

**Speaker Financial Disclosure**  
Bob Alexander has no financial interests to disclose.

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***'The Anti-Fatigue Lens Opportunity!'***  
Bob Alexander, ABOM, NCLEM

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**Objectives**

At the end of this presentation, you will be able to:

- Define digital eye strain (DES) and recognize
- Restate the marketing and communication strategy of MauiPassport Boost
- Identify proper ordering procedures
- Differentiate MauiPassport Boost from current competitor products
- Recall Marketing promotion associated with MauiPassport Boost
- Identify selling opportunities

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### Imbalance

*Capitalize on, or create opportunity?*

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### Opportunity Imbalance

Today's visual demands are different:



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### Opportunity Imbalance

**Digital Eye Strain (DES) Is Growing**

- 53% use computer more now than before the pandemic<sup>1</sup>
- 85% experience more DES<sup>1</sup>
- 59% experiencing more eye fatigue<sup>1</sup>
- 70% indicate protecting eyes and eye health in more important now than ever before<sup>1</sup>

11 Hours Per Day<sup>2</sup>



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**Opportunity Imbalance**

**Opportunities Are Decreasing!**  
9 in 10 Americans think it's important to take care of their vision<sup>2</sup>, however:

- Only 1 in 5 think going to the eye doctor regularly is important.<sup>3</sup>
- 39% didn't enroll in vision benefits last year.<sup>3</sup>
- 30% forget or can't make time for their annual exam.<sup>3</sup>



Types of Ophthalmic Survey Data Code: 05/07/2021

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**Opportunity Imbalance**

Creating Opportunity.

Having the correct lens portfolio is key!

Recognize & Recommend



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**Define DES**

What is DES and how do I recognize it?

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### Define DES

American Optometric Association states –  
Digital eye strain is a group of eye and vision related problems that result from prolonged use of digital devices.

- Symptoms –
- Headache
- Blurry vision
- Dry eyes
- Neck and / or shoulder pain
- Poor night vision
- A combination of these



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### Define DES

DES is generally referred to as being caused by –

- Glare on a digital screen
- Improper viewing distance
- Poor ergonomics
- Uncorrected vision problems
- A combination of these



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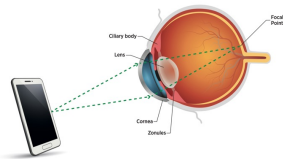
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### Define DES

However, this doesn't explain why DES occurs!

What is the root cause?



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# Physiology

Why does DES occur?

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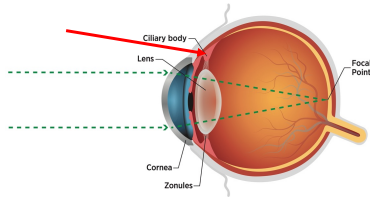
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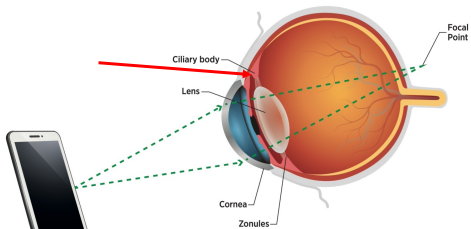
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# DES vs. Presbyopia

What's the difference?

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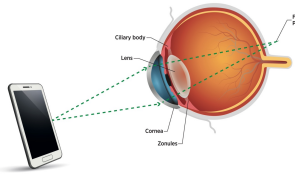
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## DES vs Presbyopia

### Presbyopia

- The decline or loss of the eye's ability to focus on objects at close distances.
  - The crystalline lens is losing or has lost the ability to properly focus at near.



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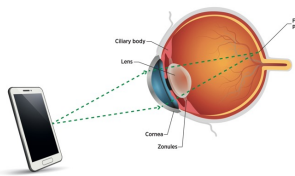
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## DES vs Presbyopia

### DES

- The onset of bothersome visual symptoms from the overuse of focusing muscle within the eye.
  - The muscles and crystalline lens are able to focus on objects up close
  - Become 'locked up' and cannot change focus quickly, or at all for long periods.



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### DES vs Presbyopia

#### Presbyopia

- Crystalline lens losing functionality
- Crystalline lens lost or losing ability to focus
- Often corrected with PAL
- PAL has intermediate power

#### DES

- Crystalline lens functions normally
- Crystalline lens affected by tired ciliary muscles
- Corrected with SV anti-fatigue lens
- Anti-fatigue lens has no intermediate power

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## DES Solution

How do I know what lens to offer?

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### Apply a Solution

Which version to recommend?

- Use questionnaire to determine level of DES
- Have patient complete prior to exam
- Review in lane & during handoff

**MauiPassport Boost - Eye Fatigue Questionnaire**

Please check all symptoms that you experience throughout your normal day.

