



New Report: Significant Upside Opportunity for Patients & Practices from Dual Contact Lens & Glasses Prescribing

Contact Lens Institute Publishes Comprehensive Study of 2023 Consumer Attitudes, Demand and Behaviors, Plus Practical Guidance for Eye Care Community

WASHINGTON, D.C., April 26, 2023—A new, comprehensive report from the [Contact Lens Institute \(CLI\)](#) indicates that the eye care community has significant yet largely untapped upside opportunity by prescribing both contact lenses and glasses. “Double Duty: The Patient & Practice Potential of Dual Contact Lens & Glasses Wear” is [now available for online reading or download](#) from [ContactLensInstitute.org](#).

The latest CLI *See Tomorrow* series report draws from recently conducted custom research with more than 2,000 prescription vision-corrected U.S. adults, combined with insights from more than a dozen of the country’s leading eye care professionals. It also includes previously unpublished data from [The Vision Council](#), with whom CLI is partnering to extend the study’s reach.

[Editor's Note: Infographics and images are embedded with higher-resolution links below.]

“Having an industry association with our specific focus advance glasses prescribing—in conjunction with increased contact lens wear, of course—may be unexpected. But we firmly believe that the greatest potential for consumer satisfaction and professional success has a foundation in holistic eye care,” write CLI Executive Director Stan Rogaski and CLI Board Chair Michele Andrews, OD, in the report’s opening letter. “While some of findings affirm what we have long suspected, and others are surprising, all contribute toward a more informed and effective community of eye care professionals.

Expanding on data first previewed on the 2023 Vision Expo East Innovation Stage, CLI quantifies latent demand for dual wear among current glasses and contact lens users—more than one in three patients (36%)—and explores why consumers define choice as a strongly compelling proposition. This includes deep dives with accompanying infographic illustrations into situational wear by activity, time of day, and day of the week.

For the first time, CLI isolates the demographics of dual wearers, including employment status, household income, education, gender, and vision insurance coverage. The findings also offer understanding of what prompts a dual wearer to choose contact lenses or glasses, with convenience scoring high for both types of vision correction (31% and 37%, respectively). Details surrounding self-confidence, quality of vision, physical activities, fashion, and comfort elements are also conveyed.

The largely overlooked importance of trial stands out within the research. Among glasses-only wearers, contact lens trials are largely underutilized. 32% of that patient population said that a free trial would increase their consideration. Yet among the subset who reported that contact lenses were discussed at their most recent exam, only 10% were subsequently offered trials of any type. Among contact lens-only wearers, when glasses were discussed during an exam, only one in three were offered the chance to look at glasses in the office.

Columns authored by 2023 Contact Lens Institute Visionaries are placed throughout the publication, each offering examples of how to transform the report data into high potential practice management behaviors. Many center on engaging in more productive exam lane conversations, extending those to all staff who interact with patients prior to, during, and after their visit.

“Our profession has inadvertently made glasses and contacts an ‘either-or’ selection, when the real choice lies in having the ability to pick between the two on any given day and time to suit ever-changing environments. CLI hopes the eye care community will embrace this new research, share the insights among one another, and consider how dual wear can provide a better experience for practice and patient alike,” said Dr. Andrews.

The Contact Lens Institute advances the latest innovations in safe and effective contact lens and lens care products and services that provide unique benefits to patients while satisfying the evolving needs of eye care professionals. CLI undertakes activities that properly assess, enhance, promote and balance contact lens and lens care industry welfare and growth, including the safe use of products in the marketplace. Its members include Alcon, Bausch + Lomb, CooperVision, and Johnson & Johnson Vision. For more information, visit contactlensinstitute.org.

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**DOUBLE DUTY:
THE PATIENT AND PRACTICE POTENTIAL OF
DUAL CONTACT LENS & GLASSES WEAR**



Spring 2023

TRIGGERING TRIAL

With so many patients pleased with the benefits of dual wear, one latest research highlights several factors that practice owners can implement to help provide their own patients with the best possible experience.

65% have never used contact lenses

21% have not used contact lenses in more than 12 months

Among patients who wear contact lenses, 70% are daily wearers and 30% are occasional wearers. The latter group includes those who wear contact lenses for special occasions, for work, or for travel. The latter group also includes those who wear contact lenses for a specific activity, such as sports or a hobby.

