



**Alert: Expert Panel Discusses How to Reduce Contact Lens Dropout**

**WASHINGTON, D.C., October 1, 2024**—A recording of the [“Disrupting the Dropout Dilemma: Bold Moves to Keep Patients in Contact Lenses”](https://youtu.be/oKiCJ9osn-E) panel from Vision Expo West 2024 is now available for viewing at <https://youtu.be/oKiCJ9osn-E>. Presented on the Innovation Stage in Las Vegas, the 30-minute discussion previews new [Contact Lens Institute](#) consumer research that points to straightforward, high-return actions by eye care practices have the potential to increase retention rates among new and long-term contact lens wearers.

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. Contact Lens Institute Chairperson Carla Mack, OD, FAAO, Dipl AAO, FBCLA, moderates the conversation.

The 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). A comprehensive report, part of the Contact Lens Institute’s [See Tomorrow initiative](#), will be published in early November.

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](https://contactlensinstitute.org).

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*Disrupting the Dropout Dilemma Panel. L to R: Carla Mack, OD; Janelle Davison, OD; Shalu Pal, OD; Jennifer Seymour Brusven, LDO*

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