

# THE PROFIT ADVISOR

Business Strategies for ABB Optical Group Customers

## Open the Door to New Revenue Opportunities

*Abby helps practices  
build the contact lens  
business*

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# JAMES GILCHRIST APPOINTED AS PRESIDENT OF ABB OPTICAL GROUP

**A**BB Optical Group announced the appointment of James Gilchrist as its President. In this newly created role, Gilchrist will be responsible for driving alignment across all ABB business pillars and commercial teams to elevate ABB's focus on developing the industry leading optical solutions to deliver unprecedented value to their eye care professional customers.

Gilchrist's deep expertise leading business transformations for healthcare companies made him well-positioned to take on this new role as President. To advance ABB's enterprise go-to-market approach and accelerate commercial alignment, all ABB business pillars for Contact Lens, Lab and Business Solutions will report directly to Gilchrist, along with ABB's sales, marketing, customer experience and enterprise project management teams.

"ABB has grown and evolved so much over the last 30 years in support of the independent eye care



**James Gilchrist**

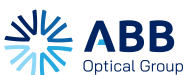
provider, but to best support our customers moving forward we needed to make a series of important organizational changes that could bring all of our teams and capabilities

together in a more impactful way for our customers and employees," said Tom Burke, Chief Executive Officer of ABB Optical Group. "James embodies the qualities of a servant leader - focused on putting people first and aligning to a shared purpose. I am confident that his leadership will pave the way for an even brighter future for our team."

James Gilchrist first joined ABB in August 2023 as the Senior Vice President and General Manager for the Business Solutions pillar.

Gilchrist previously served as President of Retail and Chief Transformation Officer for the US market at WS Audiology

(WSA), a global leader in the hearing industry, where James led the unification and transformation of WSA's US Retail businesses leading to their selection by Newsweek as America's #1 Hearing Care Retailer. Prior to WSA, Gilchrist spent over 8 years at Essilor as a member of the Executive Committee and Senior Management Team focusing on developing solutions & services for eye care professionals. During his tenure at Essilor, Gilchrist led Essilor's Doctor Alliance groups (Vision Source, PERC, and Optiport), optical management services organizations, Managed Care division, and specialty manufacturing and distribution businesses.



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“ABB has grown and evolved so much over the last 30 years in support of the independent eye care provider, but to best support our customers moving forward we needed to make a series of important organizational changes that could bring all of our teams and capabilities together in a more impactful way for our customers and employees.”

—Tom Burke, CEO



Jordan Burke



Mark Parisi

## One Team

“I joined ABB because I believe that we are uniquely positioned to be the best industry partner to empower eye care professionals as the largest independent provider of comprehensive optical solutions. To deliver on this commitment, now is the time for ABB to take the next step on our journey to become a unified family of companies and truly “One Team,”” added James Gilchrist, President of ABB.

## Unified Focus

As part of the the new structure, **Jordan Burke** has been appointed General Manager and Vice President of the Business Solutions pillar and will focus on the expansion of ABB’s SaaS portfolio inclusive of Abby, Analyze, and Verify. Burke brings over 17 years of experience with senior-level roles in many technology companies, including Weave, a large medical-centric communications platform. Burke is a decisive software leader with experience scaling rapid-growth SaaS

businesses focusing on incubating, optimizing, and growing revenue.

To further strengthen ABB’s support for its customers, a new Chief Revenue Officer role has been created to unify the enter-prise sales organization across all business pillars—Contact Lens, Labs and Business Solutions.

**Mark Parisi** has been appointed to the newly created role of Chief Revenue Officer and will lead ABB’s enterprise sales organization to drive growth and market expansion across all business pillars. Parisi is an accomplished C-level executive with more than 20 years of proven success across the health care, medical device, medical supply and dental industries. He has held executive leadership positions with many Fortune 500 companies, as well as several private equity-owned businesses. Parisi has extensive global and domestic commercial experience within physician-oriented health care markets. Most recently he served as chief revenue and marketing officer at National Dentex, the largest dental lab company in North America.

## The Future of ABB

“ABB was founded on the premise of always doing what is best for eye care professionals. This is an exciting opportunity for the company to support that mission and truly come together as one,” said **Angel Alvarez**, ABB Optical Group’s Founder and Chairman of its Board of Directors. “ABB’s commitment to eye care professionals has never been stronger, and with this new direction, the company is ready to support them like never before.”

“I am honored to welcome these incredible leaders to the ABB team. They all bring their own unique expertise that will be instrumental in shaping the future of ABB,” says **Tom Burke**, CEO of ABB. “We are excited for this new organizational structure to come alive and how positively it will impact our customers and support the moments that matter.”

PA



# Open the Door to New Revenue Opportunities

**T**he perception that “there’s no money in soft contact lens sales” is too often left unchallenged.

Eye care professionals might be swayed by looking at the markup on an individual box of contact lenses but lose sight of the bigger picture of what this all means across all contact lens patients, the connection created with them and the amount of staff effort.

