



Taking Your Contact Lens Practice to the Next Level

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Best Education for Patient Care and Business Management

OPTOMETRIC
Management
SYMPOSIUM

Financial Disclosures

- ◆ Allergan
- ◆ Alcon
- ◆ Tarsus
- ◆ Eyenovia
- ◆ Oyster
- ◆ Dompe
- ◆ Ocuphire

Benefits of Focusing on CL Practice

- Financial Aspect
- Practice Growth
- Enhanced patient care
- Problem Solver

Key metrics to utilize

- What are KPIs
- Start Tracking
- Calculate current performance
- Identity areas of deficiency
- Set Goals & Track Progress
- Compare year to year
- Contact Lens KPI Examples

Common KPI Variables

- Above/below average fees or retail prices
- Contact lens capture rate
- Types of contact lenses and/or contact lens products
- Contact lens add-ons

Strategies to improve KPIs

- Doctor education/rx from the chair
- Inventory assessment
- Add-on's
- Annual supply capture rate

Training

- Doctor Training
 - Continuing Education
 - Learn from the experts
 - Staying current
- Staff Training
 - Office meetings
 - Lunch & Learns
 - Industry/vendor meetings

Specializing

- GPs
- Sclerals
- Hybrids
- Multi-focals/Toric CLs
- Aesthetic contact lenses
- Myopia Management

Embrace Innovations

- New Contact Lenses on the Market
 - How to stay current: CE, trend magazines, social media groups, peer-to-peer discussions
 - Summary of new lenses over last 2 years

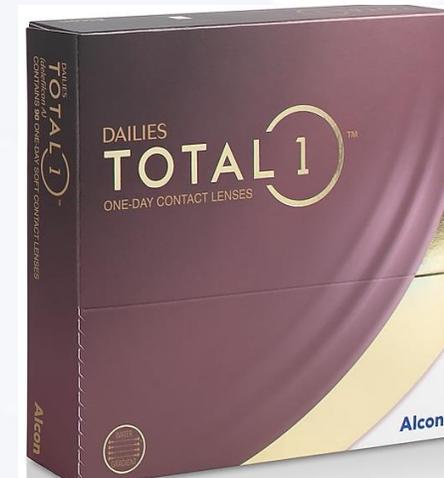
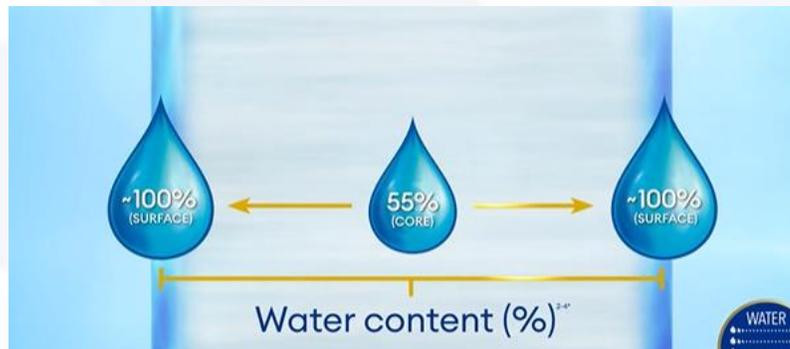
TOTAL 30 (Alcon)

- -2021 (August)
- -monthly replacement
- -material: lehfilcon A
- -CT: 0.09mm
- -Dk/T: 154, 100% surface water content
- -Celligent technology: biomimetic features help resist bacteria & lipid deposits
- -Water gradient technology
- -Class I UV absorption & HEVL



Alcon's Water Gradient Technology

- -mimics the epithelium glycocalyx
 - Glycocalyx: brush like structure that increases water content toward the lens tear film interface
- -claim is that the surface is highly wettable & contains a minimal amount of silicone which decrease friction from mechanical trauma during blinking



TOTAL 30 Parameters

Power Range	Increments
-0.25 to -8.00 D	0.25 steps
-8.50 to -12.00 D	0.50 steps
+0.25 to +6.00 D	0.25 steps
+6.50 to +8.00 D	0.50 steps

- 8.4 BC, 14.2 mm Diameter**
- Daily wear only**
- 6 ct/box and 1ct/trail pack**



PRECISION 1 & PRECISION 1 FOR ASTIGMATISM



- -Daily Disposal
- -material: verofilcon A, CT 0.09mm
- -Dk/T: 100
- ->90% UVA, >99% UVB blocking
- -Water Gradient Technology
- -Precision Balance 8|4 design for stability
- -Toric: 6 o'clock scribe mark

