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## Top 5 Clinical Tips To a Successful Contact Lens Practice

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1

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2

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## Financial Disclosures

- Coopervision
- Zyloware
- Macuhealth

3

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## What Is The Definition of Success?

Success: the accomplishment of an aim or purpose

4

My 5 Tips For Success

- Stop, look and LISTEN
- Keep a Watchful Eye
- Prescribe Often and Differently
- Presbyopic Potential
- Astigmatism Matters

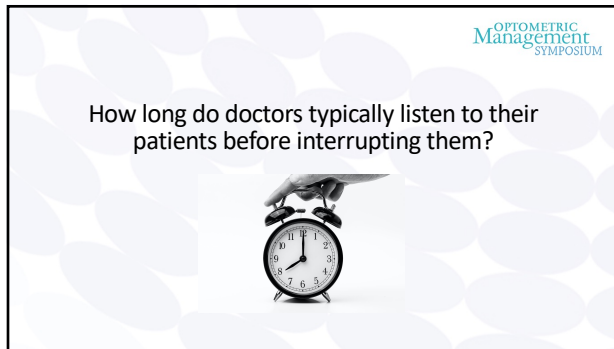
5

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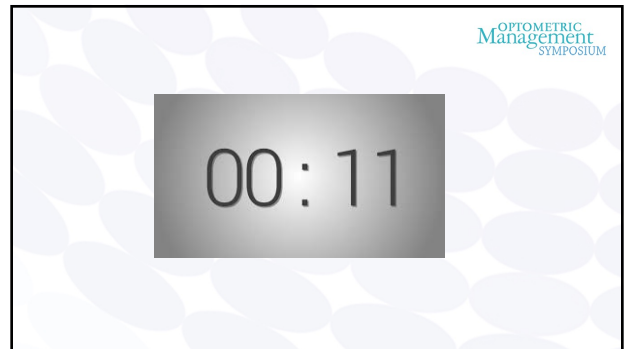
## Stop, Look and Listen



6



7



8

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Studies show...

A study was done of 112 clinical encounters...

- In only 40 visits did the practitioner ask what brought the patient in
- The physician then interrupted them 67% of the time
- Time to interrupt was 3- 234 seconds
- 60% of the time interrupted to ask a closed ended question

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC688264/>

An illustration of a doctor and a patient sitting and talking, with the doctor holding a tablet.

9

Shhh....

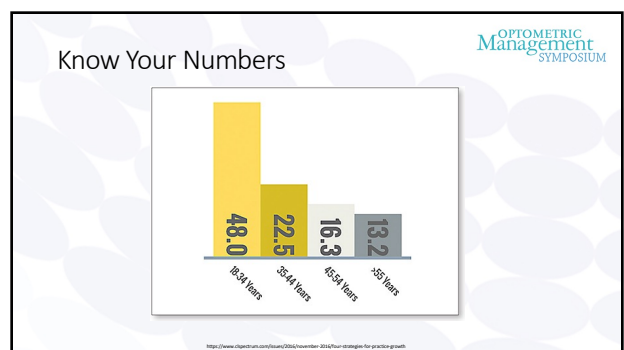
- Let the patient talk- do what you need to do!
- They will often give you the solution
- Ask good, probing questions- ONCE they are done

An illustration of a French Bulldog looking up at a hand with its index finger pressed against its lips in a 'shh' gesture.

10



11




12



### Be Mindful

- Who is wearing contacts?
- What are your patients' trends?
- **Look out for the slow dropout**
- What aren't they telling you?
- Look for the reason

13



### Different Types of Dropout

- Not just the patient who stops wearing
- How many boxes are they purchasing?
- You won't hurt my feelings!
- Be solution oriented

14




### Treat the Reason

- 50-95% of patients who wear contact lenses will report to their OD with problems
- Most common problems?
  - Dryness and discomfort
- Make sure to use the best technology and material!
- "It's not me- it's you!"

<https://www.optometric.com/news/2022/november/2022-four-strategies-for-practice-growth>

15



### Peek beneath the hood

- Don't ignore pre-existing ocular surface issues
- Start with a tear film, lid and lash assessment
- Talk and scan!
- Don't forget the blink
  - Efficacy
  - Natural blink rate
  - TBUT

16

But...they are more expensive!




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17

### Instant Gratification?

- You may have to treat dry eye first
- Communicate!
- Gain trust
- Know your limits



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18

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## Be Different



19

## Be Different

- Who is the patient in your chair?
- What are their needs?
- Do they need more than one solution?

