

Speaker Financial Disclosure
Bob Alexander has no financial interests to disclose.

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'The Anti-Fatigue Lens Opportunity!'
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Objectives

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

- Define digital eye strain (DES) and recognize
- Restate the marketing and communication strategy of MauiPassport Boost
- Identify proper ordering procedures
- Differentiate MauiPassport Boost from current competitor products
- Recall Marketing promotion associated with MauiPassport Boost
- Identify selling opportunities

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Imbalance
Capitalize on, or create opportunity?

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Opportunity Imbalance

Today's visual demands are different:



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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



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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

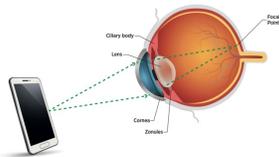


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Define DES

However, this doesn't explain why DES occurs!

What is the root cause?

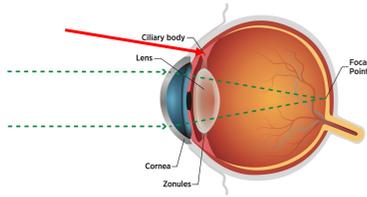


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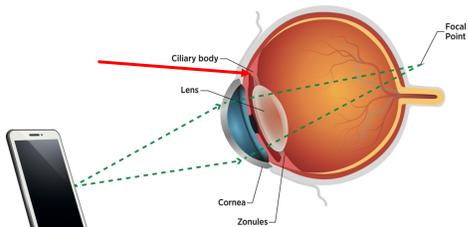
Physiology

Why does DES occur?

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DES vs. Presbyopia

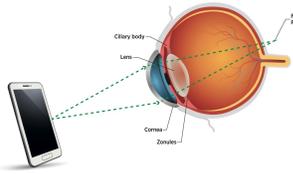
What's the difference?

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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.

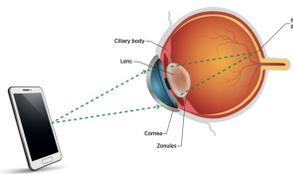


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DES vs Presbyopia

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 lens 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"/> Heavy eyelid(s)
<input type="checkbox"/> Light sensitivity	<input type="checkbox"/> Trouble concentrating
<input type="checkbox"/> Red Eyes	<input type="checkbox"/> Neck and/or shoulder pain
<input type="checkbox"/> Eye watering	<input type="checkbox"/> Other _____

Do you use a reading computer? Yes No

If yes, how many hours per day? _____ Rate your visual comfort: Low Fair Good Excellent

Do you use a smartphone? Yes No

If yes, how many hours per day? _____ Rate your visual comfort: Low Fair Good Excellent

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

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? _____

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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 with +0.50D • Accompanied by more than 5 symptoms – Increase to +0.90? 	<p>Comfort Score = 6 or more</p> <ul style="list-style-type: none"> • Start with +0.90D • Accompanied by only 2 or 3 symptoms – Decrease to +0.50D?
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Prescribing

<p>Availability</p> <p>HOYA Sync – 0.57, 0.95, 1.32 Essilor Eyezen – 0.00, 0.40, 0.60, 0.85 ZEISS EnergizeMe – MauiPassport Boost – 0.50, 0.90</p>	<p>Proper Fitting</p> <p>Mono PD Mono Fitting Height Add power in Rx</p>
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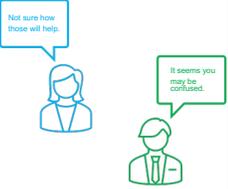
Communication

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 my visual comfort, itchy, watery eyes and trouble focusing? Lenses are lenses, right?

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. Because you blink less your eyes dry out and begin to water and become itchy. It's all about your eye muscles getting tired.

Patient - So this all stems from my eyes 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 MauiPassport Boost 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.
