Innovative Technology and a Passion to Keep Patients Informed
Putting people first brings unexpected rewards

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When I started in the eyecare industry, I dedicated myself to providing my patients with respect and outstanding customer service. I’ve found there are no shortcuts to patient care and relationships. Some eyecare professionals advise using digital refractive technology to increase the number of eye exams one can schedule in a day. In my experience, the opposite approach works better. I still use the technology, but when I schedule fewer exams, I build in extra time to listen and talk to each patient about the services available to them. This allows me to tailor my services to each patient’s individual needs. It improves the overall patient experience and benefits my practice as well.

Putting patients first is a key part of how I lead conversations during eye exams. I take the time to help patients understand what is happening as their vision needs change. Everyone’s needs are unique, and it can be daunting for my patients to try to figure out the best course of action. Sometimes they may feel stuck, or that they have limited options, but taking time to provide them with relevant information empowers them to move forward.

Fortunately, Bausch + Lomb offers a variety of options. When contact lens patients come in with the belief that they must wear reading or bifocal glasses, I’m happy to tell them about Biotrue® ONEday for Presbyopia contact lenses. Thanks to technological advances, patients who thought they had to give up contact lenses are able to wear multifocal lenses that provide crisp, clear vision and all-day comfort.

Understanding technology can change a person’s outlook

The path to ocular health almost always starts with helping my patients see the bigger picture. Presbyopia develops as part of a lifelong process. It’s not something that starts in middle age. I explain to my patients with presbyopia that their eyes have been aging and losing flexibility since they were children. I talk to them about the need for increased moisture due to lifestyle changes, such as increased screen time. This helps them see eyecare technology as an ally, and they tend to respond more readily to my suggestions.

Biotrue® ONEday contact lenses are designed to maintain 98% of their moisture for up to 16 hours. I like to explain to my patients that Bausch + Lomb’s dehydration barrier and high-definition optics provide outstanding comfort and vision throughout the day. Because the contact lenses are daily disposables, they require less cleaning and maintenance than glasses or monthly replacement contact lenses. I believe daily disposables are also healthier for the eyes than monthly lenses. This is a revelation to patients in their late 30s and 40s who are experiencing the onset of presbyopia. These patients often come into my office feeling frustrated by the effects of aging, and Biotrue® ONEday contact lenses leave them feeling more optimistic about their eyewear.

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Having the right doctor matters

One of my patients is a nurse who works in a hospital. Her 12-hour shifts in a dry, sterile environment were causing her eyes a lot of irritation, and monthly replacement lenses were exacerbating her symptoms. She was unaware of how her work was affecting her eyes, and she had never been presented with options for alternative contact lenses. When I sat down with her, I took the time to ask questions and illustrate how today’s innovative lenses could benefit her eyes. I recommended Biotrue® ONEday for Presbyopia, and she immediately began to enjoy the vision and comfort of the lenses. She was extremely pleased that she didn’t have to clean the lenses, and she wasn’t as worried about contaminants building up in her lenses. Her coworkers remarked that she seemed to be less frustrated with her contact lenses. She responded, “That’s because I have a new eye doctor.” When she relayed this story to me, it reaffirmed the approach I take with my patients. Bausch + Lomb technology was a breakthrough for her, and our conversation was a turning point.

I try to be aware of each patient’s circumstances when I recommend new contact lenses. For instance, monthly replacement lenses should only be worn for a month, but patients who wear their lenses part-time may lose track and wear them for much longer. Biotrue® ONEday lenses are a great option for these patients, since they don’t have to keep track of how long they’ve worn each pair. No matter which day patients decide to wear their contact lenses, the pair is new, and that’s all they need to know.

Some patients tell me they’d rather keep wearing monthly replacement lenses. For these patients, I recommend daily disposable lenses on a short-term trial basis. It can be a good way to help them experience the difference and let them judge for themselves. Once they have enjoyed the comfort and clarity of Biotrue® ONEday contact lenses, many of my patients don’t want to go back to wearing their old contact lenses. Patients also realize they spend less money on solution with disposable lenses, and the available rebate programs help them save even more, so they decide to switch exclusively to Biotrue® ONEday.

Reaching out to people in need

I take the same people-first approach in my volunteer work. Whether I’m giving pro bono eye exams to families in need, providing glasses to people in other countries, or helping parents in my community seek out eye care for their children, I do my best to give everyone the best eye care possible. Maintaining eye health and developing good habits are important for all people, regardless of their situation.

When I take the time to communicate with my patients and provide excellent service, my practice grows. Taking care of people is a part of who I am and something I will continue to do. I’ll go on spreading the word about the importance of eye care and using available technology. I’ll keep giving people the tools to take care of themselves. And that is its own reward.