



New Contact Lens Institute™ Research Pinpoints Practice Behaviors that Help Retain New Contact Lens Wearers

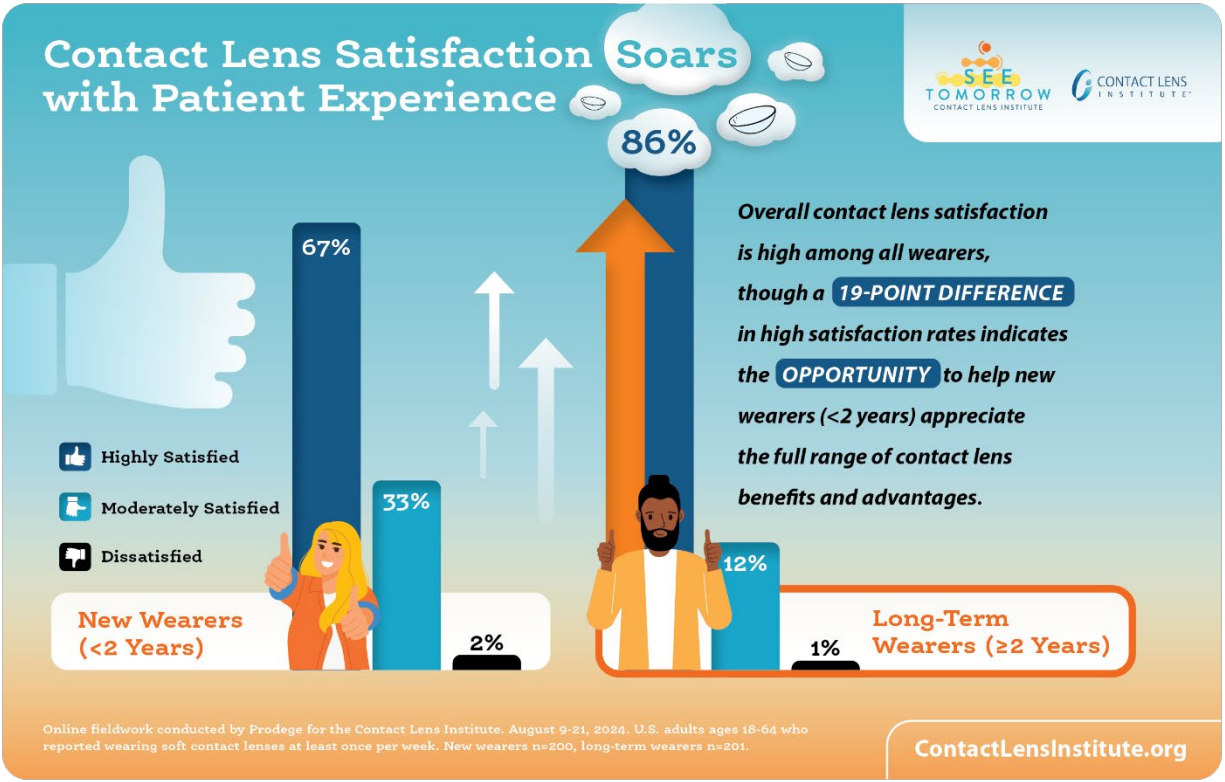
CLI Visionary Panel Previews Latest See.Tomorrow Consumer Data at Vision Expo West

LAS VEGAS, September 19, 2024—Several straightforward, high-return actions by eye care practices have the potential to increase retention rates among new contact lens wearers, according to consumer data from the [Contact Lens Institute](#) (CLI). The association is previewing its latest research during this week's Vision Expo West conference in Las Vegas, part of its multi-year [See. Tomorrow initiative](#).

CLI's nationwide survey revealed that new (<2 years) and long-term (≥2 years) soft contact lens users share many similarities regarding factors that influence their decision to continue wear. Yet there are several differences that doctors and staff can lean into to help maintain satisfaction among more recently fit patients. This is particularly important when prior studies have shown that one in four wearers may drop out in the first year alone.

“Broadly speaking, we found that new wearers benefit from more personalized care to meet their lifestyle needs, more attention from the entire practice team, and more encouragement and training,” said Stan Rogaski, CLI's executive director. “That translates into happy, healthy patients whose satisfaction ratings skyrocket once they cross the two-year mark, turning them into lifelong contact lens fans.”

