LOYAL PATIENTS,
THRIVING PRACTICES

Increasing Patient Satisfaction and Loyalty with CLEAR CARE® Cleaning & Disinfecting Solution

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With more than 30 years in practice, looking back, contact lenses have occupied a special place in my professional career. They have allowed me to uniquely improve, and in some memorable cases even save, patients’ sight. Contact lenses give us the power to transform lives.

With constant advances in lens materials and science over the years, so many aspects of contact lenses have changed. Yet, a small number of extraordinary products have remained virtually constant. CLEAR CARE® Cleaning & Disinfecting Solution is a trusted gold standard that I have been recommending to patients for more than a decade. This product stands out as a way to provide clinically proven comfort and overall contact lens satisfaction.

I recommend CLEAR CARE® Solution because of its powerful cleaning and disinfecting abilities, outstanding biocompatibility with no added preservatives, low residual peroxide and long history of clinically proven success. I tell my patients that I recommend this solution, because it makes contact lenses feel like new. When patients hear this, they are usually eager to give CLEAR CARE® Solution a try and experience that level of comfort.

CLEAR CARE® Solution has had a significant impact on my patients and my practice. Because of this, I am excited to be able to share these actual stories from colleagues and contact lens wearers with you that describe how CLEAR CARE® Solution has made a difference in their lives. CLEAR CARE® Solution has earned a place as a trusted and proven partner for so many of us.
Participating Eye Care Professionals

These case studies were made possible by contributions from the following eye care professionals.

**Dr. Art Epstein, OD, FAAO, FBCLA, DRNAP**

Dr. Epstein is the co-founder of Phoenix Eye Care and The Dry Eye Center of Arizona. He heads the practice’s Dry Eye–Ocular Surface Disease Center and serves as its Director of Clinical Research. Dr. Epstein is a highly regarded educator and popular speaker. He has presented in excess of 1,200 invited lectures throughout the world. He is also a prolific author who has published hundreds of articles, scientific papers and book chapters. He is a Contributing Editor for Review of Optometry, Executive Editor of Review of Cornea & Contact Lenses and serves as Chief Medical Editor of Optometric Physician,™ the first e-journal in optometry, which he founded.

**Dr. Chris Smiley, OD**

Dr. Smiley is the owner of Vision Professionals, a two-location, multi-doctor private practice in Columbus, Ohio, with an emphasis in specialty contact lenses. He graduated from The Ohio State University College of Optometry in 2001 and was a recipient of the American Optometric Foundation Award of Excellence in Contact Lens Patient Care. He has also served as a clinical investigator for numerous contact lens studies. Dr. Smiley is a Clinical Assistant Professor of Optometry at The Ohio State University College of Optometry.

**Dr. Melissa Barnett, OD, FAAO**

Dr. Barnett is a Principal Optometrist at the UC Davis Medical Center in Sacramento. She specializes in anterior segment disease and specialty contact lenses. Dr. Barnett lectures and publishes extensively on topics including dry eye, anterior segment disease, contact lenses, corneal collagen cross-linking and creating a healthy balance between work and home life for women in optometry. She serves on the Board of Women of Vision, the GP Lens Institute and the Scleral Lens Education Society. Dr. Barnett is also a spokesperson for the California Optometric Association and has appeared on several television shows.

**Dr. Perry Lopez, OD**

Dr. Lopez earned his doctorate degree from the Indiana University School of Optometry in 1984, followed by a Residency in Ocular Disease and Contact Lenses from the University of Alabama at Birmingham in 1985. Dr. Lopez has extensive experience in both ophthalmology and primary care optometry settings. His responsibilities include treating cataract and laser correction patients. He also served as the original Center Director of TLC Laser Eye Center in Indiana in 1996. He founded a solo practice in Indianapolis in 1990 and merged that practice with the practice of Dr. Douglas Hopkins to form Progressive Eyecare and Eyewear–Indianapolis in 1995. He has been in private group practice since then. Dr. Lopez is currently the Indianapolis Metro Area Administrator for Vision Source,® a national network of private practice optometrists.

