Embracing Innovation to Elevate Your Practice

New technology can help you provide better vision and comfort to your patients.

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MODERATOR

HARUE J. MARSDEN, OD, MS, FAAO
Dr. Marsden is a professor at Southern California College of Optometry, Marshall B. Ketchum University. She is an owner/partner in two private practices in the greater Los Angeles area. Dr. Marsden has been an advisor to Alcon, Bausch + Lomb and Johnson & Johnson Vision Care. She has lectured on behalf of Alcon, Allergan and Bausch + Lomb.

PANELISTS

DAVID I. GEFFEN, OD, FAAO
Dr. Geffen practices at Gordon-Weiss-Schanzlin Vision Institute in San Diego, Calif. He is a consultant/advisor to Alcon, AMO, Annidis, Bausch + Lomb, TearLab and Vmax. Dr. Geffen is also a lecturer for Allergan.

KERRY GIEDD, OD, MS, FAAO
Dr. Giedd is a founding partner of Eola Eyes in Orlando, Fla. She is an advisor to Bausch + Lomb. She has participated in industry-sponsored studies for Bausch + Lomb and Johnson & Johnson Vision Care.

CHRIS A. SMILEY, OD
Dr. Smiley is owner of Vision Professionals, a two location multi-doctor practice in Columbus, Ohio. He’s also Clinical Assistant Professor at The Ohio State University College of Optometry. He has no relevant commercial relationships to disclose.
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Harue J. Marsden, OD, MS (moderator):
Bausch + Lomb has a legacy of innovation in the eyecare industry, having introduced hydrogel contact lenses in 1971 and silicone hydrogels in 1999. The company has invested in ongoing efforts to answer unmet needs in the contact lens market, specifically in the area of bioinspired products. In fact, Bausch + Lomb recently expanded its Biotrue® ONEday contact lens family with the release of the Biotrue ONEday multi-focal contact lens for Presbyopia. Today’s discussion will focus on the Biotrue ONEday daily disposable contact lens. Our panelists, all of whom have robust contact lens practices, will discuss their approaches to fitting new and existing patients in the best contact lens options for them.

When choosing a contact lens to match a patient’s needs, what lens characteristics are most important to you?

Chris A. Smiley, OD: I want a lens that will keep my patients’ eyes healthy for the long term, which is why my first-line lens is a daily disposable. I like having a clean, sterile lens on the eye every day, and I like a lens that provides good end-of-day comfort.

Dr. Marsden: How do you elicit information from patients about end-of-day comfort?

Kerry Giedd, OD: Asking open-ended questions, such as, “What could I do to make your lenses better?” gives patients an opportunity to describe how their lenses feel. I follow up with questions about the duration of comfortable lens wear, and I try to pinpoint when the lenses start to feel uncomfortable. It’s critical to initiate that discussion.

David I. Geffen, OD: Many practitioners ask, “How do your contact lenses feel?” and the typical answer is, “Fine.” Instead, I ask, “When you get home from work or school, do you feel you need to remove your lenses right away?” If a patient says, “Yes,” I know I’m looking at a dropout waiting to happen.

Dr. Marsden: Sometimes, patients don’t stop wearing their lenses entirely but instead decrease their wearing times. So, when patients say their lenses feel fine, I always ask, “What would make them feel great?” If they tell me they don’t want to use care solutions, or they want to wear their lenses longer during the day, or they wish their lenses were more comfortable, I guide the discussion toward daily disposable contact lenses and recent innovations in that modality.

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— Chris A. Smiley, OD

Dr. Giedd: I think practitioners have been reluctant to ask about contact lens comfort — and patients have been reluctant to report those issues — because they believed there was no resolution. With advances in the contact lens industry, specifically in the daily disposable category, we can deliver a product that addresses discomfort problems. When patients perceive us as problem-solvers, we add value to their experiences and inspire loyalty to our practices.

Crisp, Comfortable Vision

Dr. Marsden: What causes discomfort for contact lens wearers? Is comfort related solely to how a lens feels on the eye or to the quality of vision?

Dr. Giedd: It’s difficult to talk about comfort and vision in isolation. They are interconnected. A lens that is dry and tight becomes uncomfortable, and the quality of vision decreases.

Dr. Geffen: When patients report that their eyes feel tired and gritty by midafternoon after they’ve been working on a computer all day, dryness is likely a major contributor. They are probably experiencing some higher-order aberrations and dryness blur, as well. We have to help solve those problems. Often, the answer is daily disposable contact lenses. In fact, more than...
75% of the patients in my practice who wear spherical contact lenses are wearing daily disposables. We have totally embraced this modality in my practice. My staff and I are sold on it, and I believe this modality has contributed to our high success rate.

