

THE PROFIT ADVISOR

Business Strategies for ABB Optical Group Customers

Opening New Doors in 2023

Explore new ways that ABB Optical Group can help you

● **Abby**

● **Exclusive Products**

● **ABB Labs Advantages**

● **Business Coaching**

● **Staff Training**

● **Specialty Contact Lens Education**

● **Dry Eye Products**

● **Tools for Efficiency**

● **Analytics**

Three Winners and Three Honorable Mentions Emerge From 8th Annual Optometry Student Challenge

Third- and fourth-year optometry students were challenged to compete in the ABB Optical Group 2022 Optometry Student Challenge. Each of the three winners receives a \$1,500 travel grant to the Global Specialty Lens Symposium, where they will present their winning posters.

Here are the 2022 winners and their topics.

» **William Huang** (State University of New York College of Optometry): Spontaneous, Bilateral Corneal Abrasions Related to Improper Contact Lens Removal Technique and Dry Eye Syndrome

» **Travis Pfeifer** (State University of New York College of Optometry): Successful Reshaping of Dry Eye Despite Poor Candidacy in an Adult Patient

» **Marsha Zaman** (Nova Southeastern University College of Optometry): Therapeutic Effects of Scleral Lenses in Patients Post Mohs Surgery with Exposure

Honorable mentions were awarded to the following students.

» **Andrew Humiston** (Ohio State University College of Optometry): Scleral Lenses for Professional Basketball Player with High Corneal Astigmatism

» **Karina M. Sandeen** (Michigan College of Optometry of Ferris State

WINNERS



William Huang



Travis Pfeifer



Marsha Zaman

HONORABLE MENTIONS



Andrew Humiston



Karina M. Sandeen

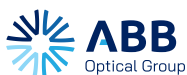


Alexis Wylam

University): GP Poppin, Sclerals Lockin

» **Alexis Wylam** (Pennsylvania College of Optometry at Salus University): Happily Ever After Hydrops, Success with Scleral Lenses Prior to Transplants

ABB Manager, Consultation & Education, Specialty Contact Lens, **Dede Reyes**, says, "This year's students have put tremendous effort into their presentations." View their submissions at abboptical.com/OptometryStudentChallenge. **PA**



THE PROFIT ADVISOR

#4 2022 • Volume 18, Issue 4

Publisher:
Al Greco

Editor:
Sharon Martin
smartin@abboptical.com

Director of Custom Publications:
Marjolijn Bijlefeld
mbijlefeld@jobson.com

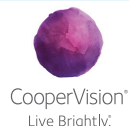
Associate Editor:
Kyla Bazy
kbazy@jobson.com

Creative Director:
Stephanie Kloos
Donoghue

SPONSORED BY:

Alcon

BAUSCH+LOMB



Johnson & Johnson VISION

Published quarterly for ABB Optical Group by Practice Advancement Associates, a division of Jobson Medical Information • jmihealth.com

ABB CARES GOING STRONG AS EMPLOYEE GIVING PROGRAM

ABB Optical Group believes in giving back to its communities. The ABB Cares Program combines strategic relationships with local and national nonprofits, volunteer activities and other community investments, with the goal of contributing to solutions that help strengthen the communities in which employees live and ABB operates.

In 2022, the ABB Cares program, formerly a community grant program, was reorganized and relaunched as the ABB Cares Employee Giving Program, a year-round initiative that helps employees achieve their charitable giving goals by facilitating employees' financial contributions to eligible charitable organizations.

To date in 2022, ABB employees have graciously given more than \$22,000 in donations and, with the ABB Cares matching program, this has resulted in approximately \$40,000 in total charitable donations. These funds have been raised by organizing events across ABB locations,



participating in national campaigns such as the recent campaign to raise funds for Hurricane Ian relief as well as earlier initiatives to support relief

funds for the Ukraine.

» Most recently, ABB employees raised **\$5,000** for recovery efforts for Hurricane Ian, and with ABB's match, the company made a donation of **\$10,000 to the American Red Cross**. This donation helps provide food, shelter and other necessities for first responders and victims of Hurricane Ian.

» ABB's biggest contributions came in January for the victims affected by tornadoes in the Midwest. ABB employees collected **\$11,000** and with the ABB match donated a total of **\$22,000 to the American Red Cross**.

» The ABB Labs Erlanger team donated spring-themed baskets and then raffled off tickets to win



them, which resulted in **more than \$1,000 raised for local charities**.

In addition to providing employees with the opportunity to contribute financially, ABB also provides each employee with four hours of personal time off to volunteer during a scheduled workday.



Positively Impacting Those in Need

ABB Optical Group believes in giving back to its communities. The Corporate Giving Program combines strategic relationships with local and national nonprofits, volunteer activities and other community investments, with the goal of contributing to solutions that help strengthen the communities where ABB operates. [PA](#)



ABB Optical Group ended the year with a Marine Corps Toys for Tots Virtual Toy Box Program.



