

NaturalVue® (etafilcon A) Enhanced Multifocal 1 Day™ Contact Lens Advantage



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It is said that 'time is money', and in a busy practice saving time can help generate more revenue. If you use 15-minute appointment slots, you can choose to use 30 minutes (2 slots) for a new comprehensive examination or a new contact lens fitting. Established patients can be seen in a 15-minute slot, whether it is a comprehensive exam or a

recheck of any kind. Thus, you can customize your schedule with a mixture and maximize the number of patient visits.

Imagine that you have a patient scheduled for a 30-minute contact lens fit. The amount of time needed will be about the same with any multifocal contact lens you choose. NaturalVue Multifocal is a patented, center-distance extended depth of focus universal ADD design encompassing ADD power requirements up to +3.00. This design allows the brain to adjust to whatever the patient needs for an ADD. After the initial fit, if the distance prescription stays the same, there is no need to refit the patient, no matter what happens to the spectacle ADD. Therefore, unless there is a change in the distance prescription, there is no need to change the contact lens powers.

Thus, in subsequent years' appointments you can save time by not having to deal with multiple ADD powers and changes needed to maximize vision. This scenario can repeat itself with every NaturalVue Multifocal patient you fit.

Happy patients spend more in the office for glasses, sunglasses, etc. Since NaturalVue Multifocal is only available through the prescribing doctor's office, the profits stay with you. Keep your patients happy with NaturalVue Multifocal 1 Day contact lenses.



NaturalVue® Enhanced Multifocal

- ✓ **Power Range:** +4.00 to -12.25 D in 0.25 D steps
- ✓ **Add:** Patented Extended Depth of Focus Design, encompassing ADD power requirements up to +3.00

Practitioners had this to say about NaturalVue Multifocal in their practices:

"The NaturalVue Multifocal contact lens makes fitting presbyopes easier than other lenses due to its universal ADD. There is so much plus power in the periphery that the brain figures out how much it needs to see clearly at near and suppresses the rest. As the patient ages and requires more plus at near, there are usually very few, if any, changes that need to be made, because the extra plus is already there. With other multifocals, this is much more difficult, as moving to higher ADD powers usually causes blur in the distance. There are usually more visits for the patient and chair time to find a brand and a lens that the patient is comfortable with. The NaturalVue MF eliminates this extra time for both the patient and the practitioner."

– Jennifer Dattolo, OD, FCOVD

"Traditional multifocal platforms come in "levels" of ADD power. Once a patient needs more plus power for near, we move to the next level of ADD power (i.e.: low to medium) to improve the reading correction. Inevitably, at some point, the distance vision will begin to decline as the reading power increases. NaturalVue Multifocal's universal ADD design is unlike the traditional multifocal in that this is a distance centered, daily disposable multifocal that fits like a sphere. No low, medium, high to decide on. Not having a low, medium, high, distance or near, eliminates the yearly changes in design. Long term, we are able to save our patients (and ourselves) time since only minor adjustments in the distance power potentially would be warranted year after year."

– Amber Zaunbrecher, OD, FCOVD

For additional Information, please contact Dr. Doug Benoit at dbenoit@vtivision.com or VTI Technical Consultation **1-844-VTI-LENS (1-844-884-5367)**, ext. 102, or TechnicalConsultation@vtivision.com