In these cover stories, several ABB Optical Group accounts share how their eye care businesses have improved through products and services offered by ABB. From those who adopted Abby, the online contact lens ordering platform, to those who simplify the administrative tasks by choosing one-stop shopping or direct-to-patient shipments to those who have adopted business solutions from ABB or expanded the line of products they order through the distributor, the results are impressive.

## Abby supports growth

In a recent analysis of ABB customers looking at year-to-date through August 2023, Abby customers who purchased more than 50% of their direct-to-patient (DTP) through Abby grew 8.6% while customers with a lower share of Abby declined -6.0%.

Another ABB analysis shows the rapid uptake and impact in using Abby. In the first half of the year, on average, daily sales in ABB customer locations using Abby grew 10.7% since they started using Abby, compared to the sales before implementation.

## Better efficiency

How many faxes per day does staff have to sort through in the frustrating exercise of verifying a contact lens order to an on-line contact lens seller? How often do staff members have to stop

what they’re doing to either call patients to say that their contact lens orders have arrived or to finalize the transaction with patients who come in to pick up their contact lens orders? These disruptions to the office routine can result in harried staff and even spill over into the patient experience for those who sense that their arrival is seen as a nuisance.

Set up a time with your ABB account manager to talk about how ABB’s range of services and products can help you fill your patients’ contact lenses orders more efficiently and profitably. **PA**





# Identifying Missed Opportunities in the Patient-to-order Flow

There may be thousands of opportunities each year that an eye care practice is missing when it comes to contact lens sales. Let's assume a practice has 3,114 patients, 80% of whom are returning patients and 20% are new patients. Let's assume that of this total, 2,800 a year have a vision exam.

## Opportunity #1: How about eyeglasses and contact lenses?

Seventy-three percent of these patients do not have a contact lens exam as part of their annual eye exam. If even a small percentage of these patients were converted to full- or part-time contact lens patients, it can have a big impact on the bottom line. We'll leave these 2,040 patients alone as a reminder that this opportunity exists.

## Opportunity #2: The walking prescription

Of the 760 contact lens fittings performed (the 27% of the vision exam patients who have a contact lens fitting), 40%—or 304—of patients do not purchase contact lenses from you. Let's move these 304 patients over near the 2,040 from Opportunity #1, realizing that these are even higher opportunity patients to recapture. They have already had their contact lens fitting with the practice.

## Opportunity #3: Closing the deal

The third opportunity is to close the deal with the 60% of patients—or 456 individuals in this scenario—who have now expressed an interest in purchasing their contact lenses.

Of those, on average, 173 or 23% are willing to buy their lenses on the same day as the fitting, although only 33% of 57 of them purchase an annual supply. Watch how the returns diminish with the 116 individuals who bought fewer than an annual supply.

» 116 people eligible for a second fill, but only 44 (38%) do so. That leaves 72 people who do not refill. On the third fill, only 14% (or 16 individuals) make a purchase, and only five individuals (or 14%) make their fourth fill. At each level, more patients are either not refilling their purchases or they're shopping elsewhere.

» Looking back at the patients who are ready to purchase (but not same day), on average 93 people or 33% purchase an annual supply. Those who are eligible to refill show a similar attrition

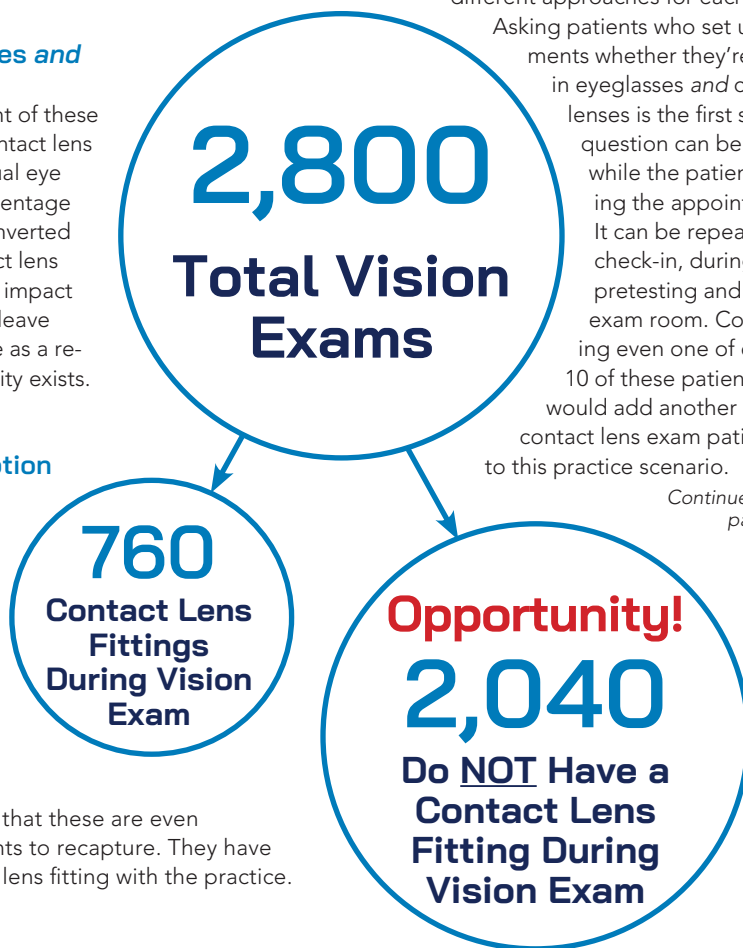
rate as the group who purchase on the same day. Fewer and fewer come back for second, third and fourth fills.