13 WAYS

ABB OPTICAL GROUP IS READY TO HELP YOU

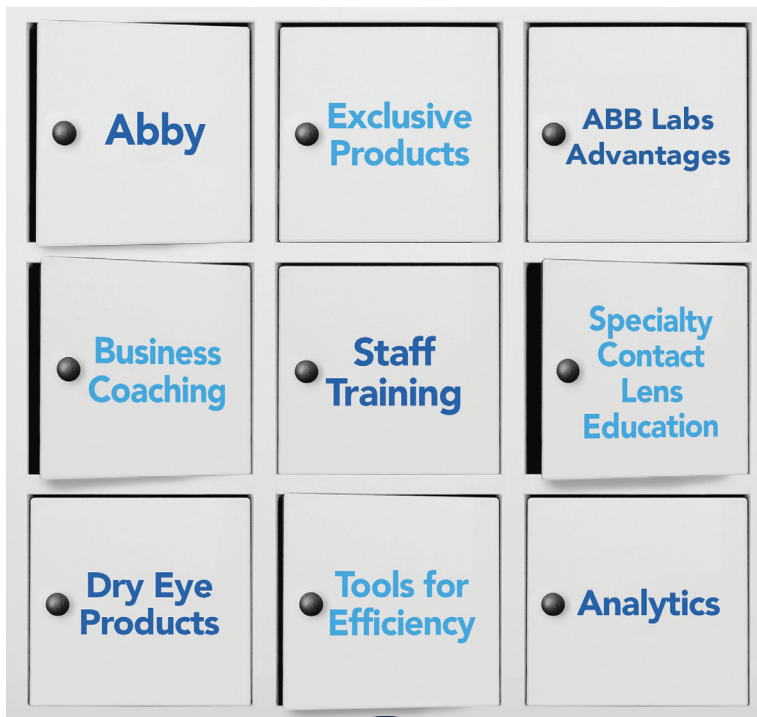
(That You May Not Know About)

Open the doors to new opportunities in 2023.
ABB can guide you.

Many eye care professionals (ECPs) know that ABB Optical Group is an industry leader for the distribution of contact lenses and consultative services to help ECPs grow their businesses. But in creating this infrastructure of support and with acquisitions and investments in technology over the years, there may be some benefits that ECPs don't know about. ABB team members who spend their days working with providers share some of the tools, resources and factors to drive growth that you may not know are there for you.

Consider any or all of these featured benefits you could leverage to start gaining efficiency and cost-savings and increase your competitive edge and profitability.

1 Abby is like adding a trained employee to your team. The new, patient-facing contact lens ordering platform that ABB launched this fall can help practices do more by relieving staff members of many of the routine tasks that they would otherwise need to do. Abby saves practices time, makes the workflow easier and provides robust tracking ability, providing managers with a much clearer understanding of their practices. **Jeremy Bono**, director, commercial integrations, says Abby will become "the easy way to compete with big box and online competition. It's a



next evolution, far beyond a webstore. ABB's commitment to developing this platform at no cost to its accounts is tangible proof that we're here to help."

2 Abby is learning, evolving and only going to get better. ABB's development team is working on the Abby roadmap for future releases, which takes feedback from the original pilot practices, current Abby users and additional research on how Abby can best support practices. **Tracey Farr**, Abby customer onboarding advisor, says that as the data comes back from

practices, she can see that Abby is working. "Annual supplies are up. Direct-to-patient shipments and re-orders are up. That shows us that if ECPs use it, it will work." In other words, Abby is already great, but Abby will be so much more in the future.

Meet Abby at helloabby.com/doctors.

3 ABB Labs has its own occupational and Anti-Fatigue lenses. **Nick Folkers**, lab account manager, says that while many people know of ABB Labs' predecessor Digital Eye Lab, they may not recognize the depth and breadth of the ABB Labs offerings. In addition to offering innovative lens designs by major

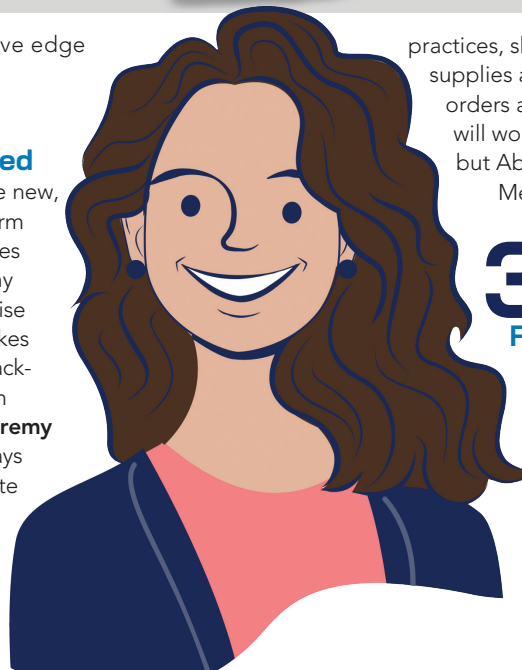


ABB TEAM MEMBERS



Jeremy Bono



Jordan Davidson



Sonja DelRios-Keller



Romilly Emmons



Tracey Farr

manufacturers, ABB Labs also has its own private label brand, now including multiple occupational focal lengths and an Anti-Fatigue portfolio—Workdesk (4'), Workcubicle (6.5') and Work Conference (13')—as well our FlexPlus with 0.50D, 0.75D and 1.00D adds.

