ophthalmol Vis Sci*. 1984;25:1161-7.

¹³CVI data on file, 2020. Rx coverage database n=101,973 aged 14 to 70 years.

ADVANCED MULTIFOCAL LENSES CAN HELP SOLVE PATIENTS' UNSPOKEN COMPLAINTS



When **Scott Moscow, OD**, clinical director at Roswell Eye Clinic in Roswell, Georgia, looks at his Business Review from ABB Optical Group, he can see he is heading in the right direction. "Among the top 500 ABB practices in the country, the average multifocal contact lens units ordered account for 11% of the total. But more than half of the U.S. population is over 40, so there's a disconnect there," he says. His multifocal units percentage is routinely around 21%. "That means I'm keeping a lot more of my presbyopic patients in contact lenses. Statistically, presbyopic patients are more likely to drop out of contact lenses."

Dr. Moscow says there are three major elements to a successful contact lens fit: vision, comfort and health. The patient gauges the first two, while the doctor makes the third assessment. Therefore, there are three distinct angles to address during a conversation with patients about contact lens use.

Vision and comfort

"Many presbyopes drop out of contact lenses due to discomfort or not getting clear vision. Those go hand-in-hand. There is an increase in contact lens-related dryness with age, and that is going to affect the optics for contact lens wearers," he says.

Patients also expanded their intermediate demands during COVID-19, he adds. "Environmental factors of spending long hours on digital devices and ergonomic issues such as using standing desks at home created a larger demand for an intermediate vision zone. Since the pandemic, many patients who historically had been happy with their monovision contact lenses are no longer happy with their vision while working at their new standup desk," he says.

Now Dr. Moscow often reaches for Bausch + Lomb INFUSE® Multifocal contact lenses. These lenses fit the bill on all three criteria—and the patients see and feel the difference right away, he says.

"Our practice is a heavy one-day practice, with 75% of our patients in these

lenses. When patients evaluate their lenses on comfort, they often prefer the one-day lens because it feels good to put on a fresh lens every day," he says.

It helps, too, that the innovative proprietary silicone breaks the mold. "In previous lenses, as oxygen transmissibility went up, water content went down. This lens has a unique material that helps these lenses maintain nearly 100% of their starting moisture for a full 16 hours of wear. That becomes particularly important for presbyopic patients who often complain that their eyes feel dry."

Starting the conversation

Dr. Moscow says it's important to avoid questions like, "How are your contact lenses doing?" That's a social question, like asking a friend at the grocery store how they're doing. The answer is usually going to be "Great."

Instead, Dr. Moscow likes to phrase questions "in a way that allows patients to admit that the lenses aren't perfect." He'll ask questions like these:

» If you could change anything about your contact lens experience, what would it be?

» Is there anywhere or any time that you don't see as well as you'd like?

Dr. Moscow listens to how patients articulate their problems and addresses them. "You said you didn't like having to wear the readers while you're in the office." "You mentioned that your lenses don't feel as good in the afternoon/toward the end of the wearing cycle." "You said you sometimes struggle with clear vision while you're driving at night."

Don't forget to include former contact lens wearers in this conversation. "You used to wear contact lenses. What about your experience made you stop wearing them?" When he knows what the complaint is, he can offer a lens that could help resolve problems the patient had before.

"Avoid questions like, 'How are your contact lenses doing?' That's a social question, like asking a friend at the grocery store how they're doing."

— Dr. Moscow

The health topic

Those conversations focus on the two areas that patients subjectively judge: comfort and vision. "But even if patients are thrilled with the vision and comfort of their current lenses, I still ask if they would like to be in a lens that allows a high level of oxygen to reach the cornea. Even with no complaint, it is important that we work to put patients into lenses that provide excellent oxygen transmissibility."

If patients seem interested but still hesitant, he offers to let them try a free contact lens demo while they look at frames that day. If they choose to go with contact lenses, the office will charge the contact lens evaluation fee at that time. "We want to take money off the table as an obstacle to trying these lenses. Experience speaks for itself. When patients try these lenses, they're wowed." The rebate of up to \$300 off helps, too.

Dr. Moscow says that with the Bausch + Lomb INFUSE Multifocal lens, he can do more for his current and future presbyopic patients—from those who have dropped out of contact lens wear to emerging presbyopes. **PA**