**Dr. Mark Toelle, OD**

Dr. Toelle graduated from Southern College of Optometry in Memphis, Tennessee, in 1999. While at Southern College of Optometry, he helped develop a Sports Vision Testing Program for area athletes. He founded Advanced Family Eyecare in 2002. Dr. Toelle specializes in contact lenses, including bifocals, treatment for dry eyes, and managing the overall eye health. He has served as the clinical director for several contact lens manufacturers evaluating new contact lens materials and designs. He is a member of the Nebraska Optometric Association and American Optometric Association.
Dr. Smiley finds that Sandy’s experience with CLEAR CARE® Solution is a common one. “Like Sandy, a lot of my patients experience a drastic change when they begin using CLEAR CARE®,” he explains. “It’s absolutely my go-to lens care choice. We’ve tried other attempts at peroxide-based solutions, but they never seem to work as well as CLEAR CARE®.”

Dr. Smiley’s recommendation of CLEAR CARE® Solution has made Sandy a satisfied patient. “It’s made me more loyal to their office,” Sandy declares. “In my mind, a practice that recommends CLEAR CARE® is more advanced than other eye care offices. And I trust Dr. Smiley’s judgment and what he asks me to do, so I’ve always been happy with his recommendations.”

“As a patient with 51 years of experience wearing contact lenses, Sandy is familiar with a wide variety of lens care products.

“I’ve tried all kinds of lens care solutions,” Sandy states. “Before CLEAR CARE®, my contact lenses would get foggy toward the end of the month. I just couldn’t clean all of the buildup and residue off the lenses.”

Sandy needed to wear her contact lenses throughout long days, and she struggled to maintain comfort. “I would put my contact lenses in at 5:30 in the morning and wear them until 11:00 at night,” she says of her lens-wearing habits.

Her eye care professional, Dr. Smiley, recommended CLEAR CARE® Solution as the best product for her contact lens-care needs, and Sandy found that he was right. “The contact lenses were so much cleaner and more comfortable with CLEAR CARE®, so of course I continued to use it,” she says. “The cleaning power was so much better. There wasn’t any film or anything, and they felt very clean—almost like putting new lenses in.”

Today Sandy continues to enjoy clean and comfortable contact lens wear thanks to her trust in Dr. Smiley. “I stick with CLEAR CARE®, and I always stick with something that I’m happy with. CLEAR CARE® works, and it works well for me.”

CLEAR CARE® Solution users are 43% less likely to switch to glasses because they experience less irritation than users of other lens care brands.1

“CLEAR CARE® helps prevent dropout simply by keeping contact lenses cleaner. A clean lens is a comfortable lens, and a more comfortable lens translates to a happier patient.”

—Dr. Perry Lopez

DID YOU KNOW?

Nearly 9 out of 10 patients are very satisfied with CLEAR CARE® Solution.1

CLEAR CARE® Solution has the highest level of repurchase loyalty and satisfaction than any other lens care brand.6

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Because of its effectiveness and ease of use, CLEAR CARE® Solution became the contact lens care product of choice for Shelley’s whole family. “It was really easy to learn to use,” she recalls. “Even my 10-year-old daughter uses it now. CLEAR CARE® is our go-to choice for lens care products. That’s all we buy for all three of us.”

“Even my 10-year-old daughter uses it now. CLEAR CARE® is our go-to choice for lens care products.”

Dr. Lopez feels confident that CLEAR CARE® Solution is the right product for Shelley and her family. “As a family, they’re not interested in wearing daily disposable contact lenses,” he states. “But they are interested in comfort. And they are interested in being successful contact lens wearers and keeping lenses clean. In that light, I know CLEAR CARE® will do the best job for them.”

“My contact lenses feel like a new pair when I take them out of CLEAR CARE,” Shelley declares. “On a scale of one to 10, I’d give CLEAR CARE® a 10 because of how well it helped with my previous allergy problems. My family will never go back to another lens care solution. We’re very loyal. If something works and it makes you happy, don’t change it. I go by that theory.”