4 ABB Labs just released a new advanced, progressive lens. ABB has just released its most technologically advanced lens, the ABB Unlimited. The ABB Unlimited is a personalized free-form progressive lens with an advanced design



that provides flawless visual quality. It's ideal for those expecting the best visual quality and most innovative visual solutions. Digitally connected patients with all types of prescriptions and add powers can benefit from the comfort this design provides. The lens offers precise and comfortable focusing for all working distances in any direction of gaze and nearly eliminates peripheral blur. ABB Unlimited is also available in single vision.

(See the full line of ABB Lens offerings at labscatalog.abboptical.com/books/bspq/#p=1.)



Learn more about the new ABB Unlimited lens at Info.abboptical.com/abb-labs-unlimited.

5 ABB Labs' lenses are made in the U.S.

"ABB Labs has a U.S.-based Lab Network responsible for producing each job we make. This is not only important for our goal of providing the highest level of service but many of our customers appreciate our in-house production as well," says Folkers. Just as importantly, by keeping the work domestic, it speeds up the turnaround time. "By running our work within our own facilities and utilizing our experienced staff, we are able to better control work flow and maintain an in-inventory for production," he says.



Nick Folkers



Laurie Mogck

6 ABB can help you expand your specialty contact lens business.

A large number of contact lens patients can meet their vision needs with the excellent soft contact lens offerings from major manufacturers. But for those who cannot, the struggle for great vision is real. ABB can help practices get started or advance their specialty lens fittings. **Dede Reyes, FCLSA**, manager, consultation and education, specialty contact lens, says that in addition to distributing specialty products such as ALTIUS® Performance-Tinted Contact Lenses and scleral and gas permeable designs, the consulting team in the specialty lens division can help the whole team feel more confident with these fits that are often so rewarding in terms of patient gratitude and loyalty. From lunch-and-learn



Susan Moore



Dede Reyes

Not pictured:
Angie Bridgers and
Shelly Farley

Continued on page 6

COVER STORY

Continued from page 5

programs and private instruction to in-office wet labs and fitting boot camps, “we offer a lot of resources to help ECPs grow their business with specialty lenses.”

Jordan Davidson, specialty lens consultant, says that the consultants will work with doctors in a way that is most relevant to them. Are you just getting started and want some help fitting empirically? The consultant can help. Interested in diving more deeply into a particular lens brand or design? The team can loan doctors a fitting set so that they can work on adjusting the fitting in the office. “Whether you need fitting guides or education, we will personalize the help to your practice. We’re there whether you need help with one lens or want to build an entire practice around specialty lenses,” says Reyes.

Learn more about ABB’s specialty lens offerings and services at abboptical.com/specialty-vision-products.

7 You can add dry eye products to your ABB order.

“Contact lenses and dry eye care go hand in hand in order to maximize contact lens wearers’ comfort and overall experience,” says Davidson. ABB’s dry eye division includes the VibrantVue® Lid Care system; Eyeleve™ compress; and Regener-Eyes® LITE. The division backs up the products with seminars and educational information about the products.

Let patients know that they can get their dry eye products from your practice. ABB is already shipping products to your practice; maximize the efficiency by ordering dry eye products this way, too. “We wanted to be well-rounded with all the products we offer. We



Dry Eye Care That Grows Your Practice

Did you know?

- » Up to 50 percent of contact lens wearers drop out due to discomfort.
- » 35 million Americans experience mild to moderate dry eye symptoms.
- » 40 million Americans struggle with dry eye, and it often goes undiagnosed.
- » Dry eye care has a \$1.8 billion potential for eye care professionals.



See the difference the ALTIUS® Grey-Green (top) and ALTIUS Amber (bottom) lenses.

have everything a practice needs to grow forward,” says Reyes.

Learn more about ABB’s dry eye products at abboptical.com/dry-eye.

8 Free trials of Business Solutions are available.

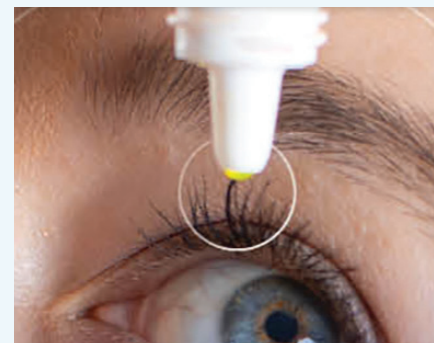
ABB Analyze and ABB Verify are powerful tools to help ECPs manage their businesses. “These tools can help practices compete in a challenging market, and they are priced so that they support themselves easily,” says **Romilly Emmons**, director, Business Solution sales. But if an ECP isn’t quite ready to make the commitment or wonders if it’s worth the while, the practice can use ABB Analyze Lite at no charge or try the full version of ABB Analyze for 60 days. “Ninety-eight percent of Analyze trial customers continue service after the trial,” Emmons says.

Remember, your data is your business. ABB practices that sign up for ABB

Analyze are not sharing their specific practice data with others. “Only the ABB Analyze account management team can see the practice data, which is used to set up the practice dashboard and provide support. No practice-specific data is shared, only aggregated to create the benchmarks,” Emmons says.

