

'The Anti-Fatigue Lens Opportunity!'


Bob Alexander, ABOM, NCLEM

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On behalf of Vision Expo, we sincerely thank you for being with us this year.

Vision Expo Has Gone Green!

We have eliminated all paper session evaluation forms. Please be sure to complete your electronic session evaluations online when you login to request your CE Letter for each course you attended! Your feedback is important to us as our Conference Advisory Board considers content and speakers for future meetings to provide you with the best education possible.



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Speaker Financial Disclosure

Bob Alexander has no financial interests to disclose.

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Objectives

At the end of this presentation, you will be able to:

- Recognize the need / opportunity imbalance of anti-fatigue lenses
- Define digital eye strain (DES) and explain why it occurs
- Differentiate DES from presbyopia
- Apply a DES solution based on patient need
- Confidently overcome objections to your anti-fatigue lens recommendation

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What is an Anti-Fatigue Lens Anyway?

Single vision lens

Contains additional power in lower 'reading' portion

Not to be confused with a low add progressive

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Imbalance
*Capitalize on, or create
opportunity?*

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Opportunity Imbalance

Today's visual demands are different:




The diagram consists of three parts: on the left, an eye icon with a dashed blue arrow pointing to an open book icon; in the center, a smartphone icon and a tablet icon with double-headed blue arrows between them; on the right, a computer monitor icon.

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Opportunity Imbalance

Today's visual demands are different:

Closer distances




The diagram is identical to slide 10, but includes the text "Closer distances" above the smartphone and tablet icons.

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Opportunity Imbalance

Today's visual demands are different:

Rapid focus changes




The diagram is identical to slide 10, but includes the text "Rapid focus changes" above the smartphone and tablet icons.

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Opportunity Imbalance

Today's visual demands are different:

Backlit screens



The diagram illustrates the shift in visual demands. On the left, an eye icon is connected by a double-headed arrow to an open book icon. In the center, a smartphone icon is connected by a double-headed arrow to a tablet icon. On the right, a computer monitor icon is shown. The text 'Backlit screens' is positioned above the monitor icon.


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Opportunity Imbalance

Digital Eye Strain (DES) Is Growing

- 53% use computer more now than before the pandemic¹
- 85% experience more DES¹
- 59% experiencing more eye fatigue¹
- 70% indicate protecting eyes and eye health in more important now than ever before¹

11 Hours Per Day²



The image shows a person's hands typing on a laptop keyboard. A smartphone is held in their other hand. A blue callout box with white text says '11 Hours Per Day²'. At the bottom left, there is a small URL: www.nytimes.com/2020/03/05/health/digital-eye-strain.html

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A collage of various US dollar bills (5, 20, and 100) with the word 'Opportunity!!' written in large, white, bold letters across the center.

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Opportunity Imbalance

Opportunities Are Decreasing!
9 in 10 Americans think it's important to take care of their vision², however:

- Only 1 in 5 think going to the eye doctor regularly is important.³
- 39% didn't enroll in vision benefits last year.³
- 30% forget or can't make time for their annual exam.³



Types of Ophthalmic Survey Data Code: 05/07/2021


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Opportunity Imbalance

Creating Opportunity.

Having the correct lens portfolio is key!

Recognize & Recommend



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Define DES

What is DES and how do I recognize it?

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Define DES

American Optometric Association states –
Digital eye strain is a group of eye and vision related problems that result from prolonged use of digital devices.

- Symptoms –
- Headache
- Blurry vision
- Dry eyes
- Neck and / or shoulder pain
- Poor night vision
- A combination of these



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Define DES

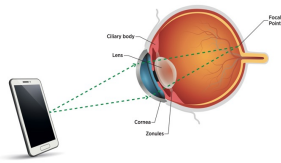
DES is generally referred to as being caused by –

- Glare on a digital screen
- Improper viewing distance
- Poor ergonomics
- Uncorrected vision problems
- A combination of these



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Define DES

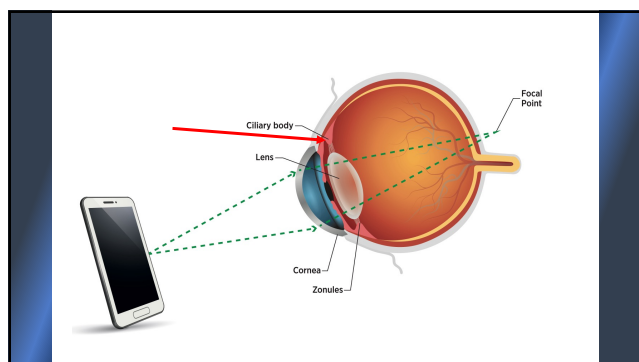


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Physiology

Why does DES occur?

