

CONTACT LENSES

Fitting Astigmatic Patients: The Innovative Lenses Boosting Our Practice Growth

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NaturalVue® Enhanced Multifocal 1 Day Lenses

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April 16, 2025

In our practice, approximately 40 percent of patients are astigmatic. This significant portion of our patient base drives us to seek the best solutions for their unique needs.

Fitting astigmatic patients in contact lenses can be challenging, particularly when it comes to comfort and lens rotation. I can personally relate to this challenge, as I have experienced it myself.

This challenge is made much easier, however, when you have the right lens. For many of our astigmatic patients that right lens is **NaturalVue Enhanced Multifocal 1 Day**.

THE GAME-CHANGER: EXTENDED DEPTH OF FOCUS LENSES

Among the contact lens options available today for astigmatic patients, the NaturalVue lens stands out thanks to its extended depth of focus.

This feature allows us to correct for astigmatism, making it an excellent choice for presbyopic patients who desire a daily lens that accommodates their astigmatism. There simply isn't another lens on the market that offers this combination of benefits.

POSITIVE PATIENT FEEDBACK: A TESTAMENT TO SUCCESS

The feedback from my patients has been overwhelmingly positive. Many of my myopia management pediatric patients are thrilled to have a soft lens option, especially those with moderate astigmatism.

Remarkably, none of these patients have experienced progression in their myopia, which has delighted both them and their parents.

EFFICIENT FITTING PROCESS: MINIMAL CHAIR TIME REQUIRED

Fitting patients with the NaturalVue lens requires no more chair time than fitting traditional lenses—typically no more than five minutes. This efficiency allows me to serve more patients without compromising the quality of care.

BUILDING A STRONGER PRACTICE BRAND

Having a lens like NaturalVue available sends a powerful message to my patients about the quality of care they can expect at our practice. I can confidently assure them that I have a solution for any patient who walks through the door, enhancing our practice's reputation and service offerings, particularly in myopia management.

NOTABLE GROWTH METRICS: PATIENT RETENTION AND LOYALTY

Since introducing the NaturalVue lens, I have observed a noticeable increase in patient volume and retention.



Photo compliments of Dr. Cynthia Noorani.
Dr. Noorani in her practice. Dr. Noorani says **NaturalVue Enhanced Multifocal 1 Day** has made a tremendous difference in her ability to provide optimal vision for patients with astigmatism.

After two years at my current practice, it has been rewarding to see my NaturalVue patients return annually, satisfied with their contact lenses.

ENHANCING CONFIDENCE AND EDUCATION IN MYOPIA CONTROL

The introduction of the NaturalVue lens has not only improved our practice's profitability but also bolstered my confidence in fitting early presbyopes—something I previously found challenging.

In addition, this lens has enriched my understanding of myopia management practices, allowing me to provide better care for my patients.

EXPERTISE IN MYOPIA MANAGEMENT

As the Change Agent for the state of Georgia for the Myopia Collective, I am dedicated to raising awareness about myopia control.

In my role as the managing physician, I also assist other doctors within our company with practice management skills, further enhancing our collective expertise.

MEETING THE NEEDS OF YOUNG MYOPES

The NaturalVue lens has enabled me to effectively address the needs of young myopes, including those with astigmatism.

One of my favorite cases involved fitting a young patient with -3.25 cyl, who achieved 20/25 vision with the lens and has not experienced any progression in myopia.

BUILDING A MYOPIA MANAGEMENT PRACTICE

NaturalVue has uniquely positioned me to enhance patient retention, loyalty and profitability. I can clearly demonstrate how the lens works and explain the benefits of the extended depth of focus, leading to excellent visual outcomes.

Additionally, I have hosted multiple myopia management symposiums in Atlanta, spreading the word about the effectiveness of NaturalVue in practice.

As the President of the Greater Atlanta Optometric Association, I also facilitate monthly educational dinners for optometrists in the area.

A VERSATILE SOLUTION FOR ASTIGMATIC PATIENTS

In conclusion, the NaturalVue lens is a remarkable product that has not limited my myopia management practice. It has empowered me to provide exceptional care to my astigmatic patients while enhancing the overall growth and profitability of our practice.

I encourage fellow optometrists to consider incorporating this innovative lens into their offerings to better serve their patients and elevate their practice.



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MKT-NVEM-AP24