Now is a great time to implement both business solutions tools, says **Sonja DelRios-Keller**, manager of Business Solution sales. “Why put this off until tomorrow? It is a great time to prepare a successful

ABB Analyze ABB Verify



15X

Average return on investment for ECPs using ABB Verify.

launch to start the new year and be able to measure success in ways you've never measured it before."

ECPs might be hesitant to implement two software solutions at around the same time, but ABB Verify and ABB Analyze involve two distinct departments within the office. ABB Verify helps the front desk, scheduling and billing staff who are verifying insurance. ABB Analyze is used by practice managers and ECP owners to track

productivity, add greater management oversight and save time.

Learn more about the Business Solutions offered through ABB at abboptical.com/abb-business-solutions.

9 ABB stands for choice. Because ABB account managers do not represent any individual contact lens manufacturer, they can make unbiased recommendations for the practice product mix, says **Shelly Farley**, senior account manager. Using the Business Review and other data, the account manager can review each of these items with the ECP or manager: pricing strategy, contact lens mix, staff training programs to emphasize direct-to-patient shipments or annual supplies. Each of these factors has a direct impact on the practice's bottom line.

Angie Bridgers, senior account manager, says the ABB account manager follows the direction of the ECP owner. "If it's a practice that hasn't updated its pricing in years, that may be our highest priority. If it's a practice that emphasizes annual supplies for one-day lenses, we'll provide guidance and follow up there."

Susan Moore, senior inside sales account manager, notes that Abby will be a game-changer for practice. "If a practice only uses it as a webstore—which is just a fraction of what it can do—even at that level, it can help future-proof your practice. During the COVID-19 pandemic, 75 percent of my territory was shut down. Practices that had webstores where patients could order their contact lenses did better."

See how ABB can help you add efficiencies to your contact lens business at abboptical.com/contact-lenses.

10 Don't underestimate the value of a Business Review. ABB is here to support the ECP. Gaining a broader scope of your practice can help you drive profitability. ABB's main priority is helping your practice grow. Utilize training videos and look at ways to increase your profit strategy or increase direct-to-patient shipping. Analyze your data to back up business decisions. See everything that goes on with your margins and profits and come up with solutions to overcome issues with pricing, training, annual supplies and shipping. A targeted email communication platform lets you know when a patient is due to reorder and keeps orders in the practice, where they belong. Keep the power in your hands with a little extra help. "The Business Review helps us know specifically what they need first for their goals," Farley says. "We are a consultant for you and your practice."

11 ABB can help you make better-informed decisions that will help reduce your costs and increase your revenue. This is not a surprise, but

it bears repeating. With the core business of consolidating contact lens orders, ABB brings its accounts the opportunity to save with bulk and bank purchases and save staff time by using direct-to-patient shipments. Through the *Digital Soft Lens Retail Price Monitor*, ABB provides an easy and comprehensive way to adjust pricing to maintain competitiveness and profitability. Leverage the savings you're already gaining through these services by bundling in lab and specialty lens purchases, and layer it with Business Solutions programs that will help speed efficiencies even more.



12 You've got friends in all sorts of places.

There's not one customer service center at ABB. Each division has trained specialists who can help providers. "Think of your contact lens account manager as the quarterback. That team knows how to get the pieces moving and can get ECPs the help they need," says Bono. The account managers are the go-to sources for soft contact lens information, but there are many more layers of help available, such as what the Abby advisors can bring.

There's a dedicated Abby team to help with the implementation and continued use of the Abby online ordering platform. The specialty lens division has experienced consultants to help with fitting specialty lenses. The Business Solution team has dedicated help for ECPs who are integrating ABB Verify or ABB Analyze into their practice to make sure that practices are getting the most useful information, as quickly as possible.

ABB Labs has an online chat function, which means staff members don't need to spend time on hold with Customer Service or wait for an email response. **Laurie Mogck**, lab account manager, makes it a point to get back to her accounts in a timely manner—something she says is crucial in today's fast-paced world. "We're a one-stop shop," she says. "We have training for everything. It's seamless and transparent."

13 The ABB team is a part of your team. Your success is our goal. When an ABB account manager suggests that a practice can clear a bottleneck in the front office by using ABB Verify, that may not contribute directly to contact lens sales, but it will benefit the office flow and staff stress level. Take advantage of the expertise of these account managers—consultants, really—to learn how you maximize the services and products offered by ABB to save money, save time and increase your productivity and profitability in the year ahead. **PA**



Why Are ECPs Still Masking Cylinder for Contact Lens Patients?

When optometrists prescribe eyeglasses for their patients with 0.75D of astigmatism, they don't cover up cylinder, says **Jack McIntyre, OD**, of Corpus Christi, Texas. "Why do we do that with contact lens patients?"

Dr. McIntyre says that he remembers the time when toric designs were less reliable and reproducible, making them a challenge to fit. But those are lenses of a different era altogether, he says. "I reach for MyDay[®] Toric lenses as a first option for nearly every patient because I consider it the ideal lens. It has the same optic design features found in Biofinity[®] Toric with the added advantage of being a single-use lens. It settles quickly^{*1}, so I can prescribe it confidently,¹ knowing the overwhelming majority of patients are going to be very happy with it,²" he says.

