


Why Contacts?

NCLE Level I - 1 hour




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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.



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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.

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Event Handouts

"Contact Lens Terminology"




Aspheric lens:	An optical central thickness located by the edge of a contact lens. It has a curved outer edge of varying curvature (convex or concave).
Aspheric:	That optical design for contact lenses that provides the greatest eye comfort.
Bi-curve contact lens:	Soft contact lens used to correct astigmatism in regular contact lenses.
Base Curve (BC):	Curvature of the posterior surface of a contact lens. The smaller the radius of curvature, the steeper the curve.
Base Curve Power:	Power and curved radius of the base curve in diopters, or with the radius of the curve.
Bi-curve lens:	Soft contact lens with two different radii of curvature (one for the anterior and one for the posterior).
Bi-curve:	Lens design containing two different radii of curvature. It works on both the anterior and posterior surfaces.
Bi-curve:	Provides enhanced comfort to contact lens wearers by being more fitted to the eye.

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Benefits of Contacts

- Vision
- Cosmetic
- Convenience.



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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.

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What's The BEST For Physical Activities?



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

Best Solution: Contacts

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What's The BEST For Managing Magnification?

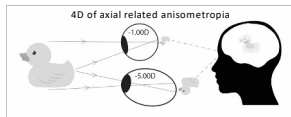
- All lenses result in magnification
- Plus lens = *positive* magnification
- Minus lens = *negative* magnification.



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Magnification-Related Eye Conditions

- Anisometropia
- Antimetropia
- Aniseikonia



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

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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.

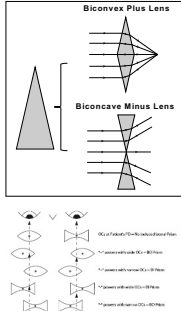
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What's The BEST For Managing Induced Prism?

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

What's the best way to avoid induced prism?

Best Solution: Contacts.



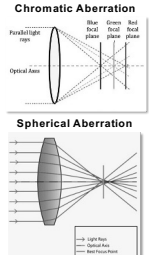
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What's The BEST For Managing Optical Aberrations?

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

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

Best Solution: Contacts.



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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.

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What's The BEST For Cosmetics & Comfort?



Eyeglass related concerns:

- Appearance
- Lens thickness
- Weight . . .

Best Solution: Contacts.

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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.

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Consumer Interest

Dual Wear Study: Contact Lens Institute



- 1 in 5 glasses-only wearers **VERY** interested in contacts
- 1 in 5 contact lens-only wearers **VERY** interested in glasses.

Appreciate Dual Wear Demand

- 1 in 5 of glasses-only wearers (20%) are interested in contacts
- 1 in 5 of contact lens-only wearers (20%) are interested in glasses
- 24% of adults use both contacts and glasses
- 36% of adults use both contacts and glasses


Cultivate Consistent Conversations

- 75% of glasses wearers reported that contacts were **NOT** discussed during most recent appointment
- 45% of glasses wearers report that contacts were **NOT** discussed during most recent appointment
- 45% of contact lens wearers reported glasses were **NOT** discussed during most recent appointment

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Consumer Preferences

Dual Wear Study: Contact Lens Institute



Survey the Situation

- 81% of glasses wearers reported that contacts were **NOT** discussed during most recent appointment
- 33% of contact lens wearers reported that glasses were **NOT** discussed during most recent appointment

Consumers Enjoy Having Options

Voice for Choice


- 88% Feel my best in different situations
- 82% Account for how my eyes feel every day
- 81% Choose how I want to look
- 72% Have more control over my vision
- 69% Customize my appearance based on different situations

Wearing my **Choice** is a powerful benefit.

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Practice Benefits of Promoting Contacts

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



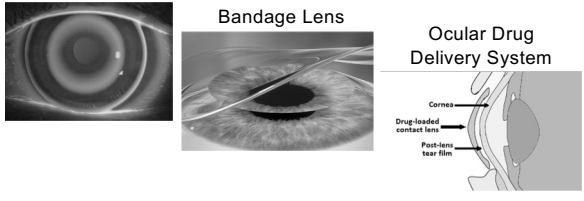
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Alternative Uses For Contact Lenses

Myopia Control

Bandage Lens

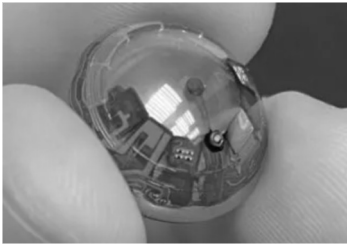
Ocular Drug Delivery System



The diagram illustrates an ocular drug delivery system. It shows a cross-section of the eye with a contact lens placed on the cornea. Labels indicate the Cornea, Drug-loaded contact lens, Post-lens tear film, and the eye's internal structures. The contact lens is shown to be in contact with the cornea, and the post-lens tear film is shown to be between the lens and the cornea.

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Artificial Intelligence



The image shows a contact lens being held by a gloved hand. A small, circular electronic component is attached to the lens, likely for artificial intelligence or data collection purposes.

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With Which Patients Should You Plant The Seed?

Every Full-Time Ametropes



The text is presented in a large, stylized star shape, emphasizing the recommendation for every full-time ametropes.

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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.

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**Thank You!
Any Questions?**

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