A remarkable 86% of long-term contact lens patients characterized their **overall satisfaction** as high (8-10 on a 10-point scale), with 67% of new wearers stating the same. Among the long-term group, overall dissatisfaction was nearly non-existent, with a scant 2% providing a rating of 4 or less.



When asked about **doctor and staff actions to promote continued wear**, contact lens patients identified three as most influential. They included making sure that contact lens prescriptions are updated to adapt to lifestyle changes (69% new wearers, 57% long-term wearers), providing trial lenses for new prescriptions (69% new wearers, 66% long-term wearers), and making sure people understand contact lens care (67% new wearers, 51% long-term wearers).

Influences on Continued Contact Lens Wear

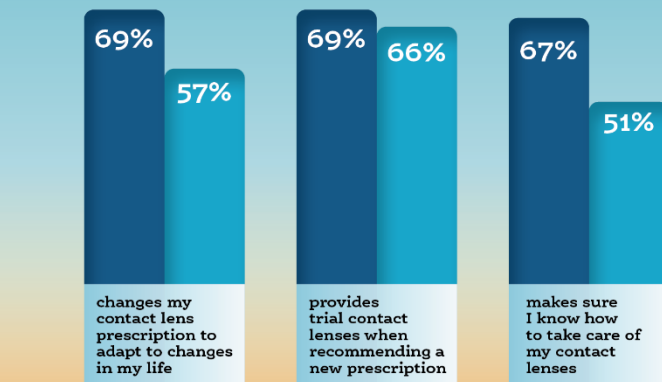


Among **20 IN-PRACTICE BEHAVIORS** that could influence someone's decision to continue wearing contact lenses, patients' top-ranked items offer insight on specific actions to **REINFORCE AND ENCOURAGE** with colleagues and staff. These matter even more to new wearers (<2 years of contact lens use).



Thinking about your interactions with your eye doctor and exam staff, please rate how each of the following influences your decision to continue wearing contact lenses to help correct your vision. **MY EYE DOCTOR/EXAM STAFF...**

- New Wearers (<2 Years)
- Long-Term Wearers (≥2 Years)



Online fieldwork conducted by Prodege for the Contact Lens Institute, August 9-21, 2024. U.S. adults ages 18-64 who reported wearing soft contact lenses at least once per week. New wearers n=200, long-term wearers n=201.

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While previous CLI See.Tomorrow research has illustrated the importance of **engaging the entire practice staff in patient communication**, the latest data reinforces the essential nature of taking an all-hands approach. Among long-term wearers, 59% say that their eye doctor extremely or greatly influences the decision to keep using contact lenses, with 52% reporting the same for their optician, 35% for exam staff technicians, 25% for optical staff, and 21% for administrative staff. Notably, these percentages soar for new wearers by double digits—74% for their eye doctor, 64% for the optician, 53% for exam staff, 53% for optical staff, and 44% for administrators such as receptionists.

The Entire Practice Team Inspires Continued Contact Lens Wear

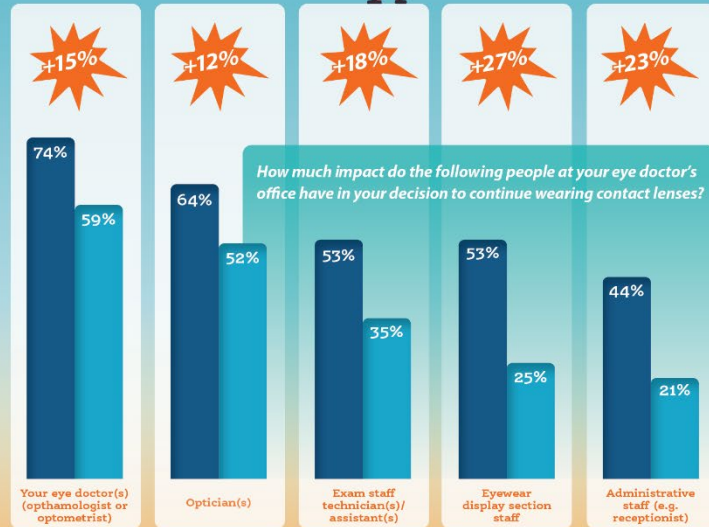


All members of the practice team influence patients' decisions to continue wearing contact lenses. This is more pronounced among new wearers, at rates of **12-27% HIGHER** than long-term wearers.