PRECISION 1 Parameters

Power Range	Increments
-0.50 to -6.00 D	0.25 steps
-6.50 to -12.00 D	0.50 steps
+0.50 to +6.00 D	0.25 steps
+6.50 to +8.00 D	0.50 steps

- 8.3 BC, 14.2 mm Diameter**
- Daily wear only**
- 30ct or 90ct packaging; 5ct trail pack**



PARAMETERS	Sphere Power	Cylinder	Axis
	+4.00D to +0.25D (0.25D steps)	-0.75D, -1.25D, -1.75D	10°, 20°, 70°, 80°, 90°, 100°, 110°, 160°, 170°, 180°
		-2.25D	10°, 20°, 160°, 170°, 180°
	Plano to -6.00D (0.25D steps)	-0.75D, -1.25D, -1.75D	full circle 10° steps
		-2.25D	10°, 20°, 70°, 80°, 90°, 100°, 110°, 160°, 170°, 180°
	-6.50D to -8.00D (0.50D steps)	-0.75D, -1.25D, -1.75D	10°, 20°, 70°, 80°, 90°, 100°, 110°, 160°, 170°, 180°
-2.25D		10°, 20°, 160°, 170°, 180°	

Material	verofilcon A
Lens Technology	SMARTSURFACE® Technology
Surface water content	> 80%
Core water content	51%
Design	PRECISION BALANCE 8 4® (prism-ballast)
Base curve (mm)	8.5
Center thickness (mm)	0.10 (-3.00D)
Modulus (MPa)	0.6
Diameter (mm)	14.5
Dk/t	90 @ -3.00D
Wear Schedule	Daily Wear, Daily Disposable
Packaging	5-ct. (trials), 30-ct., 90-ct.
UV Blocker**	Class I UV blocker (≥90% of UVA, ≥99% of UVB)
Handling Tint	VISITINT®

COVERS
94% OF
ASTIGMATS*
2,300 PARAMETERS

Dailies Total 1 for Astigmatism

- -daily disposal
- -material: delectafilcon A
- -Water Gradient technology
- -Precision Balance 8|4
- -BC 8.6
- -Diameter: 14.5
- -30 or 90 ct; 5ct trials



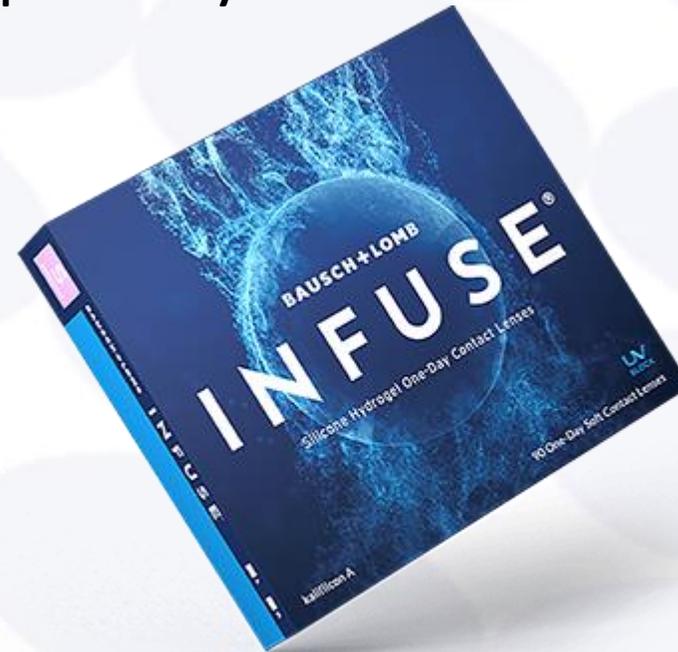
Parameters



Sphere Power	Cylinder	Axis
+4.00D to +0.50D (0.25D steps)	-0.75D, -1.25D, -1.75D	10°, 20°, 70°, 80°, 90°, 100°, 110°, 160°, 170°, 180°
	-2.25D	10°, 20°, 160°, 170°, 180°
Plano to -6.00D (0.25D steps)	-0.75D, -1.25D, -1.75D	Full circle in 10° steps
	-2.25D	10°, 20°, 70°, 80°, 90°, 100°, 110°, 160°, 170°, 180°
-6.50D to -8.00D (0.50D steps)	-0.75D, -1.25D, -1.75D	10°, 20°, 70°, 80°, 90°, 100°, 110°, 160°, 170°, 180°
	-2.25D	10°, 20°, 160°, 170°, 180°

