



Enhancing Optometry Practice Success with NaturalVue® Contact Lenses: A Game Changer for Key Metrics

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In the dynamic landscape of optometry, success hinges on various key practice metrics. Optometrists strive to provide the best patient care while also maintaining practice profitability and growth. NaturalVue® Enhanced Multifocal 1 Day® contact lenses offer a powerful solution that positively impacts these crucial metrics. This article highlights how NaturalVue lenses can contribute to the success of practices like yours, ultimately leading to improved patient outcomes and practice growth.

NaturalVue lenses have unique features and benefits that inspire patient loyalty.

Capture Rate: Boosting Prescription Fill Rates

A high capture rate, where patients fill their prescriptions in the practice, is vital to any practice. VTI's business policy supports optometrists by making NaturalVue lenses available exclusively to licensed Eye Care Professionals who provide direct patient care. This policy ensures your patients can only purchase these lenses from you, maintaining practice revenue.

NaturalVue lenses have unique features and benefits that inspire patient loyalty. By recommending NaturalVue lenses and educating patients about their advantages, optometrists can increase patient confidence and encourage them to fill their prescriptions directly within the practice. This helps maintain a robust capture rate, ensuring patients receive the best vision care from a trusted professional like you.

NaturalVue lenses offer optometrists an opportunity to provide innovative solutions for a wide range of vision conditions.

Re-purchase Rate: Satisfied Patients and Repeat Business

Patient satisfaction and re-purchase rates tend to go hand in hand. NaturalVue Enhanced Multifocals have an initial purchase rate of 90-100% when following the fitting guidelines.¹ Additionally, NaturalVue Enhanced Multifocals have a 92% repurchase rate² which means happy patients return to your practice. NaturalVue Enhanced Multifocal contact lenses provide excellent vision, with little compromise¹. With NaturalVue Enhanced Multifocals, 92% of daily activities can be completed without using glasses¹ and, with features like Neurofocus Optics® technology, NaturalVue Enhanced Multifocal lenses offer excellent visual acuity. By fitting patients with NaturalVue lenses and ensuring their comfort and performance, optometrists can significantly improve re-purchase rates.



NaturalVue lenses, backed by comprehensive fitting guides, help ensure efficient and successful fittings.

Retention Rate: Building Long-Term Patient Relationships

Patient retention is a crucial metric for long-term practice success. NaturalVue lenses offer optometrists an opportunity to provide innovative solutions for a wide range of vision conditions. Whether addressing myopia management or presbyopic patients, NaturalVue Enhanced Multifocal contact lenses can help showcase a practice's commitment to comprehensive eye care. By consistently delivering exceptional outcomes and personalized solutions, optometrists can foster long-lasting patient relationships, boosting retention rates and generating positive word-of-mouth referrals. Happy patients keep returning, and NaturalVue has a 92% repurchase rate² compared to 57% published annual repurchase rate for some other multifocal contact lenses.³

Fit Efficiency: Optimizing Chair Time

Optimizing chair time is essential for practice efficiency and profitability. NaturalVue lenses, backed by comprehensive fitting guides, help ensure efficient and successful fittings. By familiarizing yourself with the fitting nuances of NaturalVue Enhanced lenses and leveraging the manufacturer's fitting guidelines, you can streamline chair time and reduce fitting challenges. With one universal EDOF design (with an effective ADD of more than +3.00D) for a simplified fit, NaturalVue Enhanced has an 88% fitting success rate⁴. This also means fewer changes are needed as presbyopes experience vision changes, since more ADD is already built in.



NaturalVue lenses contribute significantly to the success of optometry practices.

Additional Benefits: Differentiation and Specialty Care

In addition to the previously mentioned metrics, NaturalVue lenses offer additional benefits that bolster your optometry practice. NaturalVue lenses enable practices to differentiate themselves by offering specialty practice areas such as myopia management, contact lens care for mature patients, and dry eye treatment. By providing these specialized services with a contact lens unavailable anywhere else, you become a hero to patients, inspiring loyalty and encouraging strong word-of-mouth referrals. Plus, the same lens technology offers success for different patient needs that span ages 7 to 70.

Enhancing Practice Metrics with NaturalVue

NaturalVue contact lenses offer optometrists a game-changing solution to improve key practice metrics and drive overall success. From boosting capture rates and re-purchase rates to building long-term patient relationships and streamlining practice workflow, NaturalVue Enhanced lenses contribute significantly to the success of optometry practices. By embracing this innovative technology and leveraging its benefits, you can provide exceptional patient care, enhance the profitability of your practice, and position yourself as a leader in your field.

To learn more call **1-844-VTI-LENS (844-884-5367)**, ext 116.,
email at **info@vtivision.com** or visit **vtivision.com**

References: 1. VTI Data on File 2015 n=59, data assessed after 1 week of wear. 2. VTI Data on File 2016, data from established accounts after 12 months. 3. Sully A, Young G, Hunt C. Factors in the success of new contact lens wearers. Cont Lens Anterior Eye. 2017 Feb; 40:15-24. (Spherical CLs 79%, torics 73%, multifocals 57%). 4. VTI Data on File 2015 n=59