<input type="checkbox"/> Blurred vision	<input type="checkbox"/> Itchy eyes
<input type="checkbox"/> Dry eyes	<input type="checkbox"/> Headaches
<input type="checkbox"/> Fluctuation in vision	<input type="checkbox"/> Heavy eyelid(s)
<input type="checkbox"/> Light sensitivity	<input type="checkbox"/> Trouble concentrating
<input type="checkbox"/> Red Eyes	<input type="checkbox"/> Neck and/or shoulder pain
<input type="checkbox"/> Eye watering	<input type="checkbox"/> Other _____

Do you use a reading computer?  Yes  No

If yes, how many hours per day? \_\_\_\_\_ Rate your visual comfort:  1  2  3  4

Do you use a smartphone?  Yes  No

If yes, how many hours per day? \_\_\_\_\_ Rate your visual comfort:  1  2  3  4

On average, how many hours per day do you spend outdoors? \_\_\_\_\_

On average, how many hours do you spend driving per day? \_\_\_\_\_

Do you wear sunglasses regularly?  Yes  No ... If yes, how many hours per day? \_\_\_\_\_

What are your hobbies? \_\_\_\_\_

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<input type="checkbox"/> Dry eyes	<input type="checkbox"/> Headaches
<input type="checkbox"/> Fluctuation in vision	<input type="checkbox"/> Poor night vision
<input type="checkbox"/> Light sensitivity	<input type="checkbox"/> Trouble concentrating
<input type="checkbox"/> Tired Eyes	<input type="checkbox"/> Neck and/or shoulder pain
<input type="checkbox"/> Eye rubbing	<input type="checkbox"/> Other: _____

Do you use a desktop computer?  Yes  No

If yes, how many hours per day? \_\_\_\_\_ Rate your visual comfort:  1  2  3  4  
Low fatigue High fatigue

Do you use a smartphone?  Yes  No

If yes, how many hours per day? \_\_\_\_\_ Rate your visual comfort:  1  2  3  4  
Low fatigue High fatigue

On average, how many hours per day do you spend outdoors? \_\_\_\_\_

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**Prescribing**

**How to determine boost power**

Use questionnaire to determine level of eye comfort.  
 Add the visual comfort scores together.

<p>Comfort Score = 5 or less</p> <ul style="list-style-type: none"> <li>• Start with +0.50D</li> <li>• Accompanied by more than 5 symptoms – Increase to +0.90?</li> </ul>	<p>Comfort Score = 6 or more</p> <ul style="list-style-type: none"> <li>• Start with +0.90D</li> <li>• Accompanied by only 2 or 3 symptoms – Decrease to +0.50D?</li> </ul>
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**Prescribing**

<p><b>Availability</b></p> <p>HOYA Sync – 0.57, 0.95, 1.32              Essilor Eyezen – 0.00, 0.40, 0.60, 0.85              ZEISS EnergizeMe –              MauiPassport Boost – 0.50, 0.90</p>	<p><b>Proper Fitting</b></p> <p>Mono PD              Mono Fitting Height              Add power in Rx</p>
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# Communication

## Overcoming Objections

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### Effective Communication

- Reveal – Why did the objection occur?
  - Apprehension
  - Confusion
  - Obstacle
- Recognize & Respond – Root cause?
  - Recognize root cause
  - Respond to show we are listening
- Resolve
  - Apprehension – Provide proof
  - Confusion – Provide correct information
  - Obstacle – Refocus on what we have to offer
- Recommend



The diagram illustrates a communication exchange. A woman on the left has a speech bubble that says "Not sure how those will help." A man on the right has a speech bubble that says "It seems you may be confused." This visualizes the concept of recognizing and responding to a customer's objection.

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### Reveal

ECP- I see that Dr. Jones has prescribed an anti-fatigue lens.

Patient – Yes. She mentioned that in the exam lane because I checked some symptoms and high fatigue levels on the questionnaire form. But I'm not sure how a pair of glasses is going to help with those symptoms I'm experiencing at work.

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**Recognize & Respond**

ECP – On the questionnaire you marked that you are experiencing itchy, watery eyes, blurred vision, and trouble focusing in addition to the discomfort. Is that correct?

Patient – Yeah. But I have glasses now. How will these glasses help with improving my visual comfort, itchy, watery eyes and trouble focusing? Lenses are lenses, right?

That's a fair question, and I can help clear that up for you.

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**Resolve**

ECP –It's all about your eyes getting tired. When you focus up close for long periods of time, the muscles in your eyes work very hard to keep that focus. When those muscles become fatigued, your eyes have trouble changing focus. That in turn can cause your eyes to become itchy and watery. Also, you blink less when working at close distances and that worsens as your eyes become fatigued. Because you blink less your eyes dry out and begin to water and become itchy. It's all about your eye muscles getting tired.

Patient - So this all stems from my eyes muscles getting tired?!

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**Resolve**

ECP – Yes. An anti-fatigue lens helps your eyes relax while viewing close objects by providing a boost in power where you view those close objects, in the lower portion of the lens. That's how this lens is different than what you are wearing currently.

Patient – Now it's making sense. Dr. Jones is relaxing my eyes while doing all those hours of close-up desk work during the day with the lenses she recommended.

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**Recommend**

ECP – Exactly! Relaxing your eyes is key to helping with *all* the symptoms you checked on the questionnaire. Is it OK to move forward with the MauiPassport Boost lens to help alleviate the visual issues you are experiencing?

Patient – Yes. Let's go ahead with the order.

ECP - Perfect! We have great success with this lens and I'm sure you'll do well too. Let's choose a frame and get started.

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