In this large practice, the transition to single-use, one-day lenses has been going on for years. Initially, the doctors planted a lot of seeds, talking about the convenience and ocular health benefits of one-day lenses. But the message caught on, and now more than 50 percent of the contact lens wearers in the practice are in a one-day lens, Dr. McIntyre says. "It continues to climb, and with the introduction of a broader parameter range in MyDay Toric,

this will become the lens I grab off the shelf as a first option even more often."

He calls the lens a proven winner, and because of its fitting ease³, more patients can try a lens to correct their astigmatism. It's also important to educate patients about their options, he says.

"Even after all these years of having toric corrections available, I still have patients who say that they wish they could wear contact lenses, but they were told they cannot. Many misunderstand what astigmatism is or use the wrong word for the condition," he says. He and the team of doctors at the practice have determined not to try to cover cylinder with spherical equivalent lenses, unless the patient insists. And even then, they want the patient to experience what their best corrected vision could be.

"I'll show patients that this is what they'd see if we keep them in a spherical lens, and then I'll add the toric prescription in the phoropter and say, 'And this is what your vision can be if we go with the toric lens.' Rarely does someone ask for the blurrier option," he says.

Even those who aren't convinced on the day of the exam often come back the following year or sooner to say that they don't seem to see as well with their contact lenses as they do with their eyeglasses or they don't see as well out of the eye that needs the toric correction, for example. Dr. McIntyre gently can remind them that they opted for that correction.

"With MyDay Toric lenses, we can address the concerns patients have about comfort and price, which are the two worries we hear about most often," he says. Patients who have tried toric lenses in the past may remember the lens awareness they felt, but MyDay Toric lenses are comfortable.

Plus, they're a great value. "With our exchange or refund policies, I tell patients that they can return to the spherical lens if they choose. Very few do," he notes. And if they do, Dr. McIntyre doesn't count that as a loss.



"I'm bullish on what contact lenses can do for patients."
— Dr. McIntyre

"If one out of 100 people choose another lens, I'm not going to fret over the one. I'll remember that for 99 people, we were able to address their issues quickly and well with this lens." That's a level of efficiency that allows him to spend more time if necessary with the patients who may need it.

Dr. McIntyre says that despite the practice growth he has already seen in recent years, there's more to come. Much of that is being driven by contact lens success. "I'm bullish on what contact lenses can do for patients. We make patients' days and lives better when we can provide them with the best possible vision."

He credits CooperVision with its investment in improving designs and materials of its contact lens offerings. "About two-thirds of my contact lens fits are with CooperVision lenses. There is such a variety in multifocal, toric and spherical lenses in one-day and monthly replacement schedules. Whatever the patient needs, we have a lens that could work."⁴ PA

^{*}In primary gaze.

¹Optimized Toric Lens Geometry[®] lens compared to prism ballast, precision balance, lo torque and accelerated stabilization designs.

References

¹Momeni-Moghaddam H et al. Comparison of fitting stability of the different soft toric contact lenses. *CLAE* 2014;37(5):346-350. Optimized Toric Lens Geometry[®] lens compared to prism ballast, precision balance, lo torque and accelerated stabilization designs.

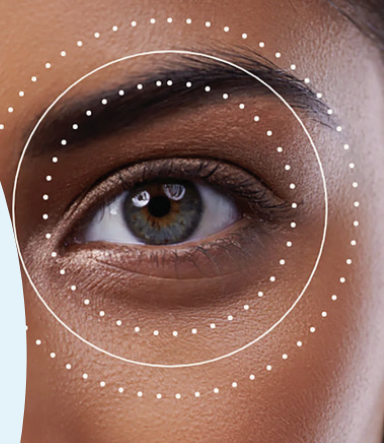
²CVI data on file, 2020. Kubic masked online survey; n=132 US ODs who prescribe MyDay toric. Top 3 boxes, strongly agree, agree, slightly agree.

³CVI data on file 2015. A prospective, bilateral, 1-week open label, dispensing study with MyDay toric. N=44 habitual contact lens wearers in USA and Canada.

⁴CooperVision data on file, 2020. Rx coverage database n=101,973 aged 14 to 70 years.



SEEK CONTACT LENS COMFORT FOR DIGITAL LIFESTYLE DEMANDS



Patients don't know what they don't know. When it comes to advances in contact lens technology, they are relying on their eye care professional to tell them. Three ABB Optical Group account holders say that they make it a point to be proactive in addressing even small signs of discomfort because they feel like they have an option that can help patients with Bausch + Lomb INFUSE® one-day contact lenses. "I am a firm believer in not simply renewing the old prescription. Even if patients love their current lenses, I want to send them out trying something different," says **Paul Cangiano, OD**, of Vision North in Boston, Massachusetts.



Dr. Cangiano

David J. Anderson, OD, of Arcadia Eye Care in Scottsdale, Arizona, says that he asks every patient in any lens—daily, two-week or monthly—about their comfort during the day and during the wearing cycle of the lens. If there are any complaints, he says, "Let's work on that!"



Dr. Anderson

"I am a firm believer in not simply renewing the old prescription."

— Dr. Cangiano

Neil Patel, OD, of I-Care Optical in Tampa, Florida, says that his personal experience with the lens has helped him determine that nearly every patient is a candidate. When he took over the practice in September 2021, the fitting set was there. "I tried it for myself. I noticed reduced nighttime glare and halos and that the comfort was great," he says. The more he learned, the more he liked the lens.

