

REMOVE THE BARRIERS TO SAYING YES

Torrey Carlson, OD, watched his contact lens capture rate drop in the post-COVID-19 era as patients and customers changed their buying habits to online merchants. That made him realize that his presentation and recommendation in the exam room was not always enough to keep patients engaged. As such, Dr. Carlson took two steps that have helped boost his capture rate.

First, he signed up with a patient engagement system that sends automated messages to patients that they are due to reorder their contact lenses or schedule an exam. These messages help make it easy for patients and keeps Dr. Carlson's practice front of mind.

Secondly, he leaned into advances in contact lens technologies in all eight of his Tennessee practices—and lowered the price for patients, making it easier to say yes.

"I've always liked new technology," he says. In his group, "we have doctors who are speedy adapters to new technology and ones who adapt more slowly. In the past, I've done a bonus system for the doctors to reinforce presenting the new lenses," he says.

When BAUSCH + LOMB Infuse® lenses came out, however, he changed the strategy. "I decided that I was going to use that bonus money that I set aside to decrease the cost to the patient. And the lens took off," he says.

He says that his associate doctors also appreciate the strategy. "The bonus is not what moves doctors to prescribe the lenses. The challenge for them was the perception of the increased cost. They

didn't want to have that conversation with patients," Dr. Carlson says. "But when we could offer patients a competitive price for an advanced technology lens plus the high-value \$300 rebate, the doctors gained confidence that patients would love this lens."

Benefits

The doctors understood the value of the INFUSE lens family. INFUSE lenses are formulated with wetting agents and electrolytes, which helps tear film stability and keeps lenses feeling fresh through long workdays or hours of looking at device screens.

"We start with the benefits of a daily disposable lens. Having a clean, fresh lens every day is great, and INFUSE provides long hours of comfort and exceptional breathability," he says.

He appreciates the whole family of lenses. "The stability of the toric lens and the expanded parameter range are great." The INFUSE Multifocal offers seamless transitions between the zones, providing clear viewing at near, intermediate and distance vision. "Having two add powers streamlines the fitting process."

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—Dr. Torrey Carlson

Wide candidate pool

Dr. Carlson says that nearly all contact lens patients are potentially INFUSE patients. So he makes sure to ask the open-ended questions that help him identify how he can introduce the lenses as a solution for that patient. He'll ask questions like:

- If you could change one thing about your contact lens experience, what would it be?

- Are you using artificial tears, and how often?
- How many hours a day do you spend on computer and device screens?
- What time of day do you begin to be aware of the lenses?

"Many patients think that whatever their experience is, that's just the way it's supposed to be. Asking these questions lets them know that we understand that contact lenses may not be perfect," he says. Patients' answers open the door to a discussion on how advanced technology lenses may be able to address issues of comfort and clear vision, as well as the impact of today's digital lifestyle.

Being able to offer patients a great lens and an excellent price and rebate keeps them with the practice. He is confident his prices are competitive, and he is making it increasingly easier for patients to order and reorder their contact lenses through his practice.

Use reps' expertise

Dr. Carlson appreciates when his Bausch + Lomb and ABB Optical Group representatives come into the office to present to the staff. "We want our staff to know as much as possible about specific contact lenses

and strategies for selling them. When they are confident about the products and how we embrace them, they can even start some of the conversation. I've had technicians say, 'I've reminded this

patient to ask you about INFUSE contact lenses; I think they might be a good candidate.'"

There's no downside to presenting advanced technology contact lenses. "It's about being innovative. I want patients to experience a different lens, even if they don't choose it this year. They might be open to making the change at the next visit." **PA**

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Dr. Carlson