Infuse (Bausch & Lomb)

- -daily disposal silicone hydrogel
- -Kalifilcon A material
- -Dk/t=134
- -proprietary combo of ingredients inspired by TFOS's DEWS II report



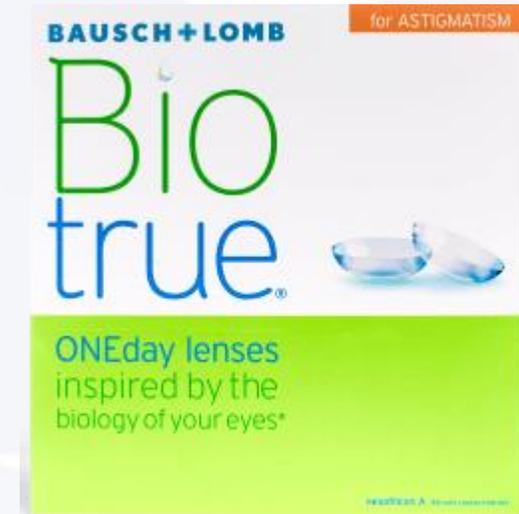
BAUSCH + LOMB INFUSE® LENS PARAMETERS

MATERIAL	kalifilcon A	UVA/UVB†	Class II
WATER CONTENT	55%	BASE CURVE	8.6mm
OXYGEN TRANSMISSION	134 Dk/t @ -3.00D	DIAMETER	14.2mm
MODULUS	0.5 MPa	CENTER THICKNESS	0.08mm @ -3.00D
VISIBILITY TINT	Light blue	POWERS	+6.00D to -6.00D in 0.25 steps -6.50D to -12.00D in 0.50 steps
MODALITY	Daily disposable; Daily wear indication	SPHERICAL ABERRATION CONTROL	Yes



Biotrue ONEday for Astigmatism (Bausch & Lomb)

- -daily disposal
- -"Inspired by the biology of your eyes"
- -nonionic hydrogel material (HyperGel)
- -maintains its moisture for up to 16hrs
- -UVA & UVB blocking
- -BC 8.4, 14.5mm diameter



Sphere Powers	<p>-9.00D to -6.50D (in 0.5 steps)</p> <p>-6.00D to +4.00D (in 0.25 steps)</p>
Cylinders ?	<p>-0.75D, -1.25D, -1.75D, -2.25D, -2.75D</p>
Axes ?	<p>For -9.00D to -6.50D Cylinder -0.75D, -1.25D, -1.75D: 10°, 20°, 60°, 70°, 80°, 90°, 100°, 110°, 120°, 160°, 170°, 180° Cylinder -2.25D: 10°, 20°, 90°, 160°, 170°, 180°</p> <p>For -6.00D to Plano Cylinder -0.75D, -1.25D, -1.75D: 10° to 180° in 10° steps Cylinder -2.25D: 10°, 20°, 70°, 80°, 90°, 100°, 110°, 160°, 170°, 180°</p> <p>For -6.00D to Plano in 0.50D steps Cylinder -2.75D: 10° 20° 90° 160° 170° 180°</p> <p>For +0.25D to +4.00D Cylinder -0.75D, -1.25D, -1.75D: 10°, 20°, 70°, 80°, 90°, 100°, 110°, 160°, 170°, 180° Cylinder -2.25D: 10°, 20°, 80°, 90°, 100°, 160°, 170°, 180°</p>

Biofinity XR Toric: Expanded Parameters

- -Now available +10.00 to -10.00D (0.50 D steps after +/- 6.00D)
- -Cyl powers -2.75 to -5.75 with an axis of 5 degrees to 180 degrees with 5-degree steps
- -monthly, daily wear
- Material: comfilcon A
- -Dk/t 116
- -BC 8.7m 14,5mm diameter
- -6 pack blisters



Acuvue Oasys Multifocal (Johnson & Johnson)

- -Pupil optimized design
- -2 week disposal
- -Material: senofilcon A
- -Class 1 UV blocker
- -aspheric center



Parameters

8.4 mm base curve/14.3mm mm diameter

-9.00D to +6.00D (0.25D steps)

ADDs:

LOW: +0.75 to +1.25

MID: +1.50 to +1.75

HIGH: +2.00 to +2.50



Acuvue Theravision with Ketotifen (Johnson & Johnson)