Dr. Lopez, Shelley’s eye care professional, believes CLEAR CARE® Solution outperforms other products by enabling cleaner and more comfortable contact lens wear. “In terms of a powerful disinfectant and irritant-free comfort, you can’t get better than CLEAR CARE® on either end of the spectrum,” he says. “In my opinion, there’s no better disinfection system than CLEAR CARE®. It’s the gold standard. And combining that with no added preservatives and minimal residual peroxide gives you the best of both worlds.”

Not All Peroxides Are the Same

In research by Bausch & Lomb, peroxide lens care products were tested for residual peroxide levels over a 1-hour or 4-hour neutralization time.

Residual Levels of H₂O₂ remaining after 4 hours of neutralization

<table>
<thead>
<tr>
<th>H₂O₂ Concentration (ppm)</th>
<th>Bausch &amp; Lomb Novel Peroxide</th>
<th>CLEAR CARE® Solution*</th>
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<tr>
<td>0</td>
<td>899</td>
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*For full neutralization, CLEAR CARE® is indicated for a 6-hour soak time.

- The level of residual peroxide remaining in the Bausch & Lomb Novel Peroxide Solution in cases cycled 35 times for 4 hours was determined to be 140 ppm.
- In a separate study to determine the threshold level of H₂O₂ for ocular awareness, it was concluded that the residual concentration of H₂O₂ should not exceed 100 ppm.

4 out of 5 patients surveyed agreed that CLEAR CARE® Solution made their lenses so fresh they felt like new.

Trust the CLEAR CARE® Solution Difference

CLEAR CARE® Solution is designed to balance powerful disinfection with less residual peroxide than patients can feel.

Higher residual peroxide may cause patient discomfort.

Residual peroxide is affected by:
- Differences in formulation
- Soak time
- The number of cleaning cycles with a contact lens case
“It makes me feel that CLEAR CARE® is a wonderful practice builder when I hear that a patient referred someone they know to my practice,” Dr. Smiley says. “My patients value the performance of the product. They’re more loyal and more inclined to send friends or family, because they feel my practice is more advanced. We as eye care professionals tend to downplay the importance of lens care, yet it’s really of the utmost importance to patient success.”

“Because Dr. Smiley recommended such a great product, I do feel more loyal to his office ... .”

“I feel like Dr. Smiley is an expert in the contact lens industry,” Rick notes. “He recommended CLEAR CARE®, and it’s the first product that really made a huge difference for me. For the most part, my previous solutions, they did their job, but they didn’t give you that wow factor. CLEAR CARE® is so easy to use, and it just makes my contact lenses feel so clean.”

“Dr. Smiley’s recommendation made all the difference for Rick. “The recommendation definitely made me more confident. I probably wouldn’t have tried CLEAR CARE® otherwise,” he says. “Because Dr. Smiley recommended such a great product, I do feel more loyal to his office, and I send friends and family members to him as well.”

Working Toward Better Patient Compliance

CLEAR CARE® Solution isn’t just a problem solver—it’s a problem preventer. An additional benefit to recommending this solution is that it facilitates better patient compliance.

DID YOU KNOW?

100% of CLEAR CARE® Solution users demonstrated compliance with overall lens care practices, while less than 40% of multi-purpose solution users demonstrated compliance.

Patients Talk About the Lens Care You Recommend

90% of CLEAR CARE® users would recommend the product to a friend or family member.

CLEAR CARE® Solution users are more likely to adhere to your lens care recommendations.

81% of CLEAR CARE® Solution users follow their ECPs’ recommendations vs. only 51% of multi-purpose solution users.
Ease of use supports compliance

MAXINE A.
Years wearing contact lenses: 6
Contact lens-care needs: A product that is convenient and easy to use

Maxine has found that in addition to providing clean contact lenses that stay comfortable all day, CLEAR CARE® Solution is also very easy to use.

“The more I used CLEAR CARE®, the more I liked it compared to the product I used before,” Maxine says. “To me, it was easier. It seemed like CLEAR CARE® got my contact lenses cleaner, and that they lasted longer because they didn’t tear or get any little deposits.”