Digital lifestyle demands

Bausch + Lomb INFUSE already offers a high Dk value as well as technology that helps keep the lens feeling comfortable for long hours, making it a great all-around lens. But the three doctors find that the visual demands for patients who use digital devices for hours a day are different than those that patients faced in the past.

Dr. Patel talks about that with his patients. "We wake up with our phones. We go to bed with our phones. We don't blink as often when we use digital devices, and that might be why you're noticing your lenses or the lens edges more," he tells them. Patients are surprised that he nails the description of how they're feeling. "For anyone who is on a screen for much of the day and experiences any discomfort or needs or wants sharp, clear vision, this may be the lens for them," he says.

As Dr. Cangiano discusses issues that patients may be experiencing—discomfort after working long hours on the computer or decreased comfort at the end of the day—he may tell them how this silicone hydrogel daily disposable lens material is infused with ProBalance technology™ to help minimize symptoms of contact lens-related dryness¹. He uses an analogy that their current lenses may function like a functional car, but the Bausch + Lomb INFUSE lens is more like a high-performance sports car.



Dr. Patel

Inventory for immediate satisfaction

Once patients have tried the lenses, it's important to send them home with their annual supply. Dr. Anderson says that carrying a good inventory of his favored products "protects us from having the patient go online or to the big box stores to refill their prescriptions," he says. Finally, it saves staff time. If staff members can complete the annual supply purchase in one transaction, that's much more efficient than having to refill it in installments.

Dr. Cangiano says that his patients appreciate the convenience of being able to leave his downtown practice with their annual supply bag and the high-value annual rebate slip. His staff reminds patients that they're getting a premium product at an excellent value.

Dr. Patel says that if patients are entirely happy with their lenses, doctors won't force a change, but it's his job to make sure that he's tried to solve any problems they may have. All three doctors say that if patients leave the practice having had their complaints or concerns addressed, they've provided excellent service. **PA**

Reference:

¹Data on file. Bausch & Lomb Incorporated.

Bausch + Lomb INFUSE is a registered trademark of Bausch & Lomb Incorporated or its affiliates. Any other product/brand names and/or logos are the trademarks of their respective owners.

© 2022 Bausch & Lomb Incorporated or its affiliates. INF.0138.USA.22

“What Can We Do to Improve Your Contact Lens Experience?”

There’s one important question that the six optometrists at Lifetime Eye-care Associates in The Woodlands, Texas, ask their contact lens patients: “What can we do to improve your contact lens experience?” The answer reveals so much and opens the door to solving issues that patients were not even aware they had, says **Claudio Lagunas, OD.**

Years ago, the practice doctors adopted the strategy that it’s better for the practice and the patient to implement The Power of One™ contact lens strategy that finds that one-day and one-month contact lens wear helps improve patient compliance and routine exam frequency. The more recent Power of One™ 2.0 Program supports that with additional aggregated data¹ that shows that 87 percent of daily disposable contact lens wearers replace their lenses as scheduled, while only 34 percent of two-week replacement contact lens wearers replace their contact lenses as scheduled.

The Power of One helps practices, too, as patients who wear contact lenses spend more on goods and services sold by optometrists (an average of 123 percent more annually) than patients who solely wear eyeglasses. Daily disposable lens wearers spend up to 77 percent more annually on goods and services sold by optometrists than two-week replacement lens wearers.



Dr. Lagunas

And patients who wear multifocal daily disposable contact lenses spend 285 percent more than those who only wear eyeglasses.

As a result, “we want to be sure that every patient who is eligible knows that there is an option,” he says. That message is amplified by everyone in the practice:

the scheduler asks if the patient is coming in for contact lenses and eyeglasses, the technician encourages the patient to ask the doctor about wearing contact lenses and the doctor tells appropriate candidates that contact lenses are an option.

Dr. Lagunas says that about 80 percent of the patients in his practice are in one-day lenses, and nearly 40 percent are in the DAILIES TOTAL1® water-gradient technology lenses. The penetration follows the ways the lenses were introduced, with the spherical lens having the highest penetration followed by the multifocal, with the toric gaining market share.

The water-gradient technology of the DAILIES TOTAL1 material has been a game-changer for the practice, Dr. Lagunas says. “We tried it, and we felt like it offered an excellent experience, so why shouldn’t we allow patients to experience that? We feel like we are being good doctors when we tell patients that we want to share a product that we think will provide them with an outstanding experience.”

That’s why the question about the

“When I see a patient come in with a monovision correction, I smile.”

— Dr. Lagunas

patient experience is so important. “Some patients say they wish they could try a new lens. Or maybe they don’t know that there’s an option for them now that they’ve become presbyopic.”

Indeed, patients with presbyopia represent the biggest opportunity for contact lens growth now, he says. “Many of these patients may have thought that they could never wear contact lenses. When I see a patient come in with a monovision correction, I smile. We have a great option to transition them away from monovision and into binocularity.” Having the Water Gradient Technology in the family of DAILIES TOTAL1 lenses contributes to these lenses becoming his go-to for his contact lens patients. **PA**

Reference:

¹Alcon data on file, 2019.

