

## **Maximizing Contact Lens Practice Success**

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## Course Description

This course is designed to empower eye doctors and their teams to maximize the success of their contact lens practices. Participants will learn advanced techniques for enhancing patient satisfaction and loyalty, optimizing practice management, and leveraging cutting-edge technology in the contact lens field. The course will cover strategic marketing approaches tailored specifically for contact lens practices, effective communication techniques, and tips for streamlining operations to increase profitability. Attendees will be equipped with practical tools and insights to attract new patients, retain existing ones, and ensure the long-term growth of their contact lens practice.

## Learning Objectives

1. Describe strategies to enhance contact lens utilization, productivity, and profitability.
2. Discuss strategies to build an effective contact lens practice.

3. Describe advantages for taking a contact lens practice to the next level.

## Course Outline

### Setting The Foundation

#### 1. Overview of Contact Lens Market Trends

- Current market statistics
  1. Dispelling the myth that there is no money in contact lenses
  2. Global contact lens market
    1. Valued at USD 10.45 billion in 2023
    2. Global CL market expected to grow from \$11.08 billion in 2024 to \$18.30 billion in 2032
    3. CAGR of 6.5% in the forecast period
    4. Reference <https://www.fortunebusinessinsights.com/industry-reports/contact-lenses-market-101775>
- Emerging trends and innovations
  1. Specialty lenses
  2. Multifocals
  3. Astigmatism correction
  4. Sports vision

### Enhancing Patient Experience

#### 2. Patient Education and Communication

- Effective communication strategies
  1. EHR communication platforms
    1. texts
    2. emails
  2. Utilizing technology/videos to make CL insertion & removal trainings more efficient
- Tools and resources for patient education
  1. Brochures
  2. Emails
  3. Staff communication
  4. Telemedicine

### Clinical Practices

#### 4. Advanced Fitting Techniques

- Techniques / technology for precise fitting

1. Corneal topography
2. Corneal tomography
3. Scleral profilometry
4. OCT
5. Higher order aberration correct

#### **5. Managing Contact Lens Complications**

- Common complications and their management
- Contact lens discomfort
- Contact lens dropout
- TFOS Contact Lens Lifestyle report 2023
- Preventative measures
- Patient education

### **Business Strategies**

#### **6. Optimizing Practice Workflow**

- Efficient patient scheduling
- Leveraging staff roles and responsibilities

#### **7. Marketing Your Contact Lens Practice**

- Developing a strong online presence
- Community outreach and patient referrals

### **Financial Considerations**

#### **8. Pricing and Profitability**

- Setting competitive yet profitable prices
  1. Discuss various fee calculation strategies
- Understanding insurance and billing
- Offering value-added services and packages
  1. Upgrading patients (Freeform, Hydra-Peg, etc)

#### **9. Inventory Management**

- Best practices for stocking and ordering lenses
- Selling products
- Contact lens related products
  1. cleaning / filling solutions, plungers, stands, etc.
- Eyecare products
  1. Eyelid hygiene
  2. Warm compresses
  3. Artificial tears

### **Building Patient Loyalty**

#### **11. Follow-up and Aftercare**

- Best practices for patient aftercare
- Encouraging long-term patient relationships

- Medical examinations
- Patient referrals

## **The Future**

### **12. Future Directions in Contact Lens Practice**

- Anticipating future trends
- Continuing education and professional development