Practice owners can help increase contact lens use by offering a trial. A trial can help patients understand the benefits of contact lenses and how to use them. It can also help patients overcome any concerns they may have about wearing contact lenses.

APPRECIATE ORGANIC DUAL WEAR DEMAND

Organic dual wear demand is growing. Contact lens wearers are more likely to use dual wear than single vision contact lenses. In fact, 65% of dual wearers use dual wear contact lenses, compared to 33% of single vision wearers. This is a significant increase in dual wear demand, and it's one that practice owners should be aware of.

Practice owners can help meet this demand by offering dual wear contact lenses to their patients. This can be done by offering a trial, or by offering dual wear contact lenses as a part of a contact lens fitting. Practice owners should also be aware of the benefits of dual wear contact lenses, such as convenience and comfort.

SURVEY THE SITUATION (CONT'D)

It's worth noting that among all contact lens wearers, 65% wear dual wear contact lenses, compared to 33% of single vision wearers. This is a significant increase in dual wear demand, and it's one that practice owners should be aware of.

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Linking Dual Wear Convenience & Health

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WHAT WE CAN LEARN FROM DUAL USERS' PREFERENCES FOR SITUATIONAL WEAR

81% of dual wearers prefer dual wear contact lenses for situational wear. This is a significant increase in dual wear demand, and it's one that practice owners should be aware of.

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Importance of Trials

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Importance of Trials

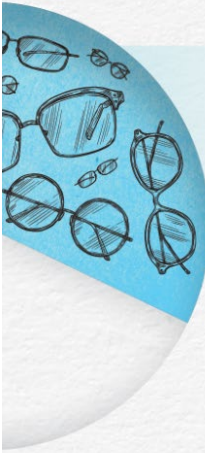
GLASSES ONLY WEARERS:

32% say that a **FREE CONTACT LENS TRIAL**

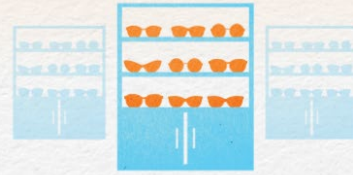
would increase consideration 

BUT ONLY 10% WERE OFFERED CONTACT LENS TRIALS OF ANY TYPE AT THEIR MOST RECENT EXAM

- 5% IN-OFFICE TRIAL
- 2% TRIAL FOR FRAME TRY-ONS
- 3% TAKE HOME TRIAL

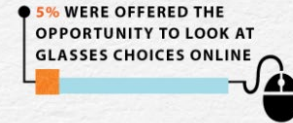


CONTACT LENS-ONLY WEARERS:



1 OUT OF 3 WERE OFFERED THE CHANCE TO LOOK AT GLASSES IN THE OFFICE AT THEIR MOST RECENT EXAM

5% WERE OFFERED THE OPPORTUNITY TO LOOK AT GLASSES CHOICES ONLINE





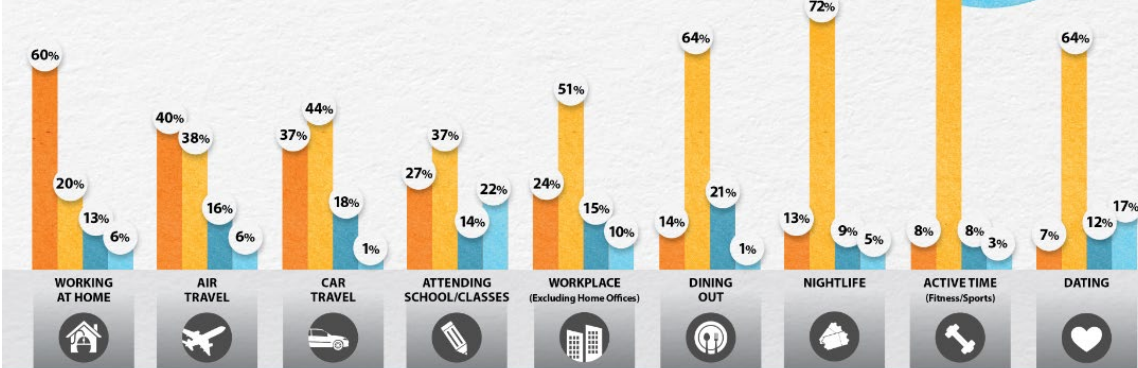
Online fieldwork conducted by Prodege for the Contact Lens Institute. Jan 25 – Feb 1, 2023. U.S. prescription vision-corrected adults ages 18+. Glasses-only wearers, n=1,416. Contact lens-only wearers, n=115.

