

Making Myopia Mainstream

Learn why our current plan will fall short for local and the global demand for myopia management. Understand what must be understood and implemented to meet the demand and make myopia mainstream.

Following this course attendees will understand:

- History of myopia, present, and future trends
- Ways/methods that management must be adopted to be mainstream.
- Global, country, regional ways to make myopia mainstream.

1. Where is Myopia Management - 10 minutes

- **a. The History of Myopia Management**
 - **i. What has been used**
 - Early methods and treatments for myopia.
 - Traditional approaches such as basic corrective lenses.
 - **ii. How has myopia been seen**
 - Historical perspective on myopia as a simple refractive error.
 - Evolution in the understanding of myopia as a progressive condition.
 - **iii. What has the evolution been**
 - Transition from corrective lenses to more advanced treatments.
 - Increasing recognition of the need for early intervention and management.
- **b. Where is Myopia Management Now**
 - **i. What is being used**
 - **1. Diagnostics**
 - **a. Refraction**
 - **i. Cycloplegic:** Use of cycloplegic agents to obtain accurate measurements.
 - **ii. Non-cycloplegic:** Standard refraction techniques without cycloplegia.
 - **b. Axial length**
 - **i. Contact axial length devices:** Instruments requiring contact with the eye.

- **ii. Non-contact axial length devices:** Instruments measuring without eye contact.
 - **2. Treatments**
 - **a. Orthokeratology:** Nighttime lenses reshaping the cornea.
 - **b. Soft MF:** Multifocal soft contact lenses.
 - **c. Atropine:** Low-dose atropine eye drops.
 - **d. Glasses:** Specialized glasses for myopia control.
- **ii. How is myopia seen and going to be seen?**
 - **1. Myopia has been seen as blurry vision**
 - **2. Myopia will be seen as an eyeball growing disease**
- **iii. What will happen if we stay at this pace?**
 - Potential increase in high myopia cases and associated complications.
 - The need for proactive management to prevent severe visual impairment.

2. What Are Practices Doing to Make Myopia Effective in Their Practice - 5 minutes

- **a. What kinds of myopia management are being adopted**
 - **a. Orthokeratology**
 - **b. Soft MF**
 - **c. Atropine**
 - **d. Glasses**

3. What Are the Reasons That Myopia Has Not Caught On - 10 minutes

- **a. Reasons why it has not caught on with practitioners**
 - **i. In office purchasing**
 - **1. Sale of contact lenses**
 - **ii. It takes too long**
 - **1. Many practitioners do not have time to see patients 3-5 times a year**
 - **iii. Struggle to implement**
 - **1. Do not know how to figure out the process**
 - **a. How much to charge**
 - **b. What paperwork is needed**
 - **c. How to train their team**
 - **d. What instruments are needed**
 - **e. How to talk with parents**
 - **f. Not comfortable working with children**
- **b. Reasons it has not caught on with parents**
 - **i. Lack of education**
 - **1. ECPs are not educating them**
 - **2. Mass media is not educating them**
 - **ii. It was not as much of a problem when they were children**
 - **iii. Cost**

- **c. How will this change?**
 - **i. As the percentage of myopes continues, and the progression of disease increases, more people will be forced to look for the cause.**

4. What Are Methods That Others Have Used to Tip to Mainstream - 15 minutes

- **a. History of dental model**
 - **i. History of dentistry**
 - **ii. How brushing and plaque became mainstream**
- **b. History of tipping point**
 - **i. Review of Malcolm Gladwell book**
 - **ii. How small things take a big tip**

5. How Can You Take Myopia Mainstream - 10 minutes

- **a. Start Local**
 - **i. Work in your practice with your team and your patients**
 - **ii. Work with your local ECP, pediatricians, and schools**
 - **1. Free seminars**
- **b. Work with companies**
 - **i. If you are using a company to do Myopia Management**
 - **1. Work with them to find out the initiatives they are doing**
 - **2. Join forces with them**
 - **ii. GMAC**
- **c. Go Global**
 - **i. Understand the global response that myopia will have**
 - **ii. Share that with other people every day.**