## Action plan

To leverage these opportunities, a practice can use several different approaches for each opportunity stage.

Asking patients who set up appointments whether they're interested in eyeglasses and contact lenses is the first step. That question can be asked while the patient is making the appointment. It can be repeated at check-in, during the pretesting and in the exam room. Converting even one of every 10 of these patients would add another 200 contact lens exam patients to this practice scenario.

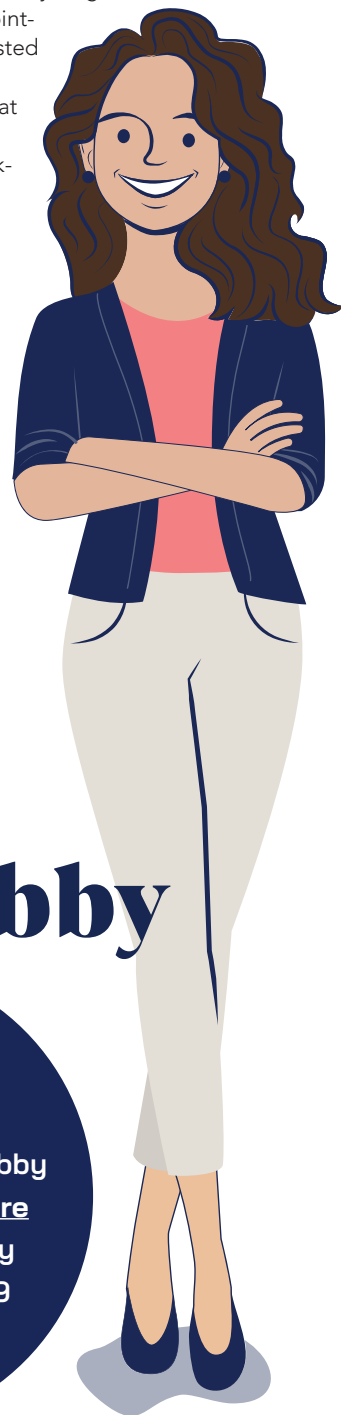
*Continued on page 6*



abby

## WEBINAR ON ABBY

Learn more about the Abby platform or [register here](#) for the upcoming Abby webinar on October 19 at 12 ET.



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To close the deal with contact lens patients who are interested in making a contact lens purchase, here are some best practices as identified by ABB Optical Groups account managers.

» Be prepared with a cost analysis. By knowing the patient's material benefits from a managed vision plan and any manufacturer or in-house rebates, your staff can provide a cost-per-box price chart that demonstrates that your practice provides an excellent value.

» Promote annual supplies and direct-to-patient shipping as the most cost-effective and convenient way to purchase contact lenses.

» Leverage Abby, the online contact lens reordering system. Patients who want to shop online can still use this system easily to place their order through your practice this way. **PA**

Abby makes it easy for patients to order at their convenience.



# Abby Platform Makes Everyone's Days Easier at Nine-doctor Practice

Just one year after bringing the Abby platform to Berks Eye in Wyomissing, Pennsylvania, optical manager **Tara Morrison** has helped the practice increase online contact lens sales



**Tara Morrison**

by almost ten-fold. She's been at the practice almost six years and says the Abby platform—a free, direct-to-patient contact lens ordering and shipping platform from ABB Optical Group—has been a “gamechanger.”

Morrison has always looked for ways to increase profitability and efficiency at the busy, nine-doctor practice, where the flow can reach up to 200 patients per day. Before the practice incorporated the Abby platform, employees' time with patients routinely got interrupted by phone calls or handling lens deliveries. The minutes added up as staff members needed to receive contact lens orders, call patients and dispense the lenses when patients came in. It wasn't the best use of resources, Morrison says. “The Abby platform has freed up so much time for customer service.”

Abby's free direct-to-customer shipping isn't limited to specific contact lens brands like other platforms, Morrison

says. Plus, no hidden or monthly fees mean streamlined and immediate profitability.