- -daily disposal contact lens with same material as 1-day Acuvue Moist Contact Lens
- -1st FDA approved correct lens that also relieves ocular allergic itch
- -19mcg of antihistamine Ketotifen (H1 histamine receptor antagonist)
- -J&J states patients can get relief in as quickly as 3 minutes after insertion & can last up to 12 hours
- Indicated for prevention of ocular itch due to allergic conjunctivitis (not for active cases)



Lens Details

Lens material	etafilcon A
Technology	Theravision® with Ketotifen
Diameter	14.2 mm
Base curve	8.5 mm
UV Blocker ^{†^}	Average 88% UVA, Average 99% UVB, Class 2
Power	-0.50 D to -12.00 D
Water content	59%
Centre thickness	0.084 mm
Dk/t	25.5
Visibility features	Visibility tint '123' inversion indicator
Optimized packaging solution	Preservative-free, pH neutral buffered solution
Active ingredient	Ketotifen 0.019 mg per lens
Package size	30 Lenses

Parameters

8.5 mm base curve/14.2 mm diameter

Power Ranges

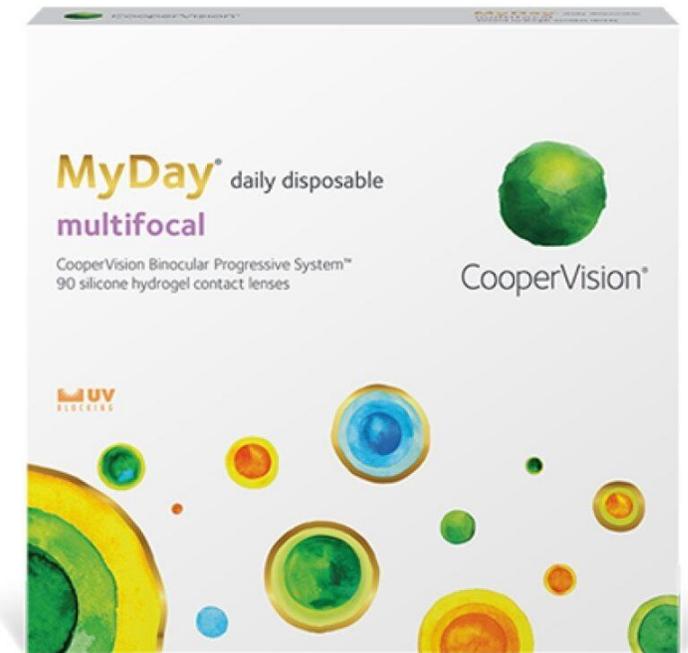
-0.50D to -6.00D (0.25D steps)

-6.50D to -12.00D (0.50D steps)



Myday Multifocal (Cooper Vision)

- -daily disposal
- -silicone hydrogen
- -Dk/T 80
- -Class 2 UV blocking (85% UVA, 96% UVB)



<p>MyDay[®] multifocal</p> 	<p>stenfilcon A / 54%</p>	<p>8.4</p>	<p>14.2</p>	<p>+8.00D to -10.00D (0.25 D steps) -10.50D to -12.00D (0.50 D steps)</p>	<p>Low: +0.75D to +1.25D Mid: +1.50D to +1.75D High: +2.00D to +2.50D</p>	<p>Binocular Progressive System™</p>
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Eyeris

- -daily disposal
- -8.5 BC, 14.3mm Diameter
- -Dk/t: 31.5
- -material: hioxifilcon A
- -"most affordable"



Power Range	Increments
-0.50 to -7.00 D	0.25 steps
-7.50 to -13.00 D	0.50 steps
+0.50 to +4.50 D	0.25 steps
+4.50 to +6.00 D	0.50 steps



we don't sell to

contactsdirect LensDirect

HUBBLE Walgreens

lens.com eyeconic COSTCO OPTICAL

WARBY PARKER 1800 contacts®

EZCONTACTS lensabl RX Pharmacy & Optical Coastal

SimplifEyes 1Day (SynergEyes)

- -daily disposal
- -enhanced by Dual Tangible Polymers
- -aspheric optics
- -UVA/UVB blocker
- -Dk/T 34
- -30 or 90 lenses/box