Sponsored by Alcon Vision LLC

See product instructions for complete wear, care and safety information. **Rx only**

© 2022 Alcon Inc. US-VC-VCL-2200051

TWO TIPS

Dr. Claudio Lagunas offers these two strategies that have worked well for enhancing his contact lens business.

» **Fit first, then finish the exam:** To maximize the efficiency with first-time or changing contact lens prescriptions, the doctors in the practice have the patient put on the contact lenses right after the refraction and a quick slit lamp exam. “We do the fitting before we take and review the optomap images because we want to minimize idle time. The patient can be wearing the new lenses while we discuss test results and more,” he says. If the contact lenses need to settle before he can assess the fit, they use that time wisely

talking about disease prevention or products that might help their visual needs.

» **Add incentives for annual supplies:** Dr. Lagunas also offers patients \$5 plano sunglasses when they buy an annual supply. “We emphasize that the retail value is \$159, and the sunwear costs us about \$20. So it’s essentially knocking \$15 off the annual supply price, but patients perceive this as a very good value and a terrific convenience,” he says. He once heard a consultant say that the first stop for many new contact lens wearers is the sunglasses kiosk at another location, so this attractive offer ties patients to his practice even more. **PA**

THREE FEATURES COMBINE IN A GREAT MULTIFOCAL CONTACT LENS

For eye care professionals (ECPs) who already face difficulty in meeting the needs of presbyopic contact lens wearers, the visual demands of today's digital lifestyle may have made successful fits even more challenging. With the launch of the ACUVUE® OASYS MAX 1-Day MULTIFOCAL lens, many of these challenges can be met straight on. A next-level¹ lens features three remarkable design characteristics:

» TearStable™ Technology—optimizes wetting agent distribution throughout the lens and on the surface^{1,2,3}

» OptiBlue™ Light Filter†—reduces light scatter associated with blue-violet light^{†,2}

» ACUVUE® Pupil Optimized Design—the only brand family with 100 percent of parameters optimized by both age and refraction^{1,4}

Indeed, **Bob Davis, OD**, of Pembroke Pines, Florida, says that he's not sure which of these three characteristics exceeds the others in importance. It's truly the combination of the three that makes this lens such a winner in his practice. "The Pupil Optimized Design lens offers terrific comfort with ACUVUE®'s unique optical design,⁴ combined with the benefits of ACUVUE OASYS MAX 1-Day MULTIFOCAL—the first and only major brand multifocal contact lens with a blue-violet light filter,"^{†,4,5} he says.

Patients appreciate the advanced technology that brings added benefits, and Dr. Davis appreciates the reliability of the fitting process. "I can successfully fit more than 92 percent of patients in the first pair of lenses at the first visit,"⁶ he adds. "It reduces chair time when patients can leave the first visit with the first lens."

The aging eye

The visual demands of a digital lifestyle are challenging for many people. "But they are particularly troubling to the aging

eye because of an increased prevalence of tear film instability⁷," says **Denise Whittam, OD**, of New York, New York. "If the tear film is breaking up quickly, patients are likely to feel like their lenses are drying out or are uncomfortable. This could also cause patients to experience inconsistent vision."



Dr. Davis



Dr. Whittam

TearStable Technology is a manufacturing technology that optimizes wetting agent distribution on the surface and throughout the lens to support greater tear film stability and enhanced moisture retention.^{1,2,3} In clinical trials, patients reported all-day comfort,⁸ with 94 percent reporting comfort throughout the day⁸ and 90 percent reporting good end-of-day comfort.⁸

Presbyopic patients don't necessarily understand what's happening to their eyes, but they do know that they're not seeing as well. "Light scatter doubles by the age of 60⁹ and becomes even more intense as patients age. At the same time, their accommodative ability lessens, leaving many to feel frustrated by this highly noticeable sign of aging," Dr. Whittam says. Letting patients know that

there is an option that provides them with clear vision and comfort before they get frustrated is part of the conversation she has with patients.⁸

All-day comfort⁸

Comfort becomes so important "as we try to prevent dropouts," says Dr. Whittam. "During COVID-19, many patients told me that they stopped wearing contact lenses because of discomfort issues. But as these patients were going on video calls, they wanted to wear their contact lenses. They are looking to us to recommend a contact lens that allows them to see clearly at all distances⁸ and is comfortable.⁸ Now we can also tell them that these lenses offer a blue light filter."[†]

Dr. Whittam says that it resonates with

her patients when she tells them that ACUVUE OASYS MAX 1-Day MULTIFOCAL is the multifocal contact lens she wears. "I am one of those people who works a 15-hour day between patient care and giving lectures or reviewing literature. I used to have to take my contact lenses out after dinner; now, I can wear them as long as I want during the day," she says. What Johnson & Johnson Vision has done with ACUVUE OASYS MAX 1-Day MULTIFOCAL is combine these three technologies in a lens that hits all the marks. **PA**

[†]Versus ACUVUE® OASYS 1-Day.

¹Compared to competitor's designs, technology optimized for both the parameters of refractive error and add power.

⁴Versus publicly available information as of June 2022.

⁶Major brand contact lens manufacturers are Johnson & Johnson Vision Care, Alcon Inc., Bausch & Lomb and CooperVision, representing a total of 88.1% of the multifocal market share as of June 2022.