She also says she had no problem learning to use the product and that the bubbling action of CLEAR CARE® Solution lets her know that the solution is working. “I’m always looking for the bubbles when I put the contact lenses in there at night. I’m always looking to make sure it’s working,” Maxine says.

Because CLEAR CARE® Solution users do not have to rub their soft contact lenses,** Maxine found the cleaning process to be very straightforward. With its special cleaning process, using CLEAR CARE® Solution is as easy as rinse, fill and soak. “I don’t have to handle my contact lenses as much as I did before,” she says. “They feel cleaner. I think it helps that I don’t have to touch them as much.” Prior to switching to CLEAR CARE® Solution, Maxine would often experience discomfort that caused her to change her contact lenses before the scheduled replacement.

Now she finds that her contact lenses are cleaner and stay comfortable longer. Because of her success with the product, Maxine has referred several friends and family members to her eye care professional, Dr. Melissa Barnett. “It makes me feel great knowing that Maxine has referred other people to me,” Dr. Barnett says. “I can help my existing patients and also gain new patients and help them wear their contact lenses more comfortably with CLEAR CARE®. The fact that CLEAR CARE® has stood the test of time says a lot about how effective it is. I’ve been recommending it for years, because I know I can trust it. That’s why I use CLEAR CARE® myself! I like it, and it works very well.”

Powerful cleaning throughout the entire wearing period

ANN S.
Years wearing contact lenses: 30
Contact lens-care needs: A solution that deep cleans to prevent deposit buildup

“If I had to describe CLEAR CARE® with one phrase, I’d say ‘easy to use,’” says Ann, who has worn contact lenses for 30 years. Throughout those years, she tried numerous other products, both generic and name brand, without success.

“Before, I always had a lot of protein buildup on my contact lenses,” Ann says. “With CLEAR CARE®, I’m able to get more, longer-term use out of the contact lenses. There’s a big difference in clarity.”

Dr. Toelle, Ann’s eye care professional, recommended CLEAR CARE® Solution as the best product to meet her specific needs. “Ann’s biggest problem was protein buildup,” Dr. Toelle says. “CLEAR CARE® is a great option for patients like Ann, because it gets deep down with that agitation, that intense cleaning. CLEAR CARE® gets to the base of the problem and reduces the protein buildup, so you get that near-no-lens feeling.”

“I’ve been able to get the full wear time out of my contact lenses,” Ann says. “They stay fresh and comfortable longer with CLEAR CARE®.” And according to Dr. Toelle, other patients frequently have the same experience. “Ann found she could wear her contact lenses for a longer time. That’s common,” Dr. Toelle states. “Patients get more successful contact lens wear. They’re more satisfied.”

“I’ve been able to get the full wear time out of my contact lenses ... They stay fresh and comfortable longer with CLEAR CARE®.”

Dr. Toelle also believes patients benefit from the neutralization process of CLEAR CARE® Solution. “Knowing it’s as gentle as saline once it’s neutralized makes me very happy,” he says. “It’s simple and safe. If a peroxide solution had a higher level of residual peroxide, I’d worry more about discomfort.”

“We’ve always thought of CLEAR CARE® as the best cleaner available,” Dr. Toelle continues. CLEAR CARE® provides a deep clean, a thorough clean. Patients who were once frustrated can get back to wearing their contact lenses successfully with CLEAR CARE®.

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References:

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THIS IS WHY 4 out of 5 patients agree their lenses feel like new.¹

The scientifically proven formula of CLEAR CARE® Solution deeply cleans, then neutralizes, to create a gentle saline similar to natural tears. The result is pure comfort and is why CLEAR CARE® has the most loyal and satisfied patients of any lens care brand.²³

The Science Behind a Pristine, Clean Lens:

- Patented formula deeply cleans
- Carries away dirt & debris
- Pluronic® 17R4 lifts away protein

Range of Residual H₂O₂ with CLEAR CARE® Solution from 1 to 100 Cycles²³

Recommend CLEAR CARE® Solution and learn more at MYALCON.COM


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