



Contact Lens Institute™ Report Aims to Disrupt the Dropout Dilemma

Patient Data Illustrate that High Contact Lens Retention Rates are Within Reach; Experts Offer Guidance to Create and Maintain Committed Wearers

WASHINGTON, D.C., October 30, 2024—A new, data-rich report from the [Contact Lens Institute™](https://www.contactlensinstitute.org) (CLI) indicates that higher contact lens retention rates are well within the reach of eye care practices, with corresponding long-term wear and widespread patient satisfaction. “Disrupting the Dropout Dilemma: Practical Steps to Keep Patients in Contact Lenses” is now available for online reading or download at no cost as part of CLI’s *See Tomorrow* series from <https://www.contactlensinstitute.org/resources/see-tomorrow/>.

“This practical research substantially builds on prior studies, digging deeper into why current contact lens patients choose to continue wear. By exploring a range of advantages and detractors alike, everyone involved in the care spectrum—from doctors to techs to administrative staff—can better understand their role in facilitating success,” said Stan Rogaski, CLI’s executive director. “Even modest adjustments to some every day in-practice behaviors can disrupt the dropout cycle.”



The in-depth publication is based on CLI-commissioned research conducted in August 2024 among 401 U.S. adults, split equally between new (<2 years) and long-term (≥2 years) soft contact lens wearers. More than a dozen interrelated factors regarding their contact lens habits, experiences and perceptions are addressed within the report, including:

- **Overall high satisfaction with contact lenses**, which soars from 67% of new wearers to 86% of long-term wearers—affirmation that investing in new wearer education and outreach pays dividends.
- **Leading contact lens satisfaction drivers**, with comfort, vision, freedom from glasses, and convenience ranking highest for new and long-term wearers alike.
- **Top detractors to wear**, observing that new wearers are considerably more sensitive to all factors—a sign of the vital need to provide an elevated level of support for neophytes.
- **Long-term loyalty**, where patients crossing the two-year wear mark are highly unlikely to discontinue or pause contact lens use in the future. Among long-term respondents, 87% have never stopped wearing their contact lenses
- **Information sources**, showing that the entire practice staff ranks high as being relied upon for contact lens knowledge, especially among new wearers, while also illustrating the considerable influence of friends and family.
- **Preferred practice behaviors** that encourage continued wear, with newer contact lens patients especially valuing actions by doctors and staff to ensure their satisfaction and grasp of tasks such as insertion and removal.
- **Specific actions to overcome the most common contact lens patient challenges**, including concerns with vision and comfort, handling, convenience, and cost.
- **Patient-practice relationship impacts** on contact lens purchase channel preferences, noting that more than half say that good rapport influences their decision to buy from a practice directly.

- **Patient perceptions of adequate exam time**—with 16-20 minutes being the median response across all wearers—and how this translates to elevated trust in a doctor’s recommendations.
- **The effects of actively discussing both contact lenses and glasses use** (i.e., dual wear), as 60% of new wearers said talking about interchanging contact lens and glasses was highly or somewhat likely to influence continued contact lens wear.

The ample data is presented throughout the report via 14 colorful, at-a-glance infographics, which are ideal for training newly hired members of the practice team, continuing education, and student instruction.

[Editor's Note: Several infographics are embedded below, plus links to individual high-resolution infographics for editorial use.]

In addition, 18 CLI Visionaries—doctors and opticians recognized as leaders in advancing contact lens wear—share how they are translating the findings into positive behaviors within their own practices through columns, checklists, and pearls.