[†]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.

References:

- ¹JJV data on file, 2022. TearStable Technology Definition.
- ²JJV data on file, 2022. Effect on Tear Film and Evaluation of Visual Artifacts of ACUVUE OASYS MAX 1-Day Family with TearStable Technology.
- ³JJV 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.
- ⁴JJV data on file, 2022. CSM-ACUVUE PUPIL OPTIMIZED DESIGN Technology: JJVC contact lenses, design features and associated benefits.
- ⁵Lasky J. VIS-TD-108916/1: HEVL/Blue Violet Blocking Contact Lens Secondary Landscape Search. 2022
- ⁶JJV data on file, 2022: Stand-Alone Fit Success Claims for ACUVUE OASYS MAX 1-Day MULTIFOCAL Contact Lenses.
- ⁷Mostafa Y, Saif M, Saeed M, and ElSaadany S. The Effect of Age and Gender on Tear Film Breakup Time. *Egyptian Journal of Medical Research*. 2021;2:137-148.
- ⁸JJV data on file, 2022. Subjective Stand-Alone Claims for ACUVUE OASYS MAX 1-Day MULTIFOCAL Contact Lenses—Exploratory Meta-analysis.
- ⁹Van Den Berg TJ, Van Rijn LJ, Michael R, et al. Straylight effects with aging and lens extraction. *Am J Ophthalmol* 2007;144(3):358-363.

Performance-Tinted Contacts Popular With Athletes at Every Level

Sports vision is an overlooked area of specialization, says **Amanda Nanasy, OD**, of the Florida Institute of Sports Vision in Pembroke Pines, Florida. The most effective way to build that practice is to talk about sports with all patients. "Performance vision isn't just for elite athletes or even college athletes," she says. "Parents will spend \$400 on a bat for their child but don't think of bringing them to an optometrist—who has the tools to help them in important ways."

One of the newer tools Dr. Nanasy has in her toolbox is the ALTIUS® Performance-Tinted Contact Lens, exclusively distributed by ABB Optical Group. She had used the Nike MaxSight performance tinted lens when she first came out of optometry school, but she wasn't able to use it long before it was discontinued. The developers behind ALTIUS knew of her interest and encouraged her to be a beta test site.

ALTIUS is available in two performance tints with additional tints in development. She introduces the amber lens to any fast-ball athletes and others who are in glaring sun at times but cannot always wear their sunglasses, and a grey/green lens is helpful for many recreational athletes. The ALTIUS boxes also feature icons of the sports for which vision is enhanced effectively, which is a helpful reminder for the provider.

Another big change from earlier performance-tinted lenses is that ALTIUS is a daily disposable, spherical lens available in plano or in powers from -0.50D to -6.00D in 0.25D steps. These lenses filter 100 percent of UV light.

Let athletes try it

Dr. Nanasy is already seeing great interest in this lens in her sports vision practice, but she says a practice doesn't have to be a specialty practice to benefit. "My strategy was to roll it out with my teams. The athletes love them because they appreciate the reduction of excess light in the south Florida sun and the pop of contrast that they see," she says. Once she puts these lenses on

eyes and has the athlete try them in a game or practice situation, the impact is almost immediate. "When I've been able to introduce the lens to even one player, it spreads like wildfire among the team," she says.

Athletes tell her that the lenses provide an almost high-definition effect. "They tell me that they're able to see the ball better than ever before. And we get inquiries from coaches and trainers who notice the improved performance on the field."

She encourages ODs in community practices to work with high school teams and coaches or trainers. "Athletes want to play their best, and here's a tool that can help them see better, react faster and play better. All we have to do is connect the dots," she says.

Get some testimonials

Even if your patients don't include members of an NFL team, there are still great testimonials to be gathered. Dr. Nanasy recently

“When I've been able to [fit] one player, it spreads like wildfire among the team.”

— Dr. Nanasy

ALTIUS™
PERFORMANCE-TINTED CONTACT LENSES

provided some pairs for a young baseball player to wear. He wore them to practice the next day—and his mother called to order the 90-pack. "Since then, he has hit some crazy home runs. He told me that he has done great in practice every day—except for the day he forgot to bring his ALTIUS lenses." When patients have great results like this, Dr. Nanasy encourages practitioners to use these stories to encourage more athletes to call the office. "I asked him to send me a photo of himself with his gear and with his lenses on, with a quote and a signed media disclosure form," she says.

Opportunities for practice

Because the plano and corrective lenses require a fitting and prescription, it also ties into the general goals of an optometric practice. Athletes and their parents can buy many products to enhance their performance online, but to get these ALTIUS lenses, the patient must see an eye doctor. "Plus, this is not the only product you will be prescribing," she says. "Patients who need vision correction are great candidates for daily disposable lenses, prescription sunwear and more."

Whether athletes are professional or spend time on the golf course or bike trails, they want to see their best so they can perform their best.

ALTIUS is a great way to make a connection with patients, as well as provide an entrance into the vast opportunity for providing more performance enhancement care, she says.

Learn more about ALTIUS Performance-Tinted Contact Lenses at info.abboptical.com/altius. PA

Dr. Nanasy says that performance vision is a great way to connect with patients.