**Dr. Marsden:** How do you introduce daily disposable lenses to your patients?

**Dr. Smiley:** I tell patients that daily replacement lenses are the cleanest, healthiest option, because when contact lenses are replaced every day, they don’t accumulate deposits. As such, patients are less likely to experience contact lens-related dryness.

**Dr. Marsden:** How do you explain the value of new contact lens technology, such as the Biotrue® ONEday contact lens?

**Dr. Smiley:** I ask patients to think about the cell phone they had 5 or 10 years ago, and ask if they’d like to have that phone again. I go on to ask, “When you come in for your eye examination, do you want the same old contact lens?” I think that comparison opens patients’ minds to the concept of new technology.

**Dr. Marsden:** Televisions are another good example. The clarity and optical principles employed in today’s high-definition televisions are quite different from older models. These are good value benefit that we can present to patients. I also believe patients appreciate the fact that Biotrue ONEday lenses are inspired by nature.

**Inspired by Nature**

**Dr. Marsden:** What are the bioinspired characteristics of Biotrue ONEday lenses?

**Dr. Geffen:** Biotrue ONEday lenses are made from HyperGel material (nesofilcon A), which has the same water content as the cornea, 78%. In addition, the lens transmits sufficient oxygen to the cornea for healthy lens wear throughout the day.

**Dr. Smiley:** One of the competitive advantages of this lens is that its outer surface mimics the natural lipid layer of the tear film. This dehydration barrier keeps the lens hydrated and moist and the optics consistent.

**Dr. Geffen:** The aspheric optics of this lens provide extremely crisp vision. We now have an opportunity to introduce our patients to a product that minimizes the effects of spherical aberration. Not only will patients notice excellent night vision, but they’ll also notice exceptional daytime vision and exceptional vision at the computer.

**Dr. Smiley:** When I describe how this lens helps correct some spherical aberrations and explain how that helps with night vision, it resonates with patients.

**Dr. Marsden:** Are there other features you highlight?

**Dr. Giedd:** The Biotrue ONEday contact lens has a low modulus, which also enhances comfort, yet it’s remarkably easy to handle.

**Dr. Geffen:** Even with its low modulus, it holds up well on the patient’s finger. Teaching insertion and removal has been easy, and even our older patients who have dexterity problems can handle the lens nicely.

**Dr. Smiley:** We’ve used most of the daily disposable lenses from various manufacturers in our practice, and in my opinion, the Biotrue ONEday contact lens is exceptionally easy to handle.

**Dr. Marsden:** Dr. Giedd, do you discuss the benefits of protection from ultraviolet (UV) light with your patients?

**Dr. Giedd:** I do. I practice in Florida, the Sunshine State, and a discussion of UV protection* really resonates with patients. It’s a feature that differentiates products and adds value. I always point out that contact lenses with UV protection don’t obviate the need for sunglasses, but having UV protection in Biotrue ONEday lenses is an impressive benefit for patients.

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—— Kerry Giedd, OD

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*Proof in Performance*

**Dr. Marsden:** How does the Biotrue ONEday lens perform for you and your patients?

**Dr. Geffen:** Many of my patients were already wearing daily disposable lenses before Biotrue ONEday lenses became available, yet a significant number of them were dissatisfied with end-of-day comfort. When patients started wearing Biotrue ONEday lenses, their comfort levels escalated. It’s now
Dr. Marsden: Do you feel there’s an increase in symptoms of discomfort and poor quality-of-vision in contact lens wearers?

Dr. Geffen: Yes, I do. People are using their smart devices, computers, iPhones, iPads, and e-readers for up to 10 hours a day. I practice in a high-tech area, and many of my patients are engineers who spend up to 10 hours a day at work looking at computers. What do they do when they go home?

Dr. Giedd: We’re surrounded by high-tech and high-definition devices, such as smartphones and HDTVs. This technology has raised the bar in our profession and the vision care industry to meet the visual demands of these devices. We all expect to be able to read text in an extremely small font on an iPhone and see every blade of grass or every whisker on a player’s face during a football game on TV. Patients’ expectations have changed. We need to meet those expectations with the latest products, such as Biotrue ONEday lenses.

REFERENCE

my primary daily disposable lens.

Dr. Marsden: Do you share those experiences with other patients, so they understand that this lens has different characteristics to improve its performance?

Dr. Geffen: I tell patients, this is a product that will possibly improve your vision, as well as your comfort throughout the day. Importantly, I encourage them to try the lenses for a week.

Dr. Giedd: My experience is similar to Dr. Geffen’s. Many of my patients were already wearing daily disposable lenses, but I realized there were some opportunities and unmet needs related to their overall experience. I’m proactive about trying new technology, because I want to hear directly from patients how products work in the real world.

When Biotrue® ONEday contact lenses became available, a number of my patients tried them and based on my assessment and their positive feedback, they quickly became my number one choice. The Biotrue ONEday lens is also an exceptionally good value compared with other daily disposable lenses on the market. It fits perfectly in my practice.