Before Abby, the completely paper-chart practice had a button on its website allowing patients to place contact lens orders. Now, all patients who are fitted in contact lenses get their own Abby account while they're in the office. The easy-to-use platform walks patients step by step through the ordering process whether they're in the office or at home. If patients choose to take advantage of the practice's “try-before-you-buy” deal, Abby automatically sends a reminder email to order their lenses or refill scripts when the time comes.

“Prescriptions are loaded automatically onto the patient's account, which keeps staff from having to pull paper charts when patients call to order their lenses,” Morrison says. “The entire process has been streamlined.”

Not only is the Abby platform intuitive enough even for patients who aren't typically ordering products online, but it's easy for staff to learn and present. The online dashboard allows Morrison and her staff to see sales in real time. They also get routine sales reports, helping the team identify gaps or inefficiencies in their contact lens sales.

“We have so much more time to spend with patients while still giving them the best and most convenient options,”

Morrison says. “Abby has made everything easier.” **PA**





# Patients and Practice Alike Appreciate Streamlined Ordering



Jenny Houle

In retrospect, **Jenny Houle**, office manager at Animas Eyecare in Durango, Colorado, wishes she had implemented Abby, the online ordering platform from ABB Optical Group, sooner than she did. One of the practice owners, **Richard J. Schroeder, OD**, had heard that ABB was bringing this initiative to its accounts. Even though they agreed that it would be a great option, it took some time to move to the top of the priority list.

However, once it got implemented and Houle saw how much patients appreciated the convenience of being able to order their contact lenses online at their convenience, she would now encourage others to add it sooner than later. "It has helped both the patients and the practice by streamlining the process for everyone," she says.

## Introducing the option

Houle hears from patients regularly who say that they love knowing that they can place their orders or refill their prescriptions at a time that's most convenient for them. "With the busyness of life, it's one less thing that they need to do at the specific time we are open," she says.

Patients who wrap up a contact lens exam with one of the two ODs come out to see Houle at the front desk. She explains

that the office now offers this new way of ordering contact lenses. Most patients love that they can track the status of the shipment, just as they do with so many other consumer purchases.

As patients call the office to place their refill orders, Houle can explain the system to them as well. She'll get them set up with an Abby account and then they can go in and track the order or use the system.

## Fewer disruptions

Even though the practice implemented the Abby platform recently, it has already made a big difference in the overall office environment. The cozy office is located inside a former two-story brick home. On a busy day, when opticians are working with patients in the optical, patients coming in to pick up their contact lens orders can make the space feel a little crowded. Patients appreciate the convenience of being able to order their contact lenses to be delivered to their homes when it's convenient for them.

So far, their one concern hasn't manifested. Houle says they wondered whether they would lose some of the engagement they have with patients who are no longer stopping by for contact lenses. "We have a lovely boutique optical, and we do want patients to see what's new," she says. But most patients who were dropping in to get that contact lens order were viewing it as an errand, not really as a chance to shop. So the practice still has the opportunity to invite patients to new eyewear or promotions—and welcome them into a more serene setting, too. **PA**

# A Patient-centric Approach to Reorders

**C**hester County Eye Care, a six-MD and four-OD practice with four locations in Pennsylvania, was looking for a user-friendly way to allow patients and office staff to order contact lenses.

So at the start of the year, the practice implemented the Abby platform, the online contact lens reordering system from ABB Optical Group. The change brought immediate benefits, says **Zack Simon**, ophthalmic assistant. "Patients can now save time by ordering their lenses directly, without the need for us to call them back," he says. Whether that's in the evenings or while people are on vacation, the system allows patients to complete the entire transaction from verification to payment, and they can follow the order status themselves through the platform, he says.

It was an important addition to the practice. "Having technology like Abby shows that we are committed to providing the best possible health care experience for our patients. It demonstrates that we are adaptive to new technologies and willing to invest in innovative solutions that enhance patient care. "The message we hope to send to our patients is that we value their time and prioritize their convenience and comfort," he says.

In the months that the practice has been offering patients access to the platform, Simon sees it picking up traction. "More and

more patients are using Abby to order their contact lens supplies when they need them. Abby is becoming a preferred choice for our patients." It reduces their wait times and provides an excellent customer experience where patients feel like they are in charge of their orders. "Overall, investing in technology like Abby helps to bolster our practice brand as one that is patient-centric, forward-thinking and committed to providing the highest quality of care."



Zack Simon

The system also allows Simon to track performance through the Abby dashboard. "Using this dashboard tool, we can compare the revenue generated by various brands of contact lenses and the different supply quantities ordered by patients, such as 30 or 90 packs. This feature helps us gain valuable insights into our business operations, enabling us to make informed decisions and improve our overall performance," he says.