New Wearers (<2 Years)  **New Wearer Difference**

Long-Term Wearers (≥2 Years)



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Wearers also say the greater amount of **time spent with the doctor and exam staff increases trust** in their recommendations. This is more prominent among new wearers (74%), although still prevalent with long-term wearers (57%). The median opinion of what constituted “adequate” total exam time is 16-20 minutes for both groups.

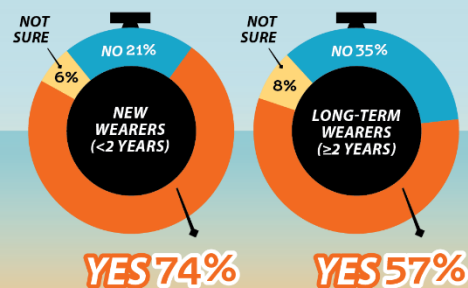
More Patient Time = Elevated Trust



A majority of contact lens wearers believe that **MORE TIME** spent with their eye doctor and exam staff **INCREASES TRUST** in their recommendations—a belief even more important among new wearers. The median opinion of what constituted **"ADEQUATE" TIME IS 16-20 MINUTES.**

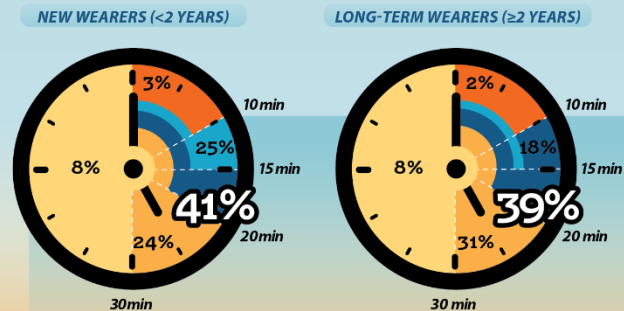
Impact of Time with Doctor & Exam Staff

DOES A GREATER AMOUNT OF TIME your eye doctor and/or exam staff spend with you during an appointment INFLUENCE YOUR TRUST in their recommendations?



Perceived 'Adequate' Exam Time

HOW MUCH TIME DO YOU BELIEVE IS ADEQUATE for your eye doctor and exam staff (in total) to spend with you during a typical appointment?



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Vision Expo West Events

On Thursday, September 19, at 10 a.m. PT, three CLI Visionaries—eye care professionals who exemplify outstanding contact lens prescribing practices—will discuss the preliminary research findings and implications on the **Vision Expo West Innovation Stage**. [“Disrupting the Dropout Dilemma: Bold Moves to Keep Consumers in Contact Lenses”](#) panelists include Jennifer Seymour Brusven, LDO, NCLE-AC, ABO-AC, Yesnick Vision Center; Janelle Davison, OD, Brilliant Eyes Vision Center; and Shalu Pal, OD, FAAO, FSLs, FBCLA, FIAOMC, Dr. Shalu Pal & Associates. CLI Chairperson Carla Mack, OD, FAAO, Dipl AAO, FBCLA, will moderate.

And after resoundingly positive feedback from their temporary transformation at Vision Expo East, the Bad Habits—the “EyeDocs of Rock”—will **once again become the Good Habits** during the [Vision Expo East opening night event](#). With [one iconic song](#), the group will put contact lens wearer retention center stage in a way that will have attendees singing along for days afterward. Showgoers can present their badge for admission at Brooklyn Bowl at The Linq Promenade, beginning at 9 p.m. PT.

“After spending the past several months discussing how the eye care community can attract new contact lens wearers, we’re excited to turn everyone’s attention to keeping current wearers enthusiastic. The data we’ll share at Vision Expo West is only a fraction of what’s to come in our comprehensive research report later this year,” said Rogaski.

The new research was commissioned by the Contact Lens Institute and conducted by Prodege from August 9-21, 2024, via an online survey. Respondents were U.S. residents ages 18-64 who reported wearing soft contact lenses at least once per week, inclusive of new wearers (n=200) and long-term wearers (n=201).

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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