

FROM PERSONAL EXPERIENCE TO A PRACTICE FAVORITE

Bausch + Lomb INFUSE® lenses help boost practice's one-day fits

For **Bradley Powers, OD**, the journey with Bausch + Lomb INFUSE® lenses started as a personal one. Despite trying various contact lenses over the years, contact lens wear became more uncomfortable for him, he says.

"Over the past few years, I've tested countless lenses," but his experience with INFUSE was excellent, Dr. Powers says. "I told the doctors I work with at Eye Associates of Columbia & Charleston, and they ran with it. Many patients appreciate that several of the doctors wear it. It maintains its hydration for hours, and it feels good on the eye."

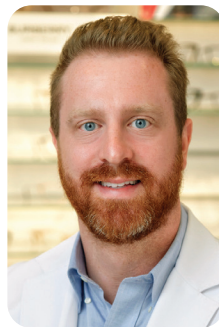
The INFUSE material blends osmoprotectants, electrolytes and moisturizers, ensuring up to 16 hours of moisture. It's available in sphere, toric and multifocal designs, allowing the doctors to present it as a one-day lens option for a variety of patients who might benefit from an advanced technology lens that provides excellent comfort and vision.

Dr. Powers' first-hand experience motivated him to engage more with Bausch + Lomb's reps, leading him to prescribe more of the company's products more actively than he had in the past. His advocacy for INFUSE is based on a simple goal: excellent patient outcomes. "For patients who have discomfort with their habitual lenses," many have said that INFUSE helps keep their contact lenses from

feeling dry. Our numbers of one-day lens sales have gone up," he says.

Ask questions—often

Powers and his team take an individualized approach, starting with a comprehensive intake form that asks patients if



Dr. Powers

they wear contact lenses, and more importantly, how they feel about them. If a patient answers affirmatively to a question, follow-up questions pop up on the screen. So if the patient is a contact lenses wearer, the system will prompt with

questions about whether the patient feels discomfort or wants to take out their lenses at a certain time of day, for example. Technicians might ask for some more details during the workup.

Yet even if the patient doesn't express dissatisfaction, the doctors also engage in a conversation about contact lens comfort. "We ask in the exam room if they'd like to try another lens. If they're open to trying a daily lens, we'll give them some to try," he says. In fact, he likes to provide patients with some trials so that they can

experience the convenience of a daily lens and the comfort of this lens particularly.

INFUSE lenses benefit those patients who struggle with contact lens discomfort. "All patients are candidates, but I particularly present it to any patient who is active, wears contacts for long periods or spends hours on the computer. They'll likely have a great experience with INFUSE," he says.

With the availability of INFUSE for Astigmatism lenses, Dr. Powers says that he now has an excellent option for those toric lens patients who complain of discomfort. "In the past, we have had to resort to lenses that don't quite match their prescription. This lens could be a solution for many of these patients," he notes.

Removing barriers

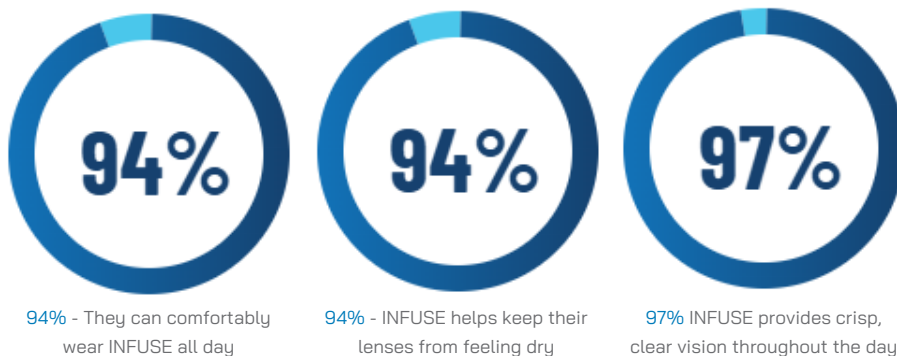
Patient rewards sweeten the deal for patients who buy an annual supply of contacts. "We don't price match, but at checkout, we emphasize that if they buy a supply, there's a discount or rebate. We tell them that it means that not only are they not going to run out, it's also a better deal financially."

While Dr. Powers doesn't dive deep into the science behind the materials or the optics with patients, he does highlight the comfort and hydration qualities. "Patients resonate with that more than the optics; they expect me to prescribe a lens that will deliver on optics. Comfort is what sells."

His enthusiasm for the lens brand—and patient reaction to it—has spread among his staff. "Staff has overheard me talking about how much I love these lenses. Then staff started hearing from patients how great their eyes feel. Several employees started wearing them, too. Now, they're telling patients, 'I love these lenses.' The positives sell themselves," he says. It's been a fast and organic growth based on the enthusiastic reactions.

Dr. Powers' personal journey with INFUSE has turned into a shared experience in his practice, helping patients find solutions that keep their eyes comfortable, even at the end of a long day. [PA](#)

Patients Who Tried INFUSE® Contacts Agreed†:



†Results of an online survey with patients who completed an evaluation program for Bausch + Lomb INFUSE® contact lenses and wore their trial lenses for ≥7 days (n=777). Survey results include patients who strongly agreed, agreed, or slightly agreed (on a 6-point agreement scale) with the surveyed statement, with a margin of error ±1.8%.

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