Perfecting Vision. Enhancing Life.®

Win-win-win opportunity: contact lenses for astigmatism

High-definition vision TVs and high-definition sound systems have high consumer appeal globally. We strive to provide the same optimal vision to our patients. Coupled with healthy contact lens wear and education on safe and compliant contact lens care, we can actually improve the quality of our patients' lives. Fortunately, we have the opportunity to do so frequently because contact lens wearers seek care from their eye care practitioners more often than spectacle-only wearers. At these frequent encounters we can reeducate our patients about what we believe to be the best contact lens and lens care options. Proactively recommending optimum contact lens technologies at annual eye exams enables you to enhance the relationship you have with your patients. Ultimately, contact lens wearers can be more loyal and valuable to your practice than spectacle-only wearers. Spherical, astigmatic, and presbyopic contact lenses are a winning proposition for your patients, for you the practitioner, and for the manufacturer. It's a "win-win-win." All of this bodes well for the contact lens field in the foreseeable future.

Recently, we discovered an opportunity for your patients and your practice that may surprise you. A survey conducted by Decision Analyst[1] and sponsored by Bausch & Lomb revealed the prevalence of U.S. consumers who believe they cannot wear contact lenses because of their astigmatism. More than 4 in 10 astigmats believe that their astigmatism is the reason they cannot wear contact lenses. Two-thirds of astigmats who have never worn contact lenses and nearly half of those who have worn contact lenses in the past would be highly motivated to wear lenses if they were available to correct astigmatism. A total of 993 vision-corrected astigmatic consumers between the ages of 18 and 49 completed this online survey. 150 respondents had never worn contact lenses and 178 had worn contact lenses in the past. The survey also found that 7 out of 10 of those who have never worn lenses would be highly motivated to wear contact lenses if they were available, and if their eye care practitioners made the recommendation. Half of previous lens wearers would be motivated to try contact lenses again if they were available. So, think more about the astigmatic patient and contact lenses. You and your patient may benefit.

JOE'S VIEW

with Joe Barr, OD, MS, FAAO
Bausch & Lomb

I joined Bausch & Lomb Incorporated after nearly 25 years as an educator, researcher, and writer. I love it! Working with my great colleagues in polymer science, surface science, lens care formulations, and our great project leaders, marketers, clinical scientists, and medical affairs professionals gives me renewed energy and belief in our industry. We intend to offer a foundation of great clinical science plus medical affairs services such as publications and assistance for your organizations and institutions.

You'll be hearing from me again in the future. As always, I want to hear from you about what you think are the major opportunities and challenges in contact lenses and contact lens care. Whether it's comfort, infection, the cornea, vision, astigmatism, presbyopia, or your contact lens business, let me know and we'll address it. You can reach me at joesview@bausch.com. Thanks for listening and reading. We look forward to partnering with you to help perfect the vision and enhance the lives of your patients. Please stay in touch.

Regards,

Joe Barr

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Vice President
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[1] Decision Analyst is an independent research firm from Arlington, Texas.

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