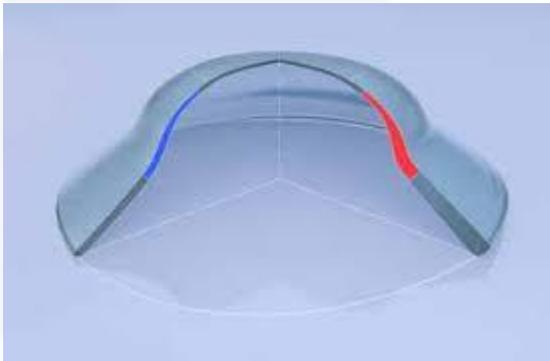
SimplifEyes 1Day Parameters

Power Range	Increments
-0.50 to -6.00 D	0.25 steps
-6.50 to -10.00 D	0.50 steps
+0.50 to +4.00 D	0.25 steps

-8.6 BC, 14.2 mm Diameter
-Daily wear only

Paragon CRT & Paragon CRT Dual Axis

- -Ortho-K lenses (myopia management)
- -Reverse geometry corneal lenses manufactured in high-Dk gas permeable material



CooperVision®
Specialty EyeCare

Paragon
CRT®

Euclid Max

- -Ortho-K lenses (myopia management)
- -Hyper Dk of 180 (highest for any overnight US Ortho-K brand)

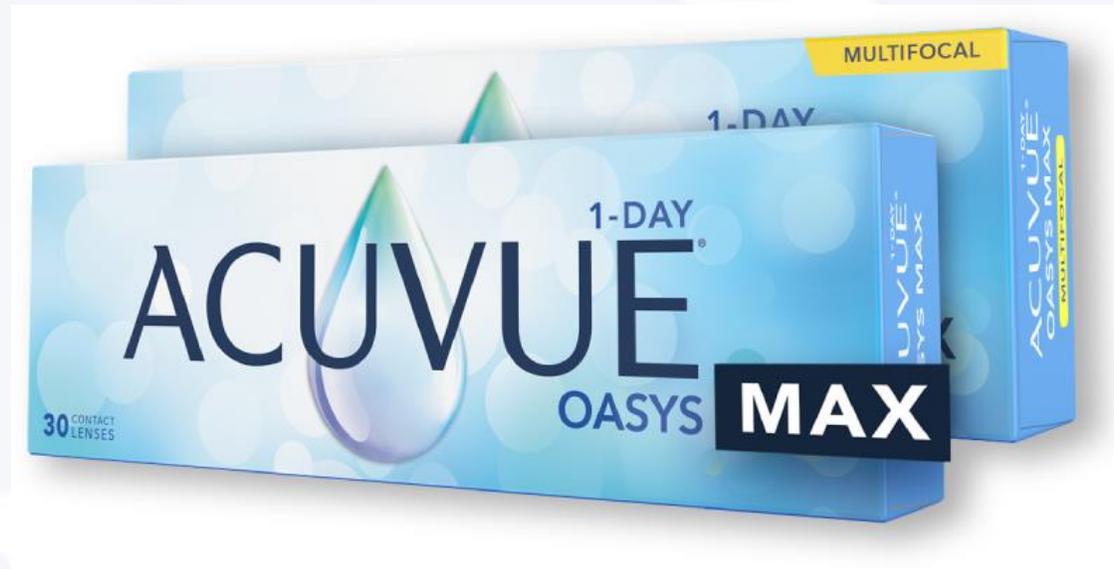


Acuvue Abiliti Overnight Therapeutic Contact Lens (Johnson & Johnson)

- -Orthokeratology Myopia Management
- -Social cause: each annual purchase will underwrite a free comprehensive eye health exam for children via Sight for Kids

The logo for Acuvue Abiliti is displayed in a white rectangular box. It features the word "ACUVUE" in a small, blue, sans-serif font with a registered trademark symbol, positioned above the word "abiliti" in a larger, blue, lowercase, sans-serif font with a trademark symbol.

Acuvue Oasys Max 1-Day



Other Contact Lens Technologies



MARLÖ



Advertise

- Showcase contact lens services
- Patients may not realize they are a contact lens candidate
- Use Social Media
 - Low cost, real world patient examples
- Social causes
 - B&L recycling program
 - Cooper Vision & Plastic Bank Partnership

Contact Lens Billing & Coding

- Medically necessary contact lenses
- Understanding VCP benefits & allowances
- Scleral & GP billing
- ABNs

Communicating value to patients

- Contact lenses can solve problems
- Full time, prn, or hobby use
- Rebates, shipping costs, coupled discounts

Evaluate current processes & systems

- Office flow
- Technology
- E-Commerce
- Communication systems
- Inventory assessment

Questions?

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