

Course Title

Dealing with Disruptors
Contact Lens Innovation Symposium
Vision Expo West 2025

Course Length - 1 Hour

Course Instructors - Moderator: Avani Dave, Panelists: Melissa Barnett, Pavan Avinashi

Course Category - Contact Lens

Course Description - Explore the evolving landscape of contact lens practice from both a patient and practice management perspective. This course will highlight both clinical and business disruptors impacting patient safety, retention, visual performance, and technological advancements. The lecturers will provide real-world perspective and discuss practical strategies to help attendees thrive in a rapidly changing contact lens marketplace.

Learning Objectives -

1. Investigate contact lens factors that disrupt patient safety, drop out, visual demands and ocular health
2. Discuss the facets of practice management involving the business of contact lens materials and patient retention

Course Outline -

Patient Management

- Overnight use of Contact Lenses
 - Extended wear
 - Replacement schedules
 - #1 Daily Replacement Contact Lenses
- Contact Lens Modality
 - Specialty lenses for “normal” patients
 - Expanding specialty lens services (opportunity for growth and niche)
 - Impression based and image guided designs improve efficiency
- New Contact Lens Technology
 - Drug eluting lenses and “smart” lenses
- Patient lifestyle
 - Environment exposure (water/swimming)
 - TFOS Lifestyle Report - Contact Lenses
- Emerging Presbyopia
 - Monovision vs. Multifocal vs. Pharmaceutical Adjuncts
- Pseudophakic patients

- Post-premium intraocular implants
- Complications
 - Fate of patients with past history of contact lens related complications (Microbial Keratitis, Red Eye, Conjunctivitis, Ulcer)

Practice Management

- Stance on Fitting Fees, Contact Lens Evaluations, Global Periods
- Regulatory Changes
 - FTC Contact Lens Rule (2020)
 - Impact on in-office sales
- Purchase and Source of Contact Lens Products
 - Online sale contact lenses
 - Pros: Patient convenience, cost
 - Cons: Poor compliance, product quality, loss of business
 - Manufacturer Direct to Consumer sales
 - Subscription services (Auto “refill”)
 - Benefits to practice
 - Pricing Transparency and Price “matching”
- Incorporating technology
 - Telemedicine:
 - Improving patient access to providers
 - AI Fitting Tools
 - Improving efficiency and reducing chair time
- Corporate Consolidation
 - Role of Private Equity
 - Impact of Large Retailers
- Patient retention techniques
 - Trial of new products and brands
- Impact of Social Media