Three Insights Into Providing Successful Vision Correction

My travels have taken me to many different countries, which has increased my appreciation of vision. Like most people, I need a reminder of how vital my vision is. It not only allows me to navigate through unfamiliar surroundings, it lets me admire the cultures and sights. Vision also matters to our patients, and I have provided a few insights into how we can better serve them so that they may enjoy the benefits of the precious gift of sight.

Patients come to you for vision correction because vision is important to them.

This may seem obvious, but do we ever stop to think how patients feel about their vision? A recent global survey[1] of 3,800 vision-corrected patients assessed the importance of 40 different eye care attributes. The top 3 chosen were those that would "provide the best possible all around vision," "renew lost vision," and "provide vision that is as natural as possible." The "Vision" category led in importance to patients. "Comfort" came in 6th out of 8 possible categories. While comfort is important to patients, vision is what they need, want, and worry about.

An accurate refraction is one of the most important things we do.

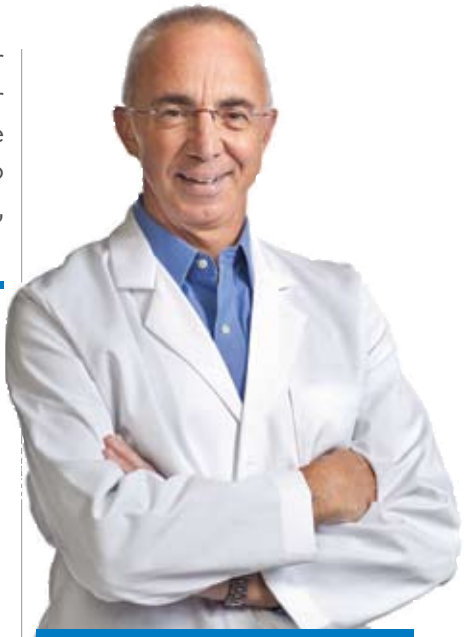
Refraction is an art form and the key to any correction we prescribe. It is important to capture the nuances of patients' vision, from the higher order aberrations to getting that cylinder and axis just right. What we prescribe will have an effect on their ability to see clearly, the quality of their vision, and even their quality of life.

> Refraction is a bit of an art form and is the key to any correction with contact lenses that we prescribe.

Prescribe the right lens for the condition.

Patients are not reaping the full benefits of the technological advances made in contact lenses. Toric lenses are still underutilized for astigmatism and "masking of astigmatism" is still far too common. I heard that some eye care professionals are even prescribing spherical lens spectacles for their astigmatic patients. And while more than half of non-contact lens-wearing presbyopes would like to try multi-focal contact lenses, only 5% are offered the option when they first talk to their ECP.[2] If we fail to provide the options that will give our patients the best possible vision, we may be doing them a disservice.

Eye health will always be our highest priority, but we should remember that patients value vision. The impact of an accurate refraction is compromised when we don't take advantage of the technological advances available, such as for astigmatism or presbyopia. We must not forget that we have a responsibility to provide patients with all-day clear vision and that by providing it we can have a positive impact on their quality of life.



JOE'S VIEW
with Joe Barr, OD, MS, FAAO
Bausch + Lomb

Let's bring the vision back to vision care.

Joe Barr

Joe Barr, OD, MS, FAAO
Vice President
Global Clinical & Medical Affairs
and Professional Services
Vision Care
Bausch + Lomb

References: [1] Market Probe Europe. *Symptom Incidence and Needs Survey.* December 2009.
[2] The Wagner Group. *Presbyopia Consumer Study.* 2007.

ADVERTORIAL

© 2010 Bausch & Lomb Incorporated. ®/™ denote trademarks of Bausch & Lomb Incorporated. Other product/brand names are trademarks of their respective owners. PNS05176 HL-4735