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Survey the Situation

WHAT WE CAN LEARN FROM DUAL USERS PREFERENCES FOR SITUATIONAL WEAR

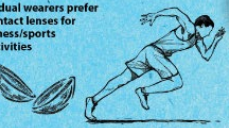
- Prefer glasses 
- Prefer contact lenses 
- No preference
- Does not apply



81% of dual wearers prefer contact lenses for fitness/sports activities

Contact lenses were mentioned to glasses-only wearers for fitness/sports activities only **9%** of the time

33% of dual wearers have used contacts more for fitness/sports activities over the past year



9% of the time

81%

33%

17%

12%

7%

3%

8%

5%

9%

13%

14%

21%

1%

10%

15%

24%

14%

22%

37%

44%

18%

1%

6%

16%

38%

40%

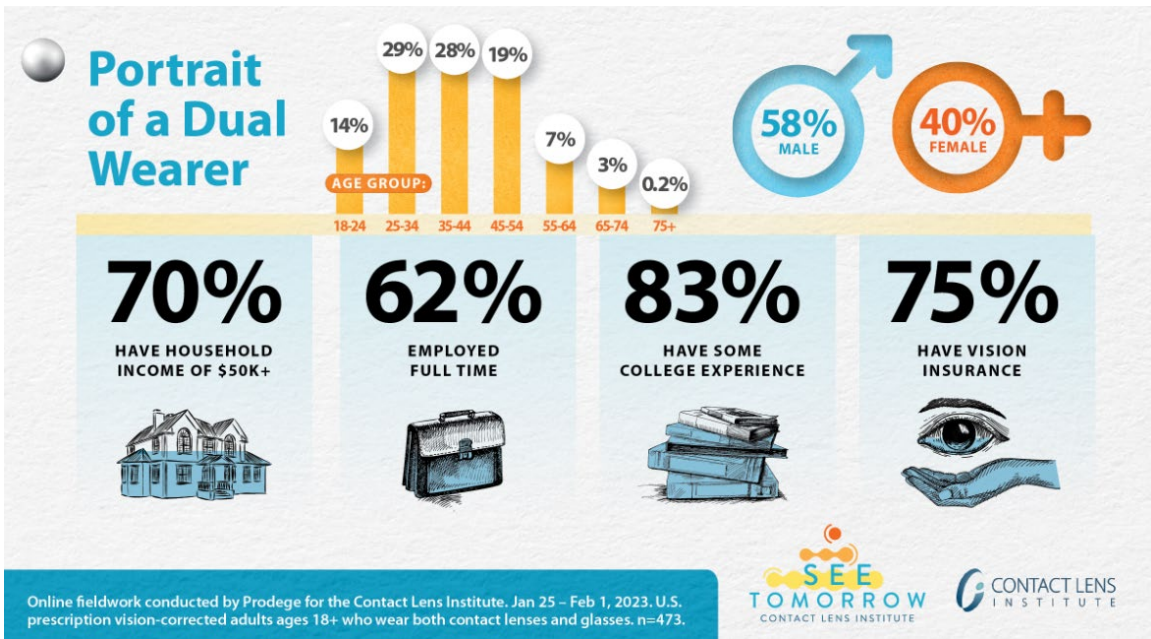
6%

6%



Online fieldwork conducted by Prodege for the Contact Lens Institute from January 25 - February 1, 2023. U.S. adults ages 18+, n = 473

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Online fieldwork conducted by Prodege for the Contact Lens Institute. Jan 25 - Feb 1, 2023. U.S. prescription vision-corrected adults ages 18+ who wear both contact lenses and glasses. n=473.

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