Plus, it's easy to use for the staff. Setting up a patient account and adding the prescription is a straightforward process. Patients also find it easy to navigate. The system can send reminders when it's time to reorder their lenses, and patients get to see the pricing and discounts calculated. As the staff has gained experience with the platform, team members have also tweaked their presentation of the platform. **PA**

# ABB Labs Helps Community Health Optical Focus on Its Mission

When **Kevin Silva, ABOC, NCLEC**, started the optical shop at South End Community Health Center in Boston, Massachusetts, he knew cost could be a barrier for many of the community's patients and customers. Silva is the optical department manager in this community health initiative that merged with East Boston Neighborhood Health, and he is the past president of the Opticians Association of Massachusetts.

He chose to work with ABB Labs because of the portfolio of branded and in-house products. "As a nonprofit community health center, pricing is important.

Our patients are underserved, and many require financial assistance," he says. With ABB's competitive pricing, Silva and his health center can provide high-quality but affordable packages to patients who need that assistance.

Silva says that his ABB Labs representative is one of the best reps in the business. "She has excellent product knowledge, and she is responsive and willing to work with us. She truly cares about the individual needs of the health center as a business but also our patients," he says.



Kevin Silva

in house, so keeping a stock of ABB Labs single vision lenses allows them to be competitive and quick.

## Efficiencies add up

Silva, an adjunct professor at Franklin Cummings Technical School, says that he uses ABB Optical Group for some of its contact lens distribution as well. "What ABB is doing with reducing the number of shipments by packaging surfaced and stock lenses

and contact lenses in one delivery is ideal. It saves our optical staff time, and it saves on shipping costs," he says. ABB Labs' inventory and delivery systems are reliable. "We get quick turnaround." Silva uses ABB's *Digital Price Monitor* to ensure that the prices charged are a good value for patients but still help the health center cover costs.

With excellent support from his various ABB representatives and the service he gets from the company, Silva has found that partnering with a distributor that provides him access, affordability and business support helps him manage the mission of the health center's optical department to provide high-quality eye care at affordable prices. [PA](#)

*"Packaging surfaced and stock lenses in one delivery is ideal. It saves our optical staff time."*

— Dr. Silva

## Quality matters

While pricing is certainly important—because without lower-priced options, eyewear might not be accessible to some patients—quality is critical, too.

"We use a lot of the GPAL. It's an excellent entry-level progressive lens that we can offer at a very reasonable extra over the lined bifocal option covered by most of our patients' plans. For those who can spend just a little more, we've done very well with the Shamir lenses," he adds.

The optical department edges lenses

## WHY ABB LABS?

As an independent lab, ABB Labs can serve the best interests of your practice with a wide range of customized solutions. That's a clear advantage for your business and patients.

Whether you need product support, expert guidance or fast delivery, experience the power of independence and quality from ABB Labs.

» **Customized digital lenses:** ABB Labs provides eye care providers with digital fabrication for variations in prescription, measurements and frame designs. These customized solutions fit your patient's unique needs and lifestyles.

» **Optimized for speed:** ABB Labs has multiple fabrication lines and lens finishing centers to manufacture and quickly deliver superior lenses to eye care professionals.

» **A curated portfolio:** ABB Labs offers top brands and cutting-edge technology to provide your patients with premium products. ABB Labs is brand neutral allowing you to choose what works best for your patients. [PA](#)



# RAISING AWARENESS ABOUT MYOPIA

Selling and educating are two distinctly different processes, says **Steve Rice, OD**, of Vision Clinic, a five-location Vision Source practice in southwest Missouri. Before parents will consider opting into a myopia management regimen for their children, they have to be educated—and that can take time.

"We have been interested in myopia management in our region for a long time," says Dr. Rice. The practices have been doing corneal refractive therapy and low-dose atropine for many years. "We were chomping at the bit to get MiSight® 1 day into our office. Kudos to CooperVision for having the commitment to make an unquestioned impact in this area," he says.

By putting education and awareness first, the practice also laid the groundwork for success. "When we do something as an office initiative, we always start with the why. Then we build on doing what's right for the patient. It's imperative that these align," he says. The "why" that all 12 Vision Clinic doctors as well as staff agreed on is that interventions to slow the progression of myopia can make a significant and positive impact on their patient's long-term vision health.<sup>1†</sup> So they got onboard. "If not us, who? If not now, when? We came to realize that we needed to double down and be proactive in talking about this with all of our patients," Dr. Rice says.

## Education on a large scale

"If we had parents or grandparents, we'd ask, 'Is there someone in your family who is nearsighted?' That simple question is a change in approach," he says. "When they would hear from people that a child, grandchild, nephew or niece was nearsighted, we could begin the conversation."

CooperVision's work in providing eye care professionals and the public with data from the seven-year MiSight 1 day study from wearers around the globe is a big help in the conversation. "The data is impressive, and we need to share it. We feel that it's our duty as primary eye care professionals to share the why with each of these families. Once we do that, we can address any other barriers that there might be around price or hesitancy about fitting age-appropriate children in contact lenses," he says.

