

# Take Monthly Wearers from “Fine” to Fantastic

Uncover your patients’ true experience – and then “wow” them with superior patient ratings for comfort and vision, as well as UV protection.



EYE-INSPIRED™  
Design



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## ACUVUE® VITA® Brand Contact Lenses with HydraMax™ Technology

### Defining the problem

**Dr. Ball:** Although there has been a big push recently towards daily disposable contact lenses, 40% of spherical contact lens wearers are in the monthly category<sup>1</sup>. Does that surprise you?

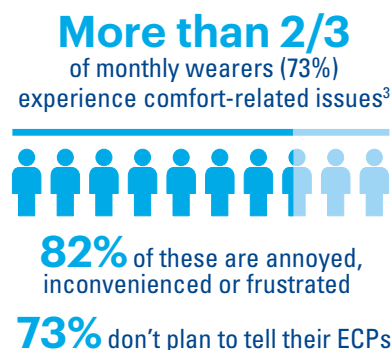
**Dr. Sonsino:** There are certain patients who are always going to be better suited to monthly replacement than other modalities. That could be because of cost, the familiarity of a monthly schedule, or simply a desire to get the most out of their lenses.

**Dr. Ball:** In a recent market research study involving 758 established monthly contact lens wearers, more than two-thirds said they experienced comfort-related issues during their monthly wear cycle and, of those, 82% reported feeling annoyed, inconvenienced or frustrated with their current contact lens experience. Is this consistent with what you’re seeing in your practice?

**Dr. Potter:** Oh, definitely. Unfortunately, I think people expect to be uncomfortable in their contact lenses. To the extent that we can exceed those expectations – by asking the right questions to uncover a patient’s true experience and then offering them something better – that’s what leads to success.

### Digging into discomfort

**Dr. Ball:** It was also very interesting to see that 73% of the monthly patients who experienced comfort-related issues didn’t plan to tell their doctors about it.



**Dr. Newsome:** Patients don’t want to be perceived as whiners or complainers, so many of them choose to suffer in silence instead. I’d like to encourage my colleagues to peel back the layers of that onion by retiring the “F” word – “Fine.” We should never accept “Fine” as the answer to how a patient is doing in their contact lenses.

**Dr. Sonsino:** Well, I just know that “fine” is the wrong answer because when I ask my wife how’s she doing and she says “fine,” I know I’m in a boat-load of trouble! So, now when I hear a patient say they are “fine,” I need to keep asking questions – they

didn’t say “great” or “perfect,” so they’re probably not having the best experience that they could be.

**Dr. Potter:** Speaking of trouble, those silent sufferers can have a huge impact on the practice. One study reported that the average practice loses 16% of contact lens wearers due to dropout every year, mostly due to comfort issues. Over the lifetime of the practice, that lost revenue can add up to millions of dollars.<sup>2</sup>

**Dr. Ball:** How do you uncover these issues? What are the specific tactics that have worked best for you?

**Dr. Sonsino:** I have trained my technicians to never present a patient to me where everything is perfectly fine. That forces them to ask those probing questions, such as, “How does your lens comfort feel at the end of the month compared to the beginning?” even before I get in the room.

**Dr. Potter:** Even if the doctor is taking that history, it doesn’t have to take a lot of time if you ask the right questions – like, “How do your lenses feel in the second half of the month?” or, “Are you forcing yourself to take the lens out more often than you’d like?” I integrate questions about the wear experience throughout my exam.

