

Digital Device Use Should Be Part of Every Conversation

David Holler, OD, FAAO, FSLs, of Clarity Vision of Apex in Apex, North Carolina, uses these five communication strategies to educate patients on how digital devices can impact their eyes and the unique treatments that can help.

"Today, patients are spending more time than ever on digital devices.¹ Patients have become more reliant on digital devices for work, school and leisure. The good news is that we have innovative treatments to help alleviate some of their symptoms," Dr. Holler wrote in an article posted on CooperVision's ECP ViewpointsSM webpage.



Dr. Holler

"Many patients are also unaware of the many different types of contact lens options that are available, including MyDay Energys[®] and Biofinity Energys[®] that may help with eye tiredness and dryness associated with digital device use.³ For patients already wearing a spherical lens, it's important to remember that most are also candidates for MyDay Energys and Biofinity Energys."^{†4,5}

Recommend Solutions to Help Reduce Symptoms. Dr. Holler likes to share something that patients may not know. For example, during his exam, "I explain that blink rates generally change during screen-time use.⁶ Specifically, I share that blink rates typically reduce from 12-14 blinks per minute, on average, to about four-to-six blinks per minute while a patient is on a screen."^{7,8} A contact lens that will help maintain its hydration could help compensate for the reduced blink rate that occurs while they are using digital devices, he wrote.

muscles to retain focus, they can become sore and tired.

Inform Patients. Addressing digital eye strain is a priority for his practice. "Most patients are interested in upgrading their technology. Beyond the latest phone, computer or watch upgrade, I find this also to be true with contact lens technology," he wrote.

That's why it's important to talk to every patient about their digital device use habits. "Prescribe innovative treatments, which can go a long way in helping your patients and your practice." **PA**

* Based on a statistically significant difference of the mean change in Accommodative Microfluctuations and when compared to a lens without DigitalBoost[™] after reading on an iPhone 5 for 20 minutes held at a distance of 25 cm. Study conducted with Biofinity Energys and sphere.

† On dispensing and after one month of wear.

References:

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3. CVI data on file, 2024.
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"Since nearly 60% of patients have never talked to an eye care professional about how digital device use affects their eyes, it's important that practices incorporate the digital device use discussion into every routine eye or contact lens exam."²

—Dr. David Holler

Start the Conversation. Dr. Holler notes that digital devices can contribute to a variety of symptoms: eye tiredness, dryness, a belief that their prescription has changed or frustration that they don't see as clearly at the end of the day.

"I make a point to talk to every patient about their digital device use habits. Since nearly 60% of patients have never talked to an eye care professional about how digital device use affects their eyes, it's important that practices incorporate the digital device use discussion into every routine eye or contact lens exam."²

Inform Patients They Are Contact Lens Candidates. Patients may not know that they are candidates for contact lenses.

Explain Contact Lens Technology in Easy-to-Understand, Impactful Terms.

"Once the link between symptoms and screen time is established, I explain that MyDay Energys and Biofinity Energys are unique since their material technology and lens design may help address dryness and eye tiredness."³ He explains how Aquaform[®] Technology, found in both of these lenses, helps the lens retain its water content, which also helps maintain optical quality and helps decrease dryness.³

Plus, he'll note how the DigitalBoost[™] Technology, also found in both lenses, may help ease stress from overworked eye muscles during digital device use.^{*9} "When you stare at something up close and use

Read Dr. Holler's full article and other ECP Viewpoints here.