## Pains, hopes and fears

Dr. Rice says that addressing patients' worries, hopes and fears ensures that the information the doctor or staff is sharing is relevant to them. Many of these parents experience the challenges of being nearsighted—even things that might seem more like a nuisance to people who do not have myopia, such as not being able to see leaves on the trees or upon waking up. They hope that their children don't have to experience those situations or potential sight-threatening eye health conditions down the road.

Sometimes parents hear the information about their child's myopia but choose not to address it on that visit. They come back in six months to a year later ready to start with a myopia management treatment. "Parents know how tough it has been for them, and the more they think about it, the more likely they are to want to do something for their kids."

Doctors and staff can also direct them to [misight.com](https://misight.com) and provide educational material to help fill in more information while they're considering their treatment options. "Now, we have powerful data to share with parents that validates why we are going to watch their age-appropriate child's refractive status very carefully so that we can start an intervention," he says.

## Children's vision and learning

The Vision Clinic practices have begun airing TV commercials on the connection between vision and learning and worsening myopia. The ads feature Vision Clinic doctors and staff explaining what the treatment options are and what doctors look for. With more Americans—and more kids—spending hours each day on digital device screens or in near-work and less time outdoors or outside, parents are increasingly concerned about the long-term impact.

The public health affect of myopia management is both important and a little bit frustrating. "Most optometrists won't see these children 30 or 40 years from now, but we have to believe that we are affecting their lives in a lasting and meaningful way. Perhaps we are keeping them at a -2.00D myope instead of a -6.00D myope," he says.



*"When we do something as an office initiative, we always start with the why."*

*—Dr. Rice*

Even 10 years ago, optometrists did not have the tools to have such a great impact, says Dr. Rice. "We need to embrace treating myopia progression as the standard of care that was established back in 2021. I'm seeing patients now who I have been seeing for the past 25 years, and I think, 'I wish I had something then that could have helped them.' As a world leader in myopia control and management for children, CooperVision is also helping us solidify our place as leaders." **PA**

<sup>†</sup>77% strongly agree, 20% somewhat agree.

<sup>1</sup>CVI data on file 2022. U.S. CooperVision online survey: ECP MiSight® 1 day Perspectives; n=101 ECPs that prescribe MiSight® 1 day.

# Doctor Sees Demand for Myopia Management Services Increasing

From the time that **David Holler, OD, FAAO, FSLs**, of Clarity Vision, in Apex, North Carolina, began offering myopia management services about a decade ago, that part of the practice has continued to grow. He initially started by prescribing atropine therapy, added MiSight® soft lenses when those became approved by the U.S. Food and Drug Administration, and recently he added to his orthokeratology options with the Euclid MAX™ Ortho-K contact lens.

"The timing couldn't have been better for ABB Optical Group to become an authorized manufacturer and distributor of Euclid MAX™ lenses," he says. Orthokeratology is an important option, and patients were asking for it. For young children or those who struggle with soft lenses, ortho-k can be ideal, and the Euclid lens has a smaller diameter, making it even easier to fit on patients with small eyes.



Dr. Holler

Myopia management typically starts with children as young as 6 in his practice, but ortho-k is an option for adults, too. He'll mention that to myopic parents as he's

talking about the option for the child. Often, adults are interested in the concept of wearing a lens while they sleep to achieve clearer vision without eyeglasses or contact lenses during the day.

## First-fit success

Dr. Holler says that he has gained confidence quickly in his fitting, although the consultative team at ABB Optical Group is ready to help.

"I spend my time getting the best refraction and making sure the topographies are clean. With that and the corneal diameter, I follow the formula to come up with my first lens," he says. The consultative team can confirm his choice. "What has surprised me most is how well patients do

*"What has surprised me most is how well patients do with the first lens we select."*

— Dr. Holler

with the first lens we select," he says. Euclid's Ortho-K lenses have a unique design that yields an 87% first fit success<sup>1</sup> without requiring a trial set.

Myopia management is a great growth opportunity for eye care professionals, he says. Having this reliable option available for his ortho-k patients is going to help promote his myopia management services and bring that option to more patients. **PA**

<sup>1</sup>Based on data on file with Euclid Vision Corporation.

## Simple presentation

Dr. Holler says that he has incorporated conversation around myopia management into his exam. "A consultation would be a great option, but additional visits can be a challenge for patients as well as finding the space in our schedule. So I'll gauge a child's interest in contact lens wear during the exam. Based on the clinical findings, the change in refraction and the topography, I will make a recommendation at the end of the exam," he says.

He uses charts and findings from the Brien Holden Institute to help parents see how a child's myopia might progress without intervention. "I'm not a fan of fear tactics, so my focus is on the favorable results we have in slowing the progression and the safety profile with these lenses. I might add that there are risk factors with higher levels of myopia, but we don't dwell on that."

Dr. Holler sees children of all ages.



Visit [info.abboptical.com/abb-specialty-vision-products-euclidmax](http://info.abboptical.com/abb-specialty-vision-products-euclidmax) to learn more about Euclid Max™ lenses for myopia management.