Removing Perceived Barriers

Dr. Marsden: Dr. Geffen, almost 75% of the spherical lenses prescribed in your practice are daily disposables, but that statistic is not reflected in the U.S. market. Why do you feel practitioners have been slow to adopt this modality?

Dr. Geffen: I think there’s a perception that the cost is too high. Practitioners think they’re doing patients a favor by not offering them, but in reality, they’re hurting them over the long term, because it would be difficult for anyone to argue that a daily disposable lens isn’t an exceptionally healthy modality.

Dr. Giedd: I agree that price is still perceived as a barrier. I think once practitioners embrace the technology and see the success rates and the patient satisfaction, price becomes a non-issue.

Dr. Marsden: What advice would you give to practitioners who want to build the daily disposable segment of their practices?

Dr. Smiley: The best contact lens practice-building strategy is to recommend daily disposable lenses to every patient. If a patient says no, you haven’t necessarily failed. You’ve planted a seed for the future, letting patients know something else is available. If they have a problem during the year, they know you have a solution, and they’ll ask for it the next time they come in. I think daily disposable practices are built gradually over time, but it starts by presenting it as an option.

Dr. Marsden: How do you present daily disposable lenses to patients?

Dr. Smiley: I want patients to understand why I have such a high opinion of daily disposable lenses. I mention that the trend in contact lenses is toward more frequent lens replacement, because it’s healthier for patients over the long term. I also mention that daily disposable lenses make up more than 50% of the European market; they’re the fastest growing segment in the contact lens market; and in the future, most patients probably will be wearing daily disposables.

Dr. Giedd: In my practice, the doctors, technicians
and entire office staff know that every patient who is a candidate — which is most patients nowadays — is offered the opportunity to try daily disposable lenses. That’s our practice philosophy. Even if patients don’t choose the modality that first year, they often request daily disposables when they return the next year.

I don’t think we want to focus on price as practitioners, but that is still a barrier we have to recognize. I think the Biotrue® ONEday contact lens has delivered on all fronts from patient experience and comfort and vision, as well as good financial value

**Best First Candidates**

**Dr. Marsden:** We all agree that offering daily disposable lenses to all patients is a good practice. For practitioners who are just starting to fit this modality, however, are there certain types of patients who tend to embrace it more easily than others?

**Dr. Geffen:** I suggest starting with young patients. I recommend daily disposable lenses for all of the teen patients in my practice. Parents generally want to do whatever they feel is best for their children. So if you’re going to start somewhere, that’s a great place to start.

**Dr. Smiley:** Another patient population that appreciates what the Biotrue ONEday contact lens offers are heavy computer users. One of my practice locations serves the corporate employees of Victoria’s Secret and Abercrombie & Fitch, so we see many 25- to 40-year-old executives. They stare at computer screens all day. Their blink rate is decreased dramatically. Their tear film scores are similar to those of 70-year-olds. Their eyes are red. They’re miserable. They’re decreasing their contact lens wearing times and wearing their eyeglasses at work more often. They’re struggling at the end of the day. To see these signs and symptoms in such a young population is surprising. I really like the Biotrue ONEday lens for these patients. The HyperGel dehydration barrier helps them have a comfortable lens-wearing experience throughout the day.

**Dr. Geffen:** I’ve also had great success switching 30- to 40-year-old women to daily disposables. These women tend to be moms who are working full-time. They love the concept of throwing away their lenses at the end of the day. When they come back after a week of trying the Biotrue ONEday lens, not only are they ecstatic about the convenience, they’re amazed at the overall comfort, especially at the end of the day.

**New for Presbyopes**

**Dr. Marsden:** Even today, some practitioners are reluctant to prescribe multifocal contact lenses. Why is that?

**Dr. Geffen:** Over the years, practitioners had two major concerns about fitting multifocal contact lenses: chair times and fitting fees. The new Biotrue® ONEday multi-focal contact lens for Presbyopia is an easy lens to fit. It’s quick, it’s efficient and patients appreciate it. Patients expect to pay more for a multifocal contact lens, just as they pay more for their progressive eyeglasses.

**Dr. Giedd:** I agree. Up until the last few years, we didn’t have a great selection of multifocal contact lenses that provided good vision, comfort and handling, so even when we broached the subject with our patients, the fitting process had some challenges. There were many hurdles to success. As such, practitioners tended to default to monovision.

**Dr. Smiley:** Start moving patients into multifocal lenses as soon as they become symptomatic without decreasing the plus in the nondominant eye. The Holy Grail of a multifocal-wearing experience is keeping the patient binocular, and with Biotrue ONEday multi-focal contact lenses for Presbyopia, we can do that and gain more success.