20

## Athletes

- MOTIVATED!
- Daily disposables
- UV exposure
- Dryness
  - Dusty environments
  - Poor blink rate
  - Low humidity
- Correct mild refractive errors
  - -0.25DS
  - -0.75DC



21

## Contact Lens Options: Sports

Soft/Disposable	Scleral	Ortho K	Hybrid
<ul style="list-style-type: none"> <li>• "Off the rack"</li> <li>• Good comfort</li> <li>• May not be optimal for some Rx's/situation</li> </ul>	<ul style="list-style-type: none"> <li>• Good acuity/optics</li> <li>• Higher cost</li> <li>• Skill?</li> <li>• Equipment cost?</li> </ul>	<ul style="list-style-type: none"> <li>• Free of daytime CLs</li> <li>• Myopia management</li> <li>• End of day VA may not be as crisp</li> <li>• Equipment cost?</li> </ul>	<ul style="list-style-type: none"> <li>• Good acuity and stable optics</li> <li>• Skill?</li> <li>• Equipment cost?</li> </ul>

22

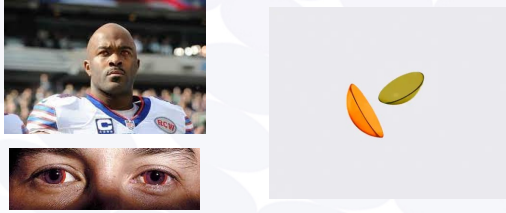
## Multiple Rx's Are Ok!

- Monovision/multifocal patients may need distance only Rx
- DV with NVO may need multifocal or modified multifocal
- Mild Rx may need CLs just for sports
- Ortho K for spectacle patients (swimmers)



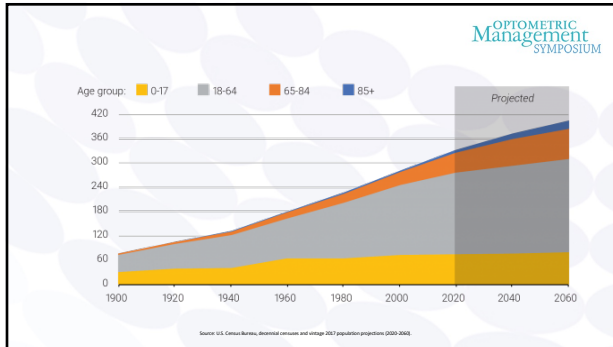
23

## Performance Tinted Single Use CLs



24





31

### Presbyopic Pearls

1. Talk to ALL presbyopic patients about contact lens wear
2. Embrace multifocal lenses
3. Start early
4. Treat ocular surface disease

32

### Presbyopic Pearls

- ✓ Follow the fitting guide
- 🗨️ Communicate, communicate, communicate
- 🤝 Under promise and over deliver
- 🎯 Real world targets
- 🏆 Celebrate the successes

33

### Astigmatism Matters

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### Astigmatism In Our Patients

- 1 in 3 patients has astigmatism
- 32% of contact lens wearers have astigmatism

Yet.....

- Only 10% of those patients wear a toric lens

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How many of us prescribe the spherical equivalent in glasses?

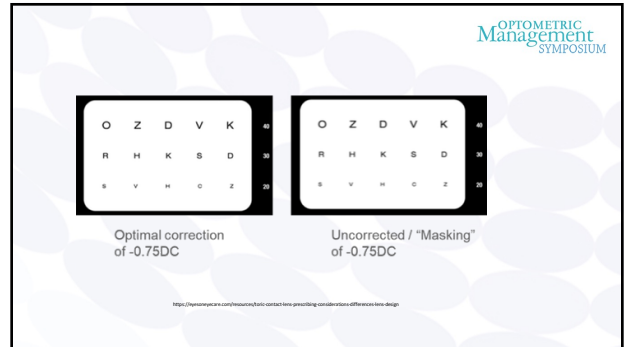
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37



38

### Uncorrected Astigmatism

- Blurred vision (worse at night)
- Glare
- Asthenopia
- Headache

I always thought this was normal

People with astigmatism driving at night be like.....

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### What Do They Want?

- A study of 60 habitual soft lens wearers (Rx range of +4.00 to -9.00DS, -0.75 to -1.75DC, axis range 0-180):
  - 3.5x more patients preferred toric lens vs spherical (78% to 22%)
  - 96% of astigmats were willing to pay more for toric lens
  - 90% of low astigmats (-0.75DC) were willing to pay more

(JGCI Study on file 2015. Biostat, subject masked, randomized, cross-over study, 1-week CD wear with 1-DAY ACUVUE MOIST for ASTIGMATISM and 1-DAY ACUVUE MOIST)

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40

### We Have Options!

- Reusable soft lenses
- Daily disposable
- Custom soft toric
- Ortho K (sphere and toric)
- Spherical GP
- Back surface toric GP
- Scleral GP

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### Don't Forget the Presbyopes!

- Monovision isn't the only option!
- Soft multifocal toric
- GP multifocal
- Hybrid MF
- Scleral MF

42

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Lens Type	Advantages	Disadvantages
Soft Toric Multifocal	Comfort, stock/custom, planned replacement	Limit on material/design, stability, optics
GP Multifocal	Optics, range, customization	Comfort, dislodgement
Hybrid Multifocal	Optics, customization, comfort (compared to GP)	Handling can be a challenge
Scleral Multifocal	Optics, comfort	Expertise, cost
Soft Lens Monovision	Comfort, parameters, replacement	Optics

43

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### Presbyopic Astigmats

- Check vision binocularly at distance and near
- Use loose lenses for over refraction
- Use real world examples
- Give time to adapt
- Use your lab consultants and fitting guide!
- Don't be afraid to refer


44

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### Goals




Think differently about your patients



Use the newest technology and designs



LISTEN



Look beyond the lens


45



46


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47