

CONTACT LENSES

Drive Loyalty With NaturalVue® Enhanced Multifocal for Astigmatic Presbyopes

Sponsored Content

Discover opportunities to help your patients with the NaturalVue® Enhanced Multifocal

By Jeffrey Goldberg, OD

May 5, 2026

For nearly 40 years since I opened my practice, I've grown my business through the power of referrals without traditional advertising. This strategy earned me the trust of many longtime patients. As their families grew to span multiple generations, our practice grew as well. I could retire, but it's very rewarding work and I enjoy helping my patients.

Patients often share that they appreciate our team's dedication to offering something new to make their life easier. Our practice always stays on the cutting edge of technology and looks for new opportunities. That's why when I came across **NaturalVue® Brand lenses** from Visioneering Technologies Incorporated (VTI), I had to reach out about the potential of working together.

MULTIFACETED POTENTIAL

My initial inquiry about NaturalVue® Brand lenses was regarding use with myopia management. As I learned more about the product line and got my fitting set, I saw several potential options that could help me satisfy both myopic and presbyopic patients. I could offer a non-silicone lens for patients, and it sounded like a good match for post-cataract surgery patients.

A NEW OPTION FOR PRESBYOPES WITH ASTIGMATISM

As I began fitting the **NaturalVue® Enhanced Multifocal lens**, I found another opportunity with astigmatic presbyopes. Many of these patients had been told they could not wear contact lenses, or they had unsuccessfully tried other contact lens brands.

I found success with NaturalVue® Enhanced Multifocal due to its unique Neurofocus Optics®. The design creates a pinhole effect that not only has one universal ADD power¹ but in addition, has one universal astigmatism correction up to -3.00DC. This gives my astigmatic presbyopes a daily disposable option providing them clear vision at all distances without the need for a toric lens.

It's valuable that the product also comes in a large range of parameters, fitting any prescription from farsighted to nearsighted, with +4.00D up to -12.25D in quarter diopter steps.

Another reason that NaturalVue® Enhanced Multifocal has been successful with astigmatic presbyopes is that the lens has an 8.3 base curve. This slightly steeper curve provides good centration, enhancing lens stability.

One standout success story was a patient who was -26.00D before her cataract surgery. After her recovery, when she was down to -5.00D, we tried the NaturalVue® Enhanced Multifocal 1 Day and she was very happy with the lens.

KEY TO SUCCESS: TRY IT ON EVERYONE

I recommend offering all appropriate patients an opportunity to try NaturalVue® Enhanced Multifocal 1 Day contact lenses. I tell patients, "I have something new for you to try and it may or may not work for you, but if it does, I think you will be happy."

Start your training with your sales representative and keep practicing and being consistent with the lens fitting steps. It is important to use the **NaturalVue® Quickstart Calculator** to ensure the most accurate starting Rx.



Photo provided by VTI

It's a great resource for fitting success and to learn the intricacies of the lens.

After determining the best starting Rx, send the patient home with a NaturalVue® trial pack of 10 lenses. I appreciate the 10-lens trial pack offered by NaturalVue® which provides patients with an ample supply of lenses to ensure a sufficient adaptation period.

GREAT COMFORT, REASONABLE PRICE

VTI offers products at a reasonable cost that helps across the generations in our practice. I am pleased with the optics and comfort, and I like offering an alternative to silicone for those with sensitivities. The etafilcon A material provides great comfort for both multifocal wearers as well as patients wearing the NaturalVue® Enhanced Sphere 1 Day Contact Lenses with the TripleTear™ lubrication system.

A BRAND WITH EXCLUSIVITY

You won't find NaturalVue® Brand lenses sold online, which benefits both patient retention as well as capturing the sale. But in my opinion, contact lenses should not be sold online. They should be fit and followed with a specific protocol just like other medical devices. I advise my patients that when ordering a product like contact lenses, it's best to stay in the hands of a medical professional.

This product has provided us a new level of patient loyalty even if they have moved away. Patients may try something new but realize they prefer NaturalVue® Enhanced Multifocal, so they schedule an exam when they are in town.

MAKE THE INVESTMENT

NaturalVue® Enhanced Multifocal 1 Day contact lenses have been a great match for many patients, including myopic patients. One experience stands out regarding two sisters. The older sister, now 25, has myopia that progressed to -13.00D. The younger sister, now 15, has been using the NaturalVue® Enhanced Multifocal lens for three years now and progression stopped at -3.00D and hasn't changed. For parents, it's a big advantage to offer a one-day option that their children don't have to sleep in and has no permanent effect on the cornea.

Don't be worried that the fitting adjustments may take a few minutes. They can result in lifelong patients, who will stay with you as long as they are around—or sometimes even when they move.

These satisfied patients often leave positive reviews and refer many other patients. They appreciate my honesty and willingness to keep trying to help them have the best visual experience that they can have. For me, the reward as a practitioner is a happy patient. That successful fit is worth a million dollars to me.

MKT-NVEM-AP27

Dr. Goldberg was compensated for his contribution to this article.

References

1. Tuan KA, Benoit DP, O'Connor B. Evaluation of the functional visual range of a catenary curve-based, extended depth-of-focus contact lens for presbyopia. Clin Ophthalmol. 2024;18:2113-2123. doi: 10.2147/OPHT.S468699.



Jeffrey Goldberg, OD, owns a private practice in Plainsboro, New Jersey.

This article was created using several editorial tools, including AI as part of the process. Human editors reviewed this content before publication.