

CONTACT LENSES

The Daily Multifocal Lenses that Increased Patient Retention by 30%

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A new approach for astigmatic patients

By Josie Ziegler, OD

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As an optometrist, I often find myself reflecting on the challenges we face in providing the best care for our patients, especially those with astigmatism.

I recently had the opportunity to integrate **NaturalVue Enhanced Multifocal 1 Day** into my practice, and the results have been nothing short of amazing.

THE MAGNITUDE OF OUR ASTIGMATIC PATIENT BASE

Serving the needs of astigmatic patients well is central to our practice success. We have too many astigmatic patients to count! With three doctors and totaling 50-80 patients per day, it's a considerable number.

THE CHALLENGE OF FITTING ASTIGMATIC PATIENTS

One of the greatest challenges I have encountered when fitting astigmatic patients in contact lenses is finding a daily lens option with high enough parameters for hyperopes and high myopes.

This is where NaturalVue's Multifocal lenses shine. They allow me to fit patients with high cylinder values (up to -3.00 D) in a daily lens option.

NATURALVUE: STAND-OUT APPROACH FOR ASTIGMATIC PATIENTS

There are many daily disposable contact lenses available today, but what makes NaturalVue Multifocal lens a better choice? The unique ability to fit patients with high cylinder values, regardless of their myopic or hyperopic level, is a game changer.

Patients have reported that these lenses are more comfortable than their previous monthly astigmatism contact lenses. They appreciate that there's no sacrifice of distance over near vision for those who need both toric and multifocal correction and have previously been told that if they want a daily lens, they would have to compromise with monovision.

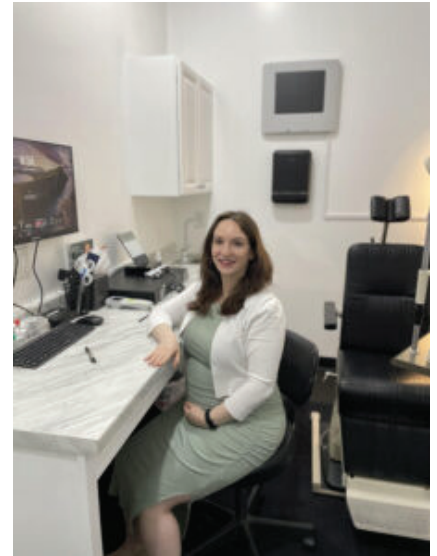
ASTIGMATIC PATIENTS CONSISTENTLY OFFER POSITIVE FEEDBACK

The feedback from my patients has been overwhelmingly positive. Many expressed that they experience less awareness of their eyes and contact lenses throughout the day.

This comfort level is crucial for patient satisfaction and retention.

THE EDOF ADVANTAGE FOR ASTIGMATS

NaturalVue's catenary curved power profile creates an EDOF (Extended Depth of Focus) property, which is a standout feature. For presbyopes, it offers a multifocal daily contact lens option that simply doesn't exist elsewhere. The virtual pinhole effect offers a universal



*Photo courtesy of Dr. Josie Ziegler, who reveals how **NaturalVue Enhanced Multifocal 1 Day** helps a broad spectrum of patients including those who are astigmatic.*

Add (mild to mature presbyope) and universal astigmatism correction (up to 3.00 DC and corrects all axis).

Patients who have been in daily toric lenses and are now presbyopic can continue using a daily lens without switching to monthly or monovision options. The universal Add and astigmatism correction properties allow for a long-term approach without the worry of patients becoming out of range in cylinder or Add power.

EFFICIENT FITTING PROCESS

When it comes to fitting patients in this lens, the chair time required is comparable to fitting traditional spherical multifocal lenses. The lens is rotationally symmetrical, which also provides comfort like spherical lenses.

Typically, I get the lens on during the initial contact lens fit exam and see them back in one week for a check-up. The extra time spent is minimal, usually about 15 minutes more during the follow-up appointment.

SUPPORT FROM VTI

The support that I have received from VTI has been instrumental in my success with these lenses. Our representative is attentive, ensuring that we have the necessary trial lenses in stock, the correct rebate forms and updated patient handouts for education. After reaching out to start fitting the lens, we were up and running within a week.

BUILDING A STRONGER PRACTICE BRAND

Having a lens like NaturalVue available to patients speaks volumes about my practice. It shows that we are committed to staying up to date with all available options.

I often tell my patients that my job is to recommend and prescribe the best options for their vision and health. Offering a daily multifocal lens option for astigmatic patients allows me to fulfill that promise.

NOTABLE GROWTH METRICS: PRACTICE GROWTH & PROFITABILITY

Since introducing this lens, I've seen a noticeable increase in patient volume and retention. Patients are actively seeking me out for challenging contact lens fits, including for astigmatism.

Many come through their own research or referrals from other optometrists and ophthalmologists. Optometry-to-optometry referrals are crucial for patient satisfaction. I've built a reputation for taking the extra time to ensure the best possible results with contact lenses.

The introduction of NaturalVue lenses has not only improved patient satisfaction but has also positively impacted practice growth and profitability.

By offering more options for patients of all ages, we've seen a 30% increase in patient retention since first offering this lens. This growth is a testament to the value of providing innovative solutions in our practice.

GREAT FOR ASTIGMATIC PATIENTS AND MYOPES

NaturalVue is often one of the best options for my myopia management patients, especially for those who have astigmatism.

Before entering optometry school, I spent 10 years as an optician and technician, with a significant focus on myopia management.

This experience sparked my interest in specialty contact lenses. I successfully implemented a myopia management program in my current practice, which continues to grow.

It's exciting to offer this service to patients who previously had limited options. Having a lens with such a high satisfaction level for myopes has helped me grow this important segment of my practice.

For young myopes, this lens provides an excellent option for myopia management. I've had patients who found other daily soft contact lenses uncomfortable, yet they thrived in the NaturalVue lens, even those who are not astigmatic.

CONCLUSION: TRANSFORMATIVE DAILY MULTIFOCALS

In conclusion, integrating NaturalVue's daily multifocal lenses into my practice has been a transformative experience.

From improved patient comfort to increased practice growth, the benefits are clear.

If you're considering expanding your offerings for astigmatic, presbyopic and myopia management patients, I highly recommend exploring

this innovative lens option.

Together, we can elevate the standard of care for our patients and enhance our practices.



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