

Strategies to improve contact lens retention



Enhancing support for new wearers

The early stages of contact lens wear are crucial to ongoing success. One in four new wearers drop out in the first year of wear, and nearly half of these lapse in the first two months.¹

Practitioners are often unaware patients have lapsed or why.

For many dropouts no alternative lens or strategy has been tried. Follow these tips to support your patients when first fitted with contact lenses, to improve patient satisfaction and benefit your business.

Comfort, vision, confidence in handling and comprehensive follow up, all play a significant role in the first few weeks of wear.



Tips to improve new wearer retention



- Conduct effective one-to-one training (see Tips)
- Direct patients to useful digital resources to help support their contact lens experience. (www.acuvue.co.uk)



- Assign a contact lens 'buddy'
- Agree a suitable time and method to contact patient to check on progress



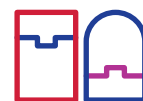
- Establish routines, regular wear, regular purchase and convenient supply



- Ensure patients feel vision is similar to their spectacles (especially with toric lenses) and enables good 'real-world' vision with multifocals.



- Choose products for excellent comfort that meet the patient's predominant needs



- Communicate that alternative products or strategies are available if current needs not met or future needs change

Tips for an effective contact lens training

Examining each step in the handling process, combined with input from psychologists, has provided new insights to understand how to teach lens handling more effectively.²

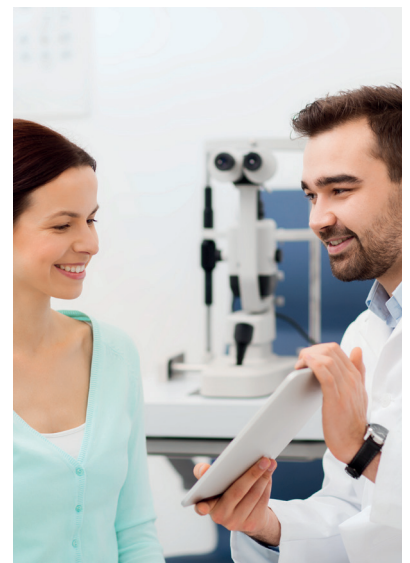
- Consider sending links to application and removal videos for patient to familiarise themselves with prior to the training
- Conduct a professional handover to teaching staff to establish their expertise and credibility
- Ensure a hygienic, uncluttered, private teaching area
- Provide a comfortable chair, mirror and table height to avoid tension for the patient
- Break the process down into small steps and explain 'why' for each step
- Positively encourage after each successful attempt at an individual step
- Talk slowly and softly, giving specific advice
- Use active listening techniques to elicit the patient's concerns
- Motivation, not anxiety, is correlated with lens application and removal success:
- Convey positive messages that motivate rather than instill fear
- Build trust, explaining clearly to demonstrate confidence and a professional image
- Set goals but reassure that 'it's OK to come back'



Key Points to Communicate

Confidence in lens handling is a key factor for new wearer success
Careful follow up by trained practice staff can help patients get through the early stages of contact lens wear.

- Congratulate and encourage – remind it will take practice and time to adapt
- Supply information on the brand and product prescribed and why it is most suitable to meet the patient's predominant needs
- Make patient aware that additional options are available if needed
- Supply written instructions on wear and care to reinforce
- Supply link to video to review and remind at home
- Agree a suitable time for a progress call
- Provide a name and telephone number to call if any concerns
- Confirm follow up appointment
- Provide progress call to the patient as planned and reconfirm follow up appointment
- Follow up appointment: ask patient to grade 0-10 their contact lens performance (comfort and vision), offer an alternative lens for trial if not satisfactory



References

1. Sulley A, Young G and Hunt C. Factors in the success of new contact lens wearers. Cont Lens Anterior Eye 2017;40:1 15-24.
2. JJV Data on file 2014. Training Wheels Research N=1,200 Quantitative interviews in China, Japan, RU and US with considerers, trialists & drop-outs.

Important Safety Information: ACUVUE® Contact Lenses are indicated for vision correction. As with any contact lenses, eye problems, including corneal ulcers, can develop. Some wearers may experience mild irritation, itching or discomfort. Contact lenses should not be used in case of eye infections or any other eye conditions, or in case of a systemic disease that may affect the eye. For detailed product information, including contraindications, precautions and adverse reactions, please consult the Instructions for Use or visit our Johnson & Johnson Vision website (<https://jnjvisionpro.co.uk/instructions-for-use>).

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