

BRINGING THE WOW FACTOR TO PATIENTS WITH ASTIGMATISM

Hang H. Thai, OD, has always prioritized bringing contact lens advancements to her patients in her Winter Garden, Florida, practice. As an early adopter of Bausch + Lomb INFUSE® for Astigmatism, she has found success in delivering both immediate and long-term benefits to her astigmatic patients, especially those who have had concerns about the vision or comfort of previous contact lenses.



Dr. Thai

"We always want something advanced for our patients, and Bausch + Lomb has great optics," Dr. Thai says. Comfort is critical as well, as patients often tell her they stopped wearing their contact lenses as much or altogether because of comfort complaints. The INFUSE family of lenses, with its innovative material and moisture-retaining properties, offers excellent comfort.

One of the standout features for Dr. Thai is the INFUSE for Astigmatism fitting set, which allows her to fit patients with higher than usual astigmatism quickly and effectively. "I can pull a -2.75D cylinder and have a patient walk away the same day with 20/20 vision," she says. She recalls a recent

case where a patient with high myopia and higher than usual astigmatism was thrilled to achieve clear vision.

The candidate pool

Astigmatism affects a significant portion of the population—24% of Americans have at least 0.75D of astigmatism in both eyes, while another 23% have it in just one eye. With INFUSE for Astigmatism, which launched in the summer of 2024, Dr. Thai has been able to offer a solution for these patients. "It was nice to be among the first in my territory to fit this lens. Having something innovative to share with patients adds to that 'wow' factor," she says.

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Beyond excellent optics, she appreciates that INFUSE for Astigmatism delivers lens stability and comfort, while helping to minimize contact lens dryness. "When I ask patients about contact lens dryness, some say, 'It's fine.' But then I ask, 'Do you want a different experience?' That's where I introduce the lens," she explains.

Stability is another key factor. "The stability of INFUSE for Astigmatism is very good," Dr. Thai says. The OpticAlign® Design works with the eye's natural blink to stay in place for clarity and comfort. INFUSE lenses are designed with High-Definition optics to help reduce halos and glare, even at night and in low-light environments. That results in consistently clear vision, with less vision fluctuations with eye movements and blinking.

Influx of patients

Located in west Orlando, Dr. Thai's practice continues to welcome new patients, many of whom are exploring contact lenses



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for the first time or have struggled with previous options. "We're seeing a lot of new people moving into the area, and this lens gives them an option they may not have had before," she says. The full range of INFUSE lenses, including multifocal, spherical and toric lenses, allows her to customize solutions for patients needing different corrections in each eye.

Getting her staff on board has also been instrumental in successfully integrating INFUSE into the practice. Her Bausch + Lomb representative has kept the team informed about product updates and trial offerings. She encourages staff members who wear contact lenses to try different lenses as they're introduced. "But even those who do not wear lenses hear the positive patient feedback about INFUSE," Dr. Thai says.

The high-value rebate on these lenses also helps patients make the switch. "For both new and established wearers, the rebate makes it an easier decision," Dr. Thai says. "It definitely helps with the sale, but more importantly, it helps patients feel confident in trying something that could help improve their vision or comfort."

With INFUSE for Astigmatism, Dr. Thai continues to provide innovative solutions for her patients, ensuring they leave her office with the best possible vision and comfort. **PA**

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