



EyeMatters

A PRACTICE BUILDING RESOURCE



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Bausch & Lomb Vision Care

Monthly Replacement Lenses: Better Compliance and Excellent Health for Your Patients, Better Profitability for Your Practice¹

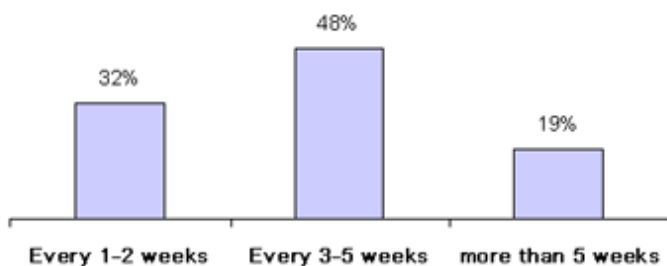
As eye care professionals, there are two important types of health you have to deal with. One—which goes without saying—is the health of your patients' eyes. The other is the financial health of your practice. Even though they seem unrelated at first glance, they are intimately connected. And one small change on your part can reap positive benefits on both fronts: the simple switch from a 2-week contact lens replacement modality to a monthly one.

Improving Compliance

Independent research shows that fewer than 33% of 2-week lens wearers replace their lenses as instructed. And the majority of 2-week wearers are extending their lenses to a full 4 weeks. Many contact lens wearers stretch the life of their lenses to save money, without considering that this can increase the risk of bacterial binding and infection. Many simply forget when their 2-week cycle is up. That means they're buying half as many lenses as they should! And the less frequently they come to you for repurchase, the greater their opportunity to explore alternative sources for lenses. Additionally, this can increase the length of time between scheduling their next eye exam.

Compliance: Two-Week Replacement Modality

Claimed Frequency of Replacing Lenses with New Pair



- Less than 33% of 2-week lens wearers are compliant
- The remaining 67% of 2-week lens wearers who stretch their lens replacement schedules may be putting themselves at greater risk for reduced eye health.

When you consider that 82% of patients prescribed a monthly replacement schedule do replace their lenses as instructed—and that most lens wearers are interested in an easier-to-remember, 30-day replacement modality—it becomes easy to see why prescribing monthly lenses is a practical approach to breaking patients' non-compliance habits. With a monthly replacement schedule, patients more easily remember to use a fresh pair of lenses the first of the month. Plus, silicone hydrogel lens technology helps make a monthly modality appropriate for most patients. With these potential benefits, it makes sense for both patients and practitioners to transition to a monthly lens replacement schedule.



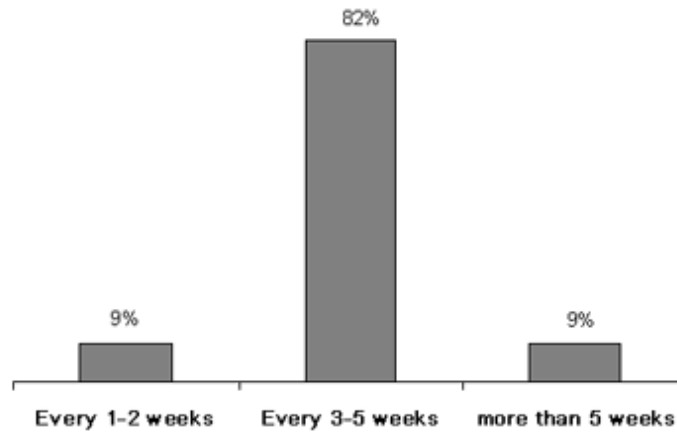
The silicone hydrogel contact lenses with enhanced aspheric optical design.

- Enhanced aspheric optical design delivers next-generation aberration correction for exceptional quality of vision. This design reduces both inherent (in the ocular system) and induced (by the lens) spherical aberrations.
- Patented AerGel™ silicone hydrogel material delivers high oxygen transmissibility for exceptional health.
- Performa™ surface process delivers enhanced wettability and deposit resistance for exceptional comfort.

[Learn More about PureVision®](#)

Compliance: Monthly Replacement Modality

Claimed Frequency of Replacing
Lenses with New Pair



- 82% of monthly lens wearers are compliant
- Less than 10% of monthly lens wearers stretch their lens replacement schedule.

Ensuring Health

Clinical studies have proven the safety and efficacy of monthly replacement silicone hydrogel lenses.² One of these studies confirmed that Bausch & Lomb PureVision® contact lenses, with a monthly modality, help ensure patient eye health. This study, which was conducted by Bausch & Lomb, measured slit lamp findings, on-eye performance, patient symptoms, and patient preferences over a full year. It proved that silicone hydrogel lenses with a monthly modality were in fact superior to HEMA lenses with a 2-week replacement for comfort, dryness, redness, visual acuity and overall performance. Additional studies to establish deposit profiles of these lenses showed that PureVision lenses replaced monthly had a deposit profile equivalent to the most commonly used 2-week replacement lens. These findings, combined with the improved rate of compliance with monthly lens replacement, reinforce that 30-day lenses can be a very healthy option for your patients. And of course, even with a 30-day replacement schedule, you have the flexibility to recommend any wear regimen you prefer.

Improving the Bottom Line

Few 2-week lens wearers buy an 8-box annual supply of lenses from you, or from other sources, all at one time. It's simply not convenient – 8 boxes of any product would be a barrier. However a 4-box annual supply of monthly replacement lenses is more convenient for them to buy at once—and for you to inventory. When your patients are stocked for 12 months, they are less likely to seek alternative sources for replenishment—and are more likely to repurchase from you at their next eye exam.

In fact, recent industry research revealed that patients on a monthly replacement schedule buy an average of 3.7 boxes of lenses a year (out of 4 prescribed), while 2-week wearers only average 5.2 of the 8 boxes they're prescribed. That's 28% fewer lenses purchased by 2-week wearers—a significant amount of revenue that you are most likely missing: on average, about \$37 per patient.

Simple Steps for Happy, Healthy Patients—And a Healthier, More Profitable Practice

It's easy. Simply let your patients know that there are comfortable, healthy lenses that they can safely replace every 4 weeks, instead of stretching their 2-week replacement schedules. They'll appreciate your advice—and likely buy their full year's supply of 30-day lenses before they leave your office.

¹ SCH & Associates, December 2004, Surveyed 500 consumers – 400 current lens wearers equally representing top-four manufacturers plus 100 prospective lens wearers. Graph represents manufacturer who only offers month-long modalities for all its contact lenses.

² Data on file Bausch & Lomb.

Bausch & Lomb Vision Care | 1400 N. Goodman Street; Rochester, NY 14609 | 1-800-828-9030

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