

Just the Facts

on Toric Lenses



Last week, we presented *Just the Facts* on the different approaches to stabilization used by today's most popular toric lens designs (available at www.bausch.com/enewsarchives). Today we'll address our third topic in the series:

1. Aspheric optics and the benefits in a toric lens.
2. Prism ballast and double slab off designs: different approaches to achieving stability and visual quality.
- 3. Satisfied patients appreciate advances in technology.**
4. "Ease of fit" is delivered through multiple factors.
5. Vision is a key factor for astigmatic patients.

As we discussed last week, today's toric lens wearers can experience exceptional rotational stability and are now looking for additional features to further enhance their experience. Astigmatic patients of course want to achieve excellent vision from a toric lens. However, along with that benefit, they also expect longer wear times, better end of day comfort and white, healthy eyes.

Contact lens patients have consistently proven they're willing to try new things, and many are even willing to pay more once they understand the benefits. As indicated in a recent independent study, satisfied lens wearers wanted to know when there's something better for them, with 90% of patients interested in discussing new innovations in contacts lenses with their doctors, and 80% expressing increased appreciation for their doctor once informed about the innovations.

By waiting for patients to start complaining about their lens' quality, or worse, not hearing about it and risk losing a patient, we're only giving a subset of our patients access to the latest and greatest technology. Therefore, even if patients seem satisfied, be proactive with offering new technologies to them, studies suggest they will most likely be glad you did. The added benefit for you is that you'll have distinguished your practice which can strengthen patient loyalty.

Here's a recent example: patients and doctors the world-over have been extremely satisfied with the Bausch & Lomb Soflens® Toric lens. Yet, as you may be aware, a newer technology is available: the Bausch & Lomb PureVision® Toric silicone hydrogel lens. This lens utilizes all the features that made the Soflens Toric a success, but adds

Case Study

Watch the 4-minute video at this link to hear how Dr. Joseph Udvari uses the latest technologies to enhance his practice and surpass the expectations of his patients. www.bausch.com/udvari

Live Poll - No. 1

Do you proactively tell your patients about new lens technologies?

Yes

No

Live Poll - No. 2

Do you think most patients would like knowing when something new is available?

Yes

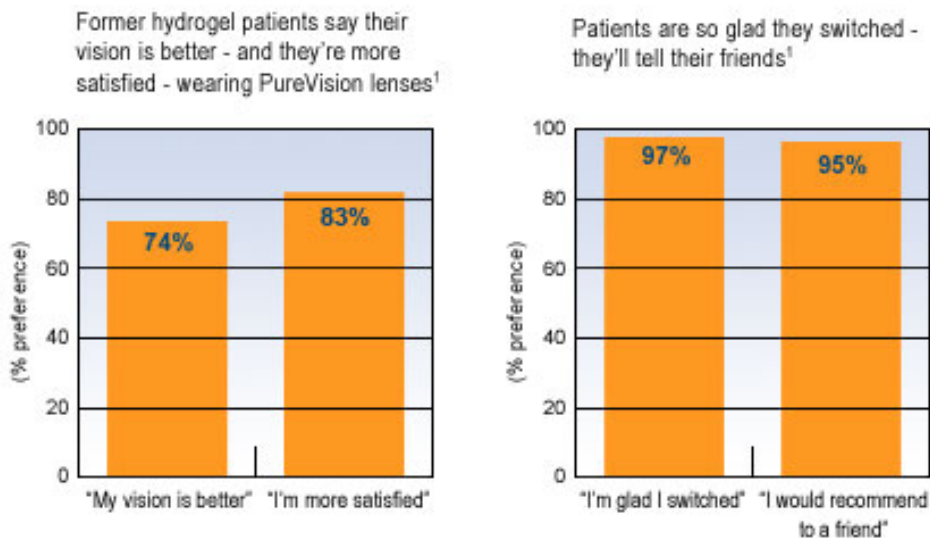
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sophisticated new material properties and advanced anterior aspheric optics to give patients a whole new level of satisfaction.

In fact, in a study where nearly 100 hydrogel toric and multifocal patients upgraded to the new PureVision Toric and Multi-Focal silicone hydrogel line of lenses, patients overwhelmingly preferred the new lenses.¹



Specifically, here's what was found:



Patient's comments after being refit into the newer technology included¹:

"I like the comfort and vision better."

"My vision is much crisper with these lenses."

"My eyes are whiter."

Across many variables, patients are clearly having very positive experiences when upgrading to the Bausch & Lomb PureVision Toric lenses. For more information about this lens visit www.bausch.com/demandstability. To read past issues of the *Just the Fact* series visit www.bausch.com/enewsarchives.

¹ 2007 Bausch & Lomb study data on file.

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