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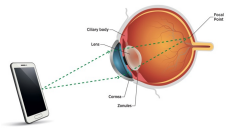
26

A spasm of accommodation (also known as a ciliary spasm, an accommodation, or accommodative spasm) is a condition in which the ciliary muscle of the eye remains in a constant state of contraction.

Normal accommodation allows the eye to "accommodate" for near-vision.

https://en.m.wikipedia.org/wiki/Spasm_of_accommodation

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A spasm of accommodation
ciliary muscle of the eye remains in a
constant state of contraction

https://en.m.wikipedia.org/wiki/Spasm_of_accommodation

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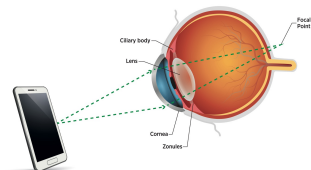
DES
vs.
Presbyopia
What's the difference?

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DES vs Presbyopia

Presbyopia

- The decline or loss of the eye's ability to focus on objects at close distances.
 - The crystalline lens is losing or has lost the ability to properly focus at near.

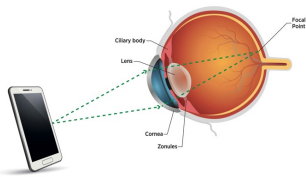


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DES vs Presbyopia

DES

- The onset of bothersome visual symptoms from the overuse of focusing muscle within the eye.
- The muscles and crystalline lens are able to focus on objects up close
- Become 'locked up' and cannot change focus quickly, or at all for long periods.



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DES vs Presbyopia

Presbyopia

- Crystalline lens losing functionality
- Crystalline lens lost or losing ability to focus
- Often corrected with PAL
- PAL has intermediate power

DES

- Crystalline lens functions normally
- Crystalline lens affected by tired ciliary muscles
- Corrected with SV anti-fatigue lens
- Anti-fatigue lens has no intermediate power

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DES Solution

How do I know what version to offer?

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Apply a Solution

Which version to recommend?

- Use questionnaire to determine level of DES
- Have patient complete prior to exam
- Review in lane & during handoff

MauiPassport Boost – Eye Fatigue Questionnaire

Please check all symptoms that you experience throughout your normal day.

<input type="checkbox"/> Blurred vision	<input type="checkbox"/> Itchy eyes
<input type="checkbox"/> Dry eyes	<input type="checkbox"/> Headaches
<input type="checkbox"/> Fluctuation in vision	<input type="checkbox"/> Poor night vision
<input type="checkbox"/> Light sensitivity	<input type="checkbox"/> Trouble concentrating
<input type="checkbox"/> Tired Eyes	<input type="checkbox"/> Neck and/or shoulder pain
<input type="checkbox"/> Eye rubbing	<input type="checkbox"/> Other: _____

Do you use a desktop computer? Yes No
If yes, how many hours per day? _____ Rate your visual comfort: 1 2 3 4
Low fatigue High fatigue

Do you use a smartphone? Yes No
If yes, how many hours per day? _____ Rate your visual comfort: 1 2 3 4
Low fatigue High fatigue

On average, how many hours per day do you spend outdoors? _____
On average, how many hours do you spend driving per day? _____
Do you wear sunglasses regularly? Yes No ... If yes, how many hours per day? _____
What are your hobbies? _____

