Slide 1

ASB
OPTICIANRY EDUCATION SERVICES

Why Contacts?
NCLE Level I - 1 hour

Andrew S. Bruce, LDO, ABOM, NCLE-AC

Contact: asbopticianry@gmail.com
Website: www.asbopticianry.com

1

Slide 2

On behalf of Vision Expo, we sincerely thank you for being with us this year.

Vision Expo Has Gone Green!

We have eliminated all paper session evaluation forms. Please be sure to complete your electronic session evaluations online when you login to request your CE Letter for each course you attended! Your feedback is important to us as our Education Planning Committee considers content and speakers for future meetings to provide you with the best education possible.

VISION EXPO

2

Slide 3

Financial Disclosure Statement

Andrew Bruce provides consulting services for . . .

- VSP Optics/UUniversity
- Mitsui Chemicals

- All relevant relationships have been mitigated
- He has NO financial interest in any product presented in this course.

3

www.asbopticianry.com

Event Handouts

"Contact Lens Terminology"

4

Benefits of Contacts

• Vision
• Cosmetic
• Convenience.

5

What's The BEST Corrective Lens Solution?

For . . .

• Physical activities
• Managing lens magnification effects
• Managing induced prism and optical aberrations
• Providing optimal field of vision
• Offering optimal cosmetics and comfort.

6

What's The BEST For Physical Activities?

- Working out at the gym
- Sports activities
- Outdoor vocational activities . . .

Best Solution: Contacts

7

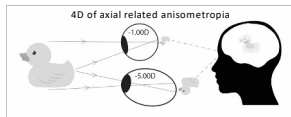## What's The BEST For Managing Magnification?

- All lenses result in magnification
- Plus lens = *positive* magnification
- Minus lens = *negative* magnification.

8

Magnification-Related Eye Conditions

- **Anisometropia**
- **Antimetropia**
- **Aniseikonia**

4D of axial related anisometropia

-1.00D

-5.00D

"A relative difference in size and/or shape of the ocular images formed by the two eyes."

9

Magnification
Influential Variables

- Dioptric power
- *Vertex distance*
- Base curve
- *Center thickness*
- Lens material *(refractive index)*

What's the best way to minimize vertex power, center thickness?
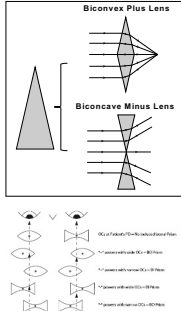
Best Solution: Contacts.

10

What's The BEST For Managing Induced Prism?

Biconvex Plus Lens

Biconcave Minus Lens

- Distortion
- Headaches
- Pulling Sensation
- Eye strain/fatigue
- Diplopia/vertical imbalance

What's the best way to avoid induced prism?
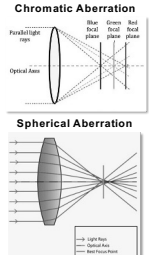
Best Solution: Contacts.

11

What's The BEST For Managing Optical Aberrations?

Chromatic Aberration

Optical systems are subject to peripheral errors in focusing . . .

- Chromatic aberration
- Spherical aberration
- Oblique astigmatism
- Distortion . . .

Spherical Aberration

Best Solution: Contacts.

12

What's The BEST For Optimal Field of Vision?

Field of View: *Area of useful vision that can be obtained with the eye held stationary*

Field of Fixation: *Area of object space within which direct foveal vision can be obtained by moving the eye with the head held stationary*

Best Solution: Contacts.

13

What's The BEST For Cosmetics & Comfort?

Eyeglass related concerns:

- Appearance
- Lens thickness
- Weight . . .

Best Solution: Contacts.

14

Why One or The Other?
Glasses OR Contacts?

- Why not both?
- How many people wear the same type of shoe for every occasion?
- Don't your patients deserve options for their vision correction?
- Present contacts to supplement eyeglasses, and vice versa.

15

Consumer Interest
Dual Wear Study: Contact Lens Institute

- 1 in 5 glasses-only wearers <u>VERY</u> interested in contacts
- 1 in 5 contact lens-only wearers <u>VERY</u> interested in glasses.

- 75% of glasses wearers reported contacts <u>NOT</u> discussed during most recent appointment
- 45% of contact lens wearers reported glasses <u>NOT</u> discussed during most recent appointment

16

Consumer Preferences
Dual Wear Study: Contact Lens Institute

Consumers Enjoy Having Options

17

Practice Benefits of Promoting Contacts

- Increased patient satisfaction
- Referrals cultivate practice growth
- Increased revenue!

18

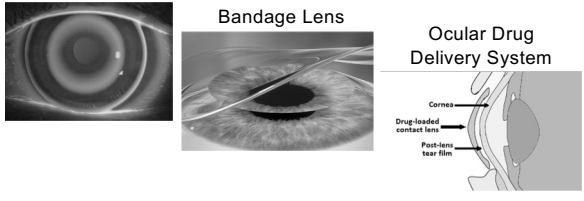**Alternative Uses For Contact Lenses**
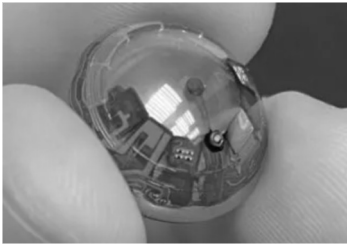
Myopia Control

Bandage Lens

Ocular Drug
Delivery System

Cornea
Drug-loaded
contact lens
Post-lens
tear film

19

Artificial Intelligence

20

**With Which Patients Should
You Plant The Seed?**

**Every Full-Time
Ametrope**

21

To Take Away . . .

Why Contacts?

- Minimize effects of lens magnification, induced prism, & aberrations
- Expands patients' visual freedom
- Many cosmetic and convenience benefits
- Consumer interest in dual wear of both contacts and glasses highlights the need for eye care professionals to communicate options
- Increases patient satisfaction by enhancing their quality of life, cultivating practice growth.

22

Thank You!
Any Questions?

Speaker Contact Information:
Andrew S. Bruce, LDO, ABOM, NCLEM, FCLSA

www.asbopticianry.com
Email: asbopticianry@gmail.com
Instagram: @asbopticianry

23