

CONTACT LENSES

The 1-Day Multifocal Ideal for Presbyopes, Myopia Management & Astigmatic Patients

NaturalVue Enhanced Multifocal 1 Day for myopia and presbyopia management

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By Christopher Bertke, OD

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The right multifocal contact lens can do wonders for both your presbyopic and myopia management patients.

Here is the lens, **NaturalVue Enhanced Multifocal 1 Day**, that is helping both of these populations of patients in my practice, and adding to our profitability in the process.

Q: WHAT IS THE KEY ADVANTAGE OF PRESCRIBING & SELLING NATURALVUE?

Incorporating a Unique Multifocal Into Your Practice

A: I started prescribing and selling NaturalVue in 2020. We have made this one of our top contact lens products because of the benefits it has for patients with high screen time.

What sets NaturalVue Enhanced Multifocal apart from other lenses I prescribe is that it can be used for presbyopic patients with mild-to-moderate astigmatism who otherwise would not be able to use a multifocal daily contact lens.

I had a moderate presbyopic astigmatic patient with high screen time who was using a toric soft contact lens and over-the-counter readers. I presented him with this option as a way to reduce or remove the need for OTC readers entirely while also using a contact lens with a higher moisture profile for computer use.

After approximately one week of wearing the lens and adapting to it, the patient was ecstatic.

Q: WHAT DOES NATURALVUE DO FOR MYOPIA MANAGEMENT PATIENTS?

Great Multifocal for Myopia Management

A: We use NaturalVue Enhanced Multifocal for myopia management, which is one of the cornerstones of our practice.

We reduce the progressive nature of myopia in children with this lens, which in turn, reduces the statistical chances of retinal detachments, glaucoma, macular degeneration and other ocular diseases later in life.

With NaturalVue Enhanced Multifocal's ability to slow myopia with the use of a soft contact lens, parents tend to be receptive to the treatment option for their child. After I explain the health benefits to parents, the majority elect to proceed with using NaturalVue for their child's myopia management.

With myopia management a top priority for the care of pediatric patients in our office, our list of success stories is exhaustive. We slowed myopia in hundreds of pediatric patients since we started using NaturalVue Enhanced Multifocal for myopia management.



Dr. Bertke in one of his office's exam rooms. Dr. Bertke says **NaturalVue Enhanced Multifocal 1 Day** is a significant asset to both his patients and practice.

This lens will continue to be our top lens for myopia management. When I use a NaturalVue Enhanced Multifocal to slow myopia, I am confident that I will achieve the desired treatment outcome as well as patient satisfaction.

Q: HOW DOES NATURALVUE POSITIVELY IMPACT YOUR PRACTICE?

Lens that is as Good for Practices as Patients

A: What makes this lens great for growing a small business is that the patient will purchase the lens from the practice that prescribed it.

I found patient purchase retention with this lens to be phenomenal when compared to the other contacts I prescribe.

When prescribing this lens for myopia management, we are guaranteeing ourselves an immediate return as the patient will purchase the lens from our practice.

NaturalVue Enhanced Multifocal is a contact lens that differentiates our small business and enables us to provide quality care for our patients.

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Dr. Bertke was compensated for his time in preparing this article.

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NATURALVUE ENHANCED MULTIFOCAL INDICATIONS FOR USE

NaturalVue® (etafilcon A) Enhanced Multifocal 1 Day Disposable Soft Contact Lenses are indicated in the US for daily wear for the correction of refractive ametropia (myopia and hyperopia), and/or presbyopia in normal eyes. The lenses may be worn by persons who exhibit astigmatism of 2.00 diopters or less that does not interfere with visual acuity.

This information may describe uses for this product, i.e., Myopia Progression Control, which have not been approved by the FDA for use in the United States and is intended for educational purposes only.