

# EXCELLENT PERFORMANCE WITH PATIENT-FRIENDLY PRICING

**K**evin Snipes, OD, is expanding his patient base, having added a fourth practice location in Louisville and Lexington, Kentucky, by placing a premium on patient comfort, predictable fittings and smart product choices. Across his offices, a steady focus has been the selection of contact lens families that deliver consistent outcomes. For the past several years, the Bausch + Lomb INFUSE® family of lenses has played an increasingly important role in his clinical and business strategy.

Dr. Snipes says the INFUSE sphere's entry into the market was challenging from a timing standpoint—its launch arrived right on the heels of COVID-19. But since Dr. Snipes began fitting the lenses regularly about three to four years ago, he has come to rely on them. A key appeal is the fit-set design: neat, well-organized and easy to work with during patient appointments. Having options in the INFUSE sphere, toric and multifocal lenses provides his practice the clinical flexibility to match many different refractive needs without changing fitting philosophy or lens materials.

In the daily disposable segment, INFUSE lenses occupy a distinctive position. He sees them as a strong value proposition among premium lens choices, due to the performance and the high-value

rebates. These lenses provide premium performance at a price point that is attractive to patients and with a margin that works well for the practice.

From a practice management perspective, that combination of clinical reliability and generous rebates has helped make INFUSE a go-to option for many patients.

## Comfort and handling

Comfort and handling are two attributes he hears about most from patients. Patients often tell him that the lens “feels like it’s not even on my eye.” Some patients ask for confirmation that a lens has been inserted. The wetting agents and electrolytes in the ProBalance Technology help tear film stability and keep lenses feeling fresh through long workdays or hours of looking at device screens.

The ease of handling has real clinical implications. Historically, Dr. Snipes sometimes hesitated to recommend a daily disposable for first-time contact lens wearers because of concerns about handling. With INFUSE, that barrier is low. The lens is an excellent match for new-wearer candidates who are ready to try contact lenses but might struggle with application or removal. These lenses are easy to handle and easy to insert.

Within the INFUSE family, the multifocal has particular prominence and has become one of the most popular multifocal daily options in his practice. Because it shares the same 3-Zone Progressive™ Design as the Bausch + Lomb ULTRA® lens he’s used for years, the multifocal represents a straightforward progression for patients and clinicians alike. He can transition a patient from a spherical INFUSE to

the multifocal without changing fit philosophy. Plus, his long experience with the ULTRA design gives him the assurance that the multifocal will perform predictably and provide his patients with excellent vision at all distances. That continuity—the ability to move from spherical to multifocal within the same design family—simplifies chair time and reduces the need for repeated adjustments.

## Smart business

In addition, the INFUSE family fits into broader business decisions. Among the premium daily offerings in his office, Bausch + Lomb strengthens the financial considerations with its high-value rebate. This makes INFUSE “a win for both of us,” Dr. Snipes says. Patients appreciate the comfort, clarity of vision and ease of use, and Dr. Snipes can offer and transition more of his patients into an advanced technology one-day lens.

Dr. Snipes encourages optometrists to offer patients the opportunity to try a different lens that might help provide them with excellent acuity and all-day comfort. Even if patients have dropped out of contact lenses in the past, Dr. Snipes can mention the advances in materials and design that might help patients achieve an excellent contact lens experience now. Non-wearers and wearers of other contact lenses may not know what benefits they might gain from making a switch, so Dr. Snipes wants to make it easy to let them try these lenses and experience the advantages for themselves. **PA**



Dr. Snipes

## WHAT INFUSE® ONE-DAY FOR NEAR- AND FARSIGHTEDNESS WEARERS SAID IN A SURVEY



agreed they can comfortably wear the lenses all day\*



said they have a positive overall opinion of the lenses†



agreed INFUSE® helps keep their contact lenses from feeling dry\*

\* 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 ±1.7%.

† 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 had a good, very good, or excellent overall opinion, with a margin of error ±1.4%.