D
o you know someone who lives by
the adage, “If it’s not broke, don’t
fix it”? Well, those are words we do
not live by in my office. I enjoy working
with patients who say they are happy with
the contact lenses they are wearing. Why?
Because I know that with the innovative
contact lens technology I have today,
I have the opportunity to offer those
patients something that will exceed their
expectations.

Patients often do not realize that contact
lenses may be an option for them. This may
happen because they were told at some
point that they were not a candidate for
lenses, or that once they are facing presby-
opic challenges, they have to wear readers.
I tell my patients, “Much of the innovative
technology we can give you today didn’t
even exist five years ago.”

For patients who need multifocal contact
lenses, I offer Bausch + Lomb ULTRA® for
Presbyopia contact lenses. One key thing
about these lenses is just how easy it is to
fit them. With the simplified fitting guide,
I can be confident that I am fitting the lenses
correctly. This means that I can potential-
antly reduce the number of visits needed to
achieve a successful fit, and that is import-
ant to any practitioner. Today’s presbyopic
patient expects both comfort and vision,
and in my office, I find that they are quick
to give up if you do not get the right fit on
the first or second try. It is nice to have
a contact lens that is dependable for the
patient and for the practitioner.

When fitting a patient with contact lenses,
I start by asking about their lifestyle,
their day-to-day activities, job, and visual
demands. A lot of Gen Xers have reached
their presbyopic years, and they are spend-
ing a lot of time on their computers and
cell phones for Facebook, email, and mo-
obile banking. It is important to talk to them
about digital devices, which can decrease
blink rates and result in a drying effect on
their contact lenses.

Much of the innovative
technology we can give
you today didn’t even
exist five years ago.”

I always ask my patients, “Are your contact
lenses as comfortable at the end of the day
as they are at the beginning?” The answer
will lead me to tell them about the benefits
of Bausch + Lomb ULTRA® for Presby-
opia contact lenses’ MoistureSeal® tech-
ology. The combination of MoistureSeal®
technology and the 3-Zone Progressive™
Design give my patients great near, inter-
mediate, and distance vision.

A patient of mine recently came in. He was
happy with his distance-only contact lenses
and wearing readers as needed. He said to me,
“It’s fine. I’m in my 40s. It’s just what I have
to do now.” I told him that there is technolo-
y that makes it possible to have both distance
and near vision in a contact lens. Once he
tried Bausch + Lomb ULTRA® for Presby-
opia contact lenses, he could see clearly, and
he was completely shocked and happy. It
was like I gave him his vision back, and be-
ing able to do that is very satisfying for me.

I was able to provide him with something
he did not think he could have anymore.

If a patient is already in daily multifocal
contact lenses, I will recommend
Bausch + Lomb Biotrue® ONEday for
Presbyopia as my go-to option because
it also utilizes the 3-Zone Progressive™
Design. I also recommend these contact
lenses for patients who just want to wear
them for certain occasions, such as going
to a wedding or a sporting event.

When I went to get my hair done recently,
I met the receptionist at the front desk. She
schedules appointments for several hours a
day at her computer. She said she loved her
daily disposable contacts, but she was in
her 40s and hated that she had to wear
reading glasses now. I told her about
Biotrue® ONEday for Presbyopia contact
lenses, and she was really excited because
she did not realize something like that
existed. She came in that week for a fitting
and the following week for a follow up. She
was excited about the comfort and vision
with the Biotrue® ONEday for Presbyopia
contact lenses and wanted to know how
soon I could get her a supply of them.

Patients with presbyopia want their vision
to be clear at near and intermediate
because that is where they spend a lot of
their day. They are not willing to compro-
mise their distance vision but also want
their lenses to be comfortable. It can be a
struggle to find solutions for these patients.
It is so nice to have innovative technology
in the Bausch + Lomb multifocal lenses,
where we have the ability to meet and
exceed patients’ needs.

References: 1. Thirty-nine ECPs (from 10 countries) refitted 433 existing soft contact lens wearing presbyopes into the 3-Zone Progressive Design lens. Patients returned for follow-up visits after 1-2 weeks. ECP assessment of lens performance including ease of fit, and patient satisfaction with lenses in real-world conditions, were measured using a 6-point agreement survey. 2. Data on file.

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Toss out the reading glasses
Bausch + Lomb multifocal contact lenses open patients’ eyes
to advancements in technology

By

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