

Contact Lens Delivers for Patients and Practice



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The first two articles in this series highlighted the opportunity that the Bausch & Lomb SofLens® daily disposable contact lens offers practitioners to move 2-week patients into a healthy, convenient lens option, which is cost effective for the patient and improves the practice's bottom line. But how does the theory work in real practices?

Converting the 2-week Patient

"I switch every possible 2-week contact lens patient to the SofLens daily disposable, and the main reason for that is compliance," says Benjamin Chudner, OD, Bremerton, Wash. "I find that 2-week lens wearers are far less compliant than daily disposable lens wearers." Dr. Chudner is concerned that patients stretch the wearing period from 2 weeks to as much as 3 to 5 weeks, creating a potential for problems.

Dr. Chudner also discusses with patients the difference in lens comfort at the beginning of their wear cycle vs. the end. He explains, "We have a lens that will feel as good every day as the first time you put in a fresh lens, because it is a fresh lens every day," along with the other advantages of the SofLens daily disposable. If the patient is hesitant, he offers a "no-risk trial." Patients can try the lens for a week, and if they do like the lens, they'll be charged the appropriate fitting fee.

What about cost? "Once the patient experiences the benefits of the lens—crystal clear optics, all-day comfort and convenience — they're sold and cost isn't an issue," says Chudner. "It's easier to explain solution savings and the total cost of lens wear when the patient already understands it from experi-

ence." In his practice, the success rate in converting 2-week patients to the SofLens daily disposable is about 87%.

Gregory Forsyth, OD, Raleigh, NC, doesn't see cost as an issue when refitting 2-week patients. "When we factor in the rebate, the lens is very affordable — less than a dollar a day, which is less than a cup of coffee. For very minimal expense, the patient gets a brand new pair of lenses every single day."

A "Go-To" Lens

Dr. Forsyth describes the SofLens daily disposable as his "go-to" lens. A new, sterile lens each day is one of the healthiest wearing options for patients, including first-time wearers. Dr. Forsyth also prefers this lens for a key patient segment.

"The SofLens daily disposable is a great lens for kids. It takes the compliance issue out of the equation," he says. "It's an easy sell. Parents are pleased to learn there are less compliance-related risks. The lens also offers great vision, and is easy to handle, which is another plus for kids."

For teen athletes, Forsyth favors the SofLens daily disposable not only for the crisp vision, comfort and convenience but also because of the price point. "If a child loses a lens while playing sports, it's inexpensive to replace as compared to a silicone hydrogel lens, which costs about \$8 or \$9 to replace," and this eases another parental concern. The SofLens daily disposable costs only about 50 cents to replace.

An Everyday Lens That Delivers

This lens is a good choice for a wide variety of patients, including children

and adults, because there is more to the lens than disposability. "With its unique design and packaging, the SofLens daily disposable is a great lens," says Dr. Chudner. "It's very comfortable and the optics are crystal clear. I really like this lens."

There can be hidden benefits as well. A recent case in Dr. Forsyth's practice involved a male computer analyst in 2-week lenses. He had dry eye issues and wasn't replacing the lenses as frequently as prescribed. Many days, he was only achieving 2 to 4 hours of comfortable wear. With the SofLens daily disposable, he comfortably wears his lenses 12 to 14 hours a day. Additionally, the patient reported that, since he's more comfortable on the computer and can wear his lenses longer, his productivity at work has improved. Needless to say, the patient is very satisfied.

Practice Builder Lens

The SofLens daily disposable also improves the practice bottom line, according to Dr. Chudner. There are added profits from refitting fees plus more profit per box of lenses than from the leading 2-week lens. Improved patient compliance also benefits the practice.

"When patients buy an annual supply of SofLens daily disposables, unlike with 2-week lenses, it only lasts for a year," Dr. Chudner says. "So they come back more regularly for their exams."

The SofLens daily disposable benefits both patient and practices in the real world. Now is the time to consider moving patients from 2-week lenses to this everyday, "go-to" lens.

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