# PATIENTS CAN GET PREMIUM EXPERIENCE WITHOUT PREMIUM PRICE

There are two great reasons to recommend that patients switch into a one-day lens, says **Alan Ballard, OD**, of Ballard Vision Associates in Brentwood, Tennessee: comfort and convenience. "These lenses are problem-solvers," even for patients who may not yet consider issues like symptoms of dryness or discomfort or removing their contact lenses.

"If patients have been wearing a reusable contact lens and have complaints about any aspect of comfort or they simply want greater convenience in their routine of cleaning their contact lenses, a one-day lens is going to help solve that," he says.

Biotrue® ONEday lenses are an excellent first choice for new patients or those converting from monthly wear because of the full family of designs, expansive power range and affordability, he says.

But since the addition of the Bausch + Lomb INFUSE® Multifocal to the Bausch + Lomb INFUSE family of lenses, this lens brand is becoming a go-to for Dr. Ballard. "I am promoting this brand of one-day lenses to patients with any kind of issue with comfort in general or dryness."

## Dryness is the issue

"For most optometrists, dryness is the most common comfort issue we hear about. And Bausch + Lomb INFUSE is a great lens to help patients stay comfortable. Patients who experience symptoms of dryness during contact lens wear—either from long hours or extended digital device use—will be motivated to try a lens that addresses their comfort issues," he says. That benefit offsets in the patients' minds the small price increase.

"So many patients tell me that they tolerate their lenses. They may talk about fluctuating vision or crisper acuity after they blink. They don't like that they have to remove their contact lenses earlier in the day. Those are classic dryness symptoms," he says. So he'll offer patients the opportunity to try the lenses to help prevent their eyes from feeling tired and fatigued at the end of the day.



*"For most optometrists, dryness is the most common issue we hear about."*

—Dr. Ballard

## Same multifocal design

Dr. Ballard says that since the Bausch + Lomb INFUSE Multifocal has the same design as the Bausch + Lomb ULTRA® and Biotrue multifocal lenses, eye care professionals who are familiar with the fitting guide should have excellent success. The lenses provide clear viewing at near, intermediate and distance vision, and Dr. Ballard can offer his patients an alternative to wearing readers. "I can now combine the comfort of the INFUSE material with the familiar multifocal design to provide these lenses to presbyopic patients with a wide range of power and add needs."

The fact that he can price the Bausch + Lomb INFUSE Multifocal at a lower price point than some comparable premium one-day multifocals while offering a \$300 annual supply rebate makes it accessible to more patients. "This is going to be a great and attractive option to this market," he says.

He discusses costs in a general way with patients. "I don't lead with cost, but I will give them a range and say that if they're already in a one-day lens, the cost is about the same or a small increase. If they're in a monthly lens, the increase is a bit more, but when they take advantage

of any managed vision benefits, the great rebate from the manufacturer and eliminating about \$150 a year in solution costs, they'll be pleasantly surprised," he says. Because many of these patients have already experienced some less-than-stellar days wearing their contact lenses, they are willing to make the additional small investment for an upgraded lens, he says.

## Technician support

The contact lens technicians play an important role both before and after the patient's time with the doctor in the exam lane. Dr. Ballard says his technicians take the brief history or chief complaint and note that on the form. "If there are issues around clear vision or comfort, I can expand on that. Most patients do not come in and proactively say that their contact lenses are uncomfortable or they're experiencing mild signs of dryness. That comes through the questions," he says.

Avoid the yes or no questions, he says. Instead, ask questions like these:

- How long can you wear your lenses comfortably each day?
- Do you begin to feel them at some point in the day? When?
- How many hours a day are you on a screen?

Depending on those responses, Dr. Ballard can inform the patient that he has options available with different lens materials that might help with overall comfort. Patients are certainly interested, he says. The technicians are also trained on how to present the rebates as a benefit that puts the cost of these lenses within reach for most patients.

He estimates that about 60% of his contact lens patients are in one-day lenses. "There is room for that to go much higher. Having the Bausch + Lomb INFUSE Multifocal lens at an attractive price point is going to help us move more of these patients into a one-day lens," he says. **PA**

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# THE OPPORTUNITY WITH PRESBYOPES

Not only are today's patients spending more time on digital devices<sup>1</sup>, they're also getting older.<sup>2</sup> The first of the millennials are now becoming presbyopic, so there is tremendous opportunity to have proactive conversations with patients about presbyopia and what to expect.

**Bob Davis, OD**, of Pembroke Pines, Florida, says there are three distinct categories of patients who might do very well with multifocal contact lenses. But many do



Dr. Davis

not know that the option is available to them. He identifies monovision wearers, nearly all of whom could benefit from binocularity; emerging presbyopes; and emmetropic presbyopes. With them, he details the benefits of ACUVUE® OASYS MAX 1-Day MULTIFOCAL contact lenses from Johnson & Johnson Vision.