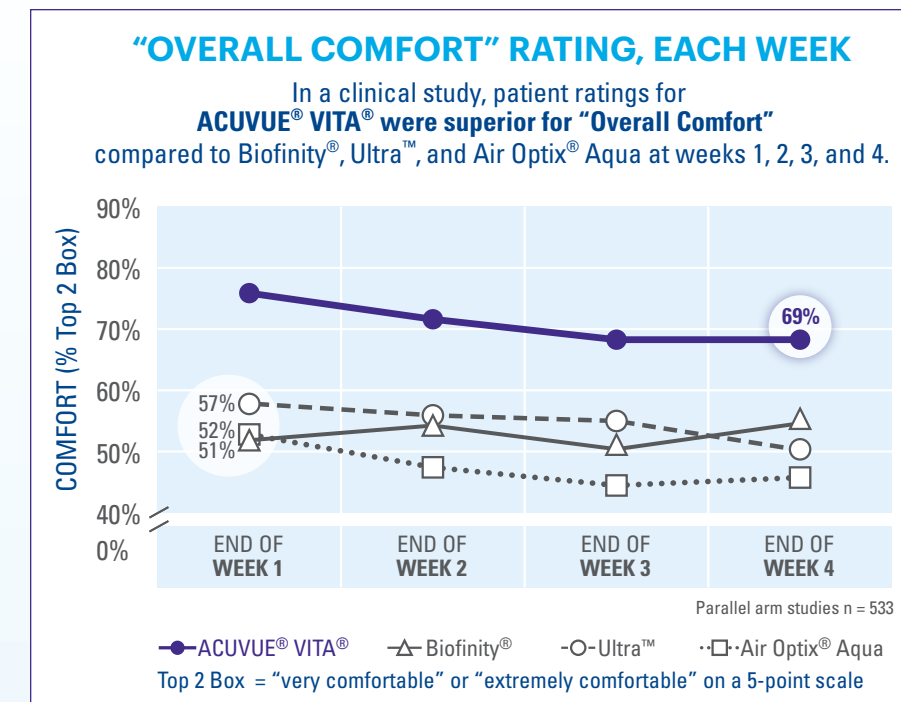
**Dr. Newsome:** I probe, I probe, I probe. A question I like to ask is, “At what point during the day are you aware of your contacts?” To me, that’s a more revealing question than asking about end-of-day comfort. It may be that their discomfort begins at lunchtime or is mostly a problem after a long day of work.

### Meeting the need

**Dr. Ball:** Assuming that you have decided to prescribe the patient in a monthly lens, what are the best options to meet the needs of these patients?

**Dr. Newsome:** I look for technologies and lenses that can maintain lens hydration. Minimizing discomfort and lens awareness is what makes the doctor look like a heroine or hero, so to have a lens like ACUVUE® VITA® Brand – with comfort at Week 4 that cannot be beaten by the comfort of other leading monthly lenses at Week 1 – makes a significant difference for my patients.

**Dr. Sonsino:** My patients resoundingly agree that ACUVUE® VITA® provides greater comfort for the entire month. We have to continually offer our patients the top technology that’s available to give them an incrementally better experience – advancements like this



really push the field forward because they help patients, and they strengthen our practices.

**Dr. Potter:** Another benefit that I like to highlight for patients, even if they say they are doing fine in another monthly lens, is that ACUVUE® VITA® is the only monthly lens with UV protection.<sup>†</sup> Class 1 UV blocking is a strong feature for people who spend a lot of time outdoors and would benefit from an extra layer of protection.

**Dr. Newsome:** I’ve found that when I change patients from other monthly lenses to ACUVUE® VITA®, I’ve gotten comments like, “Wow this lens feels really good – I can’t tell I have anything in my eye.” I would prefer that everyone be in a daily disposable lens, but if a patient is going to go into or stay in the monthly modality, I want them in the best monthly option available – and, in my mind, that is ACUVUE® VITA®.

Participants in this roundtable received compensation from Johnson & Johnson Vision for their participation in this roundtable discussion.

ACUVUE® VITA® Brand Contact Lenses are indicated for vision correction as a daily wear lens with one-month recommended replacement. As with any contact lens, eye problems, including corneal ulcers, can develop. Some wearers may experience mild irritation, itching or discomfort. Lenses should not be prescribed if patients have any eye infection, or experience eye discomfort, excessive tearing, vision changes, redness or other eye problems. Consult the package insert for complete information. Complete information is also available by visiting [acuvueprofessional.com](http://acuvueprofessional.com) or by calling 1-800-843-2020.

1. ProVoice, November 2015.  
2. Rumpakis J, Brujic M. Contact Lens Spectrum 2014;29(9):18-25.  
3. 758 habitual Air Optix® Aqua and Biofinity® patients who were independently recruited and masked to study sponsor.  
4. Clinical Trial comparing the subjective performance of ACUVUE® VITA® to Air Optix® Aqua, Biofinity®, and Ultra™ throughout a month of daily wear with 533 habitual silicone hydrogel contact lens wearers.

<sup>†</sup>Helps protect against transmission of harmful UV radiation through the cornea and into the eye.

**WARNING:** UV-absorbing contact lenses are NOT substitutes for protective UV-absorbing eyewear, such as UV-absorbing goggles or sunglasses, because they do not completely cover the eye and surrounding area. You should continue to use UV-absorbing eyewear as directed.

**NOTE:** Long-term exposure to UV radiation is one of the risk factors associated with cataracts. Exposure is based on a number of factors such as environmental conditions (altitude, geography, cloud cover) and personal factors (extent and nature of outdoor activities). UV-blocking contact lenses help provide protection against harmful UV radiation. However, clinical studies have not yet been done to demonstrate that wearing UV-blocking contact lenses reduces the risk of developing cataracts or other ocular disorders. Consult your eye care practitioner for more information.

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