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- | | |
|--|--|
| <input type="checkbox"/> Dry eyes | <input type="checkbox"/> Headaches |
| <input type="checkbox"/> Fluctuation in vision | <input type="checkbox"/> Poor night vision |
| <input type="checkbox"/> Light sensitivity | <input type="checkbox"/> Trouble concentrating |
| <input type="checkbox"/> Tired Eyes | <input type="checkbox"/> Neck and/or shoulder pain |
| <input type="checkbox"/> Eye rubbing | <input type="checkbox"/> Other: _____ |

Do you use a desktop computer? Yes No
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Do you use a smartphone? Yes No
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Low fatigue High fatigue

On average, how many hours per day do you spend outdoors? _____

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MauiPassport Boost – Eye Fatigue Questionnaire

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- | | |
|--|--|
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<input type="checkbox"/> Dry eyes	<input type="checkbox"/> Headaches
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If yes, how many hours per day? _____ Rate your visual comfort: 1 2 3 4
Low fatigue High fatigue

On average, how many hours per day do you spend outdoors? _____

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Prescribing

How to determine boost power

Use questionnaire to determine level of eye comfort.
Add the visual comfort scores together.

<p>Comfort Score = 5 or less</p> <ul style="list-style-type: none"> • Start near +0.50D • Accompanied by more than 5 symptoms – Increase? 	<p>Comfort Score = 6 or more</p> <ul style="list-style-type: none"> • Start near +0.75D – 1.00D • Accompanied by only 2 or 3 symptoms – Decrease?
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Prescribing

Availability

HOYA Sync – 0.57, 0.95, 1.32
 Essilor Eyezen+ – 0.00, 0.40, 0.60, 0.85, 1.10
 Essilor Eyezen Start – 0.00
 ZEISS Smartlife – 0.50, 0.75, 1.00, 1.25
 Shamir Relax – 0.50, 0.65, 0.80
 VSP Unity Relieve – 0.50, 0.70


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Prescribing

Proper Fitting

Mono PD
Mono Fitting Height
Add power in Rx
Minimum Fit Height

Think about how you would fit a progressive!



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Communication

Overcoming Objections

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Effective Communication

- Reveal – Why did the objection occur?
 - Apprehension
 - Confusion
 - Obstacle
- Recognize & Respond – Root cause?
 - Recognize root cause
 - Respond to show we are listening
- Resolve
 - Apprehension – Provide proof
 - Confusion – Provide correct information
 - Obstacle – Refocus on what we have to offer
- Recommend



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Reveal

ECP- I see that Dr. Jones has prescribed an anti-fatigue lens.

Patient – Yes. She mentioned that in the exam lane because I checked some symptoms and high fatigue levels on the questionnaire form. But I'm not sure how a pair of glasses is going to help with those symptoms I'm experiencing at work.

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Recognize & Respond

ECP – On the questionnaire you marked that you are experiencing itchy, watery eyes, blurred vision, and trouble focusing, in addition to the discomfort. Is that correct?

Patient – Yeah. But I have glasses now. How will these glasses help with improving those symptoms? Lenses are lenses, right?

ECP – That's a fair question, and I can help clear that up for you.

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Resolve

ECP –It's all about your eyes getting tired. When you focus up close for long periods of time, the muscles in your eyes work very hard to keep that focus. When those muscles become fatigued, your eyes have trouble changing focus. That in turn can cause your eyes to become itchy and watery. Also, you blink less when working at close distances and that worsens as your eyes become fatigued. It's all about your eye muscles getting tired.

Patient - So this all stems from my eye muscles getting tired?!

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Resolve

ECP – Yes. An anti-fatigue lens helps your eyes relax while viewing close objects by providing a boost in power where you view those close objects, in the lower portion of the lens. That's how this lens is different than what you are wearing currently.

Patient – Now it's making sense. Dr. Jones is relaxing my eyes while doing all those hours of close-up desk work during the day with the lenses she recommended.

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Recommend

ECP – Exactly! Relaxing your eyes is key to helping with *all* the symptoms you checked on the questionnaire. Is it OK to move forward with the anti-fatigue lens to help alleviate the visual issues you are experiencing?

Patient – Yes. Let's go ahead with the order.

ECP - Perfect! We have great success with this lens and I'm sure you'll do well too. Let's choose a frame and get started.

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