**Dr. Marsden:** Dr. Geffen, how do you introduce multifocal contact lenses to emerging presbyopes?

**Dr. Geffen:** With the advent of smart devices and the number of hours people are using computers, many 38-, 39- and 40-year-olds have midday asthenopia. During my examination of these patients, I place a +0.50D lens in front of their distance prescription. If they say that makes their eyes feel more relaxed, I talk to them about trying Biotrue ONEday multi-focal contact lenses for Presbyopia. They usually come back and say, “Wow, I feel so much less eyestrain at the end of the day. My eyes aren’t as tired, and my

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— David I. Geffen, OD

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contact lenses don’t feel as dry.” Once they’ve had that experience, I expect they will stay in these lenses for many years.

Dr. Marsden: How important is it to have a consistent power profile across the range of the powers in multifocal contact lenses?

Dr. Geffen: I think it’s critical, not only for binocularity, but also for consistency in a patient’s prescription from year to year.

Dr. Marsden: Have you been frustrated with inconsistencies in other multifocal lens designs?

Dr. Geffen: Yes. I’ve had patients who are really happy in their lenses return the next year, and it’s like I’m starting from scratch with a brand new fit. I’m frustrating for practitioners and for patients, who may start to doubt our expertise.

Dr. Smiley: There’s nothing more frustrating than inconsistency between lenses and lens powers. Particularly when I make a small change, I want to know that the change will have the impact I demonstrated with trial lenses.

Dr. Marsden: Dr. Geffen, you mentioned that in this patient population not only do we have a presbyopia component, but also dryness. Do you find the Biotrue ONEday material is beneficial to these individuals who are dealing with some of the ocular dehydration that comes with aging?

Dr. Geffen: Yes. Contact lens-related dryness is a huge problem in general, and as we get older, it worsens, especially in women. The Biotrue ONEday material has been a huge benefit to our presbyopic population. They’re feeling much more comfortable.

Dr. Giedd: I agree. Some daily disposable lenses use a wetting agent that can leach out during the day. The Biotrue ONEday material retains its moisture.

Dr. Smiley: It’s also important to note that the dehydration barrier is not a coating; it doesn’t rub off or dissipate over time.

Dr. Marsden: Do you anticipate the Biotrue ONEday for Presbyopia will help decrease the number of patients in that population who drop out of contact lens wear?

Dr. Geffen: I do. One of the major reasons people stop wearing contact lenses, besides dryness, is presbyopia. As people reach age 40 or so, the asthenopia they experience at midday is more likely related to presbyopia than it is to dryness. We now have a daily disposable contact lens that addresses both conditions. Biotrue ONEday multi-focal contact lenses for Presbyopia offer the same comfort as spherical one day lenses along with the optics to see at near and distance. This lens has been a great addition to my practice, boosting the percentage of presbyopes who are wearing multifocal contact lenses to about 40% and growing.

Dr. Smiley: Biotrue ONEday for Presbyopia lenses open the door to a unique population that seems eager to try daily disposable lenses.

Dr. Geffen: People who are presbyopic and have never worn contact lenses before are perfect candidates for part-time wear with Biotrue ONEday for Presbyopia. They get excited when I give them that option, and eventually, they switch to full-time wear. Comfort and vision are good, so they want to wear these lenses all of the time. I think that’s a golden opportunity for practitioners, and I think every patient should at least be asked if he’s ever had any interest in wearing contact lenses.

**Proactivity Grows Practices**

Dr. Marsden: Do you proactively talk to your patients about emerging technology in the contact lens market?

Dr. Smiley: Yes. In fact, if I don’t talk to patients about new technology, I feel I’m doing them a disservice. If I’m charging a contact lens examination fee, I think educating patients about what’s new in the marketplace is a critical value-add that I should be providing.

Dr. Marsden: Does that contribute to practice growth?

Dr. Geffen: Tremendously. We’ve positioned our practice as a high-tech company, and we receive many referrals because of that reputation. When we work with innovative products, such as the Biotrue ONEday lenses, we learn what’s going to work for our patients and make their lives better.

*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. The effectiveness of wearing UV-absorbing contact lenses in preventing or reducing the incidence of ocular disorders associated with exposure to UV light has not been established at this time. 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 been done to demonstrate that wearing UV-blocking contact lenses reduces the risk of developing cataracts or other eye disorders.*
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**REFERENCE:**

2. Twenty-two subjects participated in a randomized, double masked, contralateral eye study to evaluate water loss of Biotrue ONEday, 1-Day Acuvue Moist, 1-Day Acuvue TruEye contact lenses. After 4, 8, 12, and 16 hours of wear, lenses were removed and immediately weighed (wet weight). The lenses were then completely dried and reweighed (dry weight). The percent water loss was then calculated for each lens from the wet and dry weights.

*UVA/UVB Protection*

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