## Monovision wearers

Current monovision contact lens wearers may not recognize what they're missing. "Binocularity can be a game-changer for them, and the optics<sup>3</sup> and comfort<sup>3</sup> in this lens are so good," Dr. Davis says. He advises these patients to "give your brain about four or five days to catch up with the new way of seeing. A tip to drive success is calling out the areas where multifocals excel, such as intermediate distance with the computer." When they return, almost all of them are amazed at the benefits. "These patients want to experience new technology; that's a part of why they see us. We need to educate them that there are benefits to binocular vision over monovision."

## Emerging presbyopes

"Digital eye strain can affect anyone, but the emerging presbyope may be even more symptomatic due to their progressive loss of accommodation," Dr. Davis says.

Those who are already wearing contact lenses generally dislike the idea of wearing readers, so these patients are often frustrated, even if they don't voice

that. The vision with the ACUVUE OASYS MAX 1-Day MULTIFOCAL is great for emerging presbyopes because of the ACUVUE® PUPIL OPTIMIZED DESIGN<sup>3</sup>," he says.

**John Czaja, OD**, of Merrillville, Indiana, says that the blue light feature particularly appeals to this group because they spend so much time on their devices and outdoors where the exposure to blue light is the highest.

"These are the folks who are asking about high energy visible light, so they like to hear that this lens has a 60% blue-violet light filter.<sup>4</sup>

Moreover, Dr. Czaja says that eye care professionals (ECPs) should be having their conversation with patients early. "Many ECPs do not address the loss of accommodation until it's in their face. But we can do so easily when we ask different questions: Are you experiencing blurred vision in low light? Are your eyes tired after focusing on tasks up close? These patients may not realize they are experiencing a loss of autofocus yet—this lens can address depth of focus for those experiencing symptoms of early presbyopia.<sup>3</sup>"

## Emmetropic presbyopes

Dr. Davis says that he enjoys putting these lenses on these patients because of the excellent optics.<sup>3</sup> He offers a tip: "For emmetropes who are becoming presbyopic, I always start with a low/low combination per the fit guide. At times, because they have such great uncorrected distance vision, I end up with removing the low lens from the dominant eye. These patients are so happy to be free of readers and still enjoy the great distance vision they have always had. This approach has worked very well for me, and this patient group has resulted in many referrals."

Dr. Czaja says that his presbyopic patients also love that the addition of the blue-violet light filter to the lens results in a unique blue-green handling tint.<sup>4</sup> "I find in general that patients like being able to see



Dr. Czaja

the technology in their products, and the handling tint helps them see the lens for insertion."

In addition to these patients, ACUVUE OASYS MAX 1-Day Multifocal is designed to meet more presbyopic needs<sup>3</sup>, and more patients should be given the opportunity to try this lens, the doctors say. TearStable™ Technology, OptiBlue™ Light Filter and ACUVUE PUPIL OPTIMIZED DESIGN<sup>5</sup> unite in ACUVUE OASYS MAX 1-Day Multifocal to deliver crisp, clear vision at all distances and in all lighting conditions<sup>3</sup> plus all-day comfort.<sup>3</sup>

Dr. Czaja says that he uses the term "high-performance lens" rather than "premium." Patients want to hear what makes this a high-performance lens, and "my approach is to let them try the technology and see the results for themselves. They're so happy to have this alternative to eyeglasses or the contact lenses that they've worn before that aren't meeting their expectations." PA

<sup>1</sup>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.

<sup>2</sup>Versus 1-DAY ACUVUE® MOIST MULTIFOCAL and ACUVUE® OASYS MULTIFOCAL.

## References:

<sup>1</sup>COVID-19: Screen Time spikes to over 13 hours per day according to Eyesafe Nielson estimates, published 3/28/20, <https://eyesafe.com/covid-19-screen-time-spike-to-over-13-hours-per-day>.

<sup>2</sup>2021 Profile of Older Americans, Nov. 2022, Administration for Community Living; data accessed July 13 2023, [https://acl.gov/sites/default/files/Profile%20of%20OA/2021%20Profile%20of%20OA/2021ProfileOlderAmericans\\_508.pdf](https://acl.gov/sites/default/files/Profile%20of%20OA/2021%20Profile%20of%20OA/2021ProfileOlderAmericans_508.pdf).

<sup>3</sup>JJV data on File 2022. Subjective Stand-Alone Claims for ACUVUE® OASYS MAX 1-Day MULTIFOCAL Contact Lenses—Exploratory Meta-analysis.

<sup>4</sup>JJV data on File 2022. TearStable™ Technology Definition.

<sup>5</sup>JJV data on file 2022. CSM—ACUVUE® PUPIL OPTIMIZED DESIGN Technology: JVC contact lenses, design features, and associated benefits.

**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](http://www.jnjvisionpro.com).

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