Perfecting Vision. Enhancing Life.®

Multi-focal contact lenses: another win-win opportunity.

Demographic Opportunity

We are rapidly approaching a worldwide population of 1.5 billion presbyopes (Holden *et al.*, *Archives of Ophthalmol*, 2008). The presbyopic population is growing faster than the population as a whole. A 2008 Gallup Organization study projected that the number of prospective contact lens wearers in the U.S. was expected to increase to almost 34 million over the next decade – a percentage increase (9.2%) greater than the overall projected national population growth rate (8.4%). In less than 10 years the 50 and older age group will represent 16 million of the current 34 million contact lens wearers that are now 13 years of age and older. Clearly, as an increasing number of our patients live longer and have more active lives, growth in this patient segment will remain robust for years ahead. Patient interest in multi-focal contact lens correction will substantially increase in most of our practices as a result of consumer advertising, word of mouth, and trade advertising of new technology. We need to be ready to help our patients and our practices reap the benefits of new and emerging contact lens technologies for presbyopic correction. Only one in 10 of the vision corrected population age 50-64 wears contact lenses. Our market research shows that one-third of monovision wearers and one-third of regular contact lens wearers would be willing to wear multifocal contact lenses. We at Bausch & Lomb know this because when we advertise our multi-focal contact lenses, your patients respond. We are making patients aware of the ability to get rid of their reading glasses and provide them with the natural appearance they prefer. We also know that our multi-focal lenses can work for these patients. In fact I've always said that refitting a current early presbyope contact lens wearer into a multi-focal contact lens is a slam dunk. Those in their 40's do great with multi-focal contact lenses, so start them early and they can progress easily in to a higher add as they enter their 50's. This will also keep these patients from dropping out, and endear them to you and your practice.

JOE'S VIEW

with Joe Barr, OD, MS, FAAO
Bausch & Lomb

Patient Opportunity

Two recent studies point to the success that can be achieved with Bausch & Lomb multi-focal contact lenses.

Richdale (OVS 2006) found that 76% of her subjects preferred SofLens® Multi-Focal lenses to monovision correction. High contrast acuity was good (20/20 "at least") at both distance and near and stereo-acuity was far better with multi-focal lenses. Patients had a slight reduction in low contrast acuity with the multi-focal lenses at near (20/32 vs 20/28 with monovision). A more recent study (Gupta, OVS 2009) also found stereo-acuity better with PureVision® Multi-Focal lenses. In addition, the range of near vision was better for the patients wearing the multi-focal lenses. While these researchers found some differences in visual acuity, distance and near acuity was good, and contrast sensitivity was not significantly different. The authors commented that the PureVision® Multi-Focal lenses "can potentially provide a better balance of real-world visual function because of minimal binocular disruption." The Bausch & Lomb multi-focal lenses in these studies shared the center-near aspheric design that also controls spherical aberration to expand the range of clear vision.

Business Opportunity

As I learned a long time ago when fitting and treating presbyopes, a happy presbyopic multi-focal contact lens wearer is a loyal patient who is willing to refer other presbyopes for the opportunity to see well at distance and near with contact lenses. Bausch & Lomb is committed to helping the eye care practitioner provide the best vision solutions for your patients throughout their lives.

Regards,

Joe Barr

Joe Barr, OD, MS, FAAO

Vice President
Global Clinical & Medical Affairs
and Professional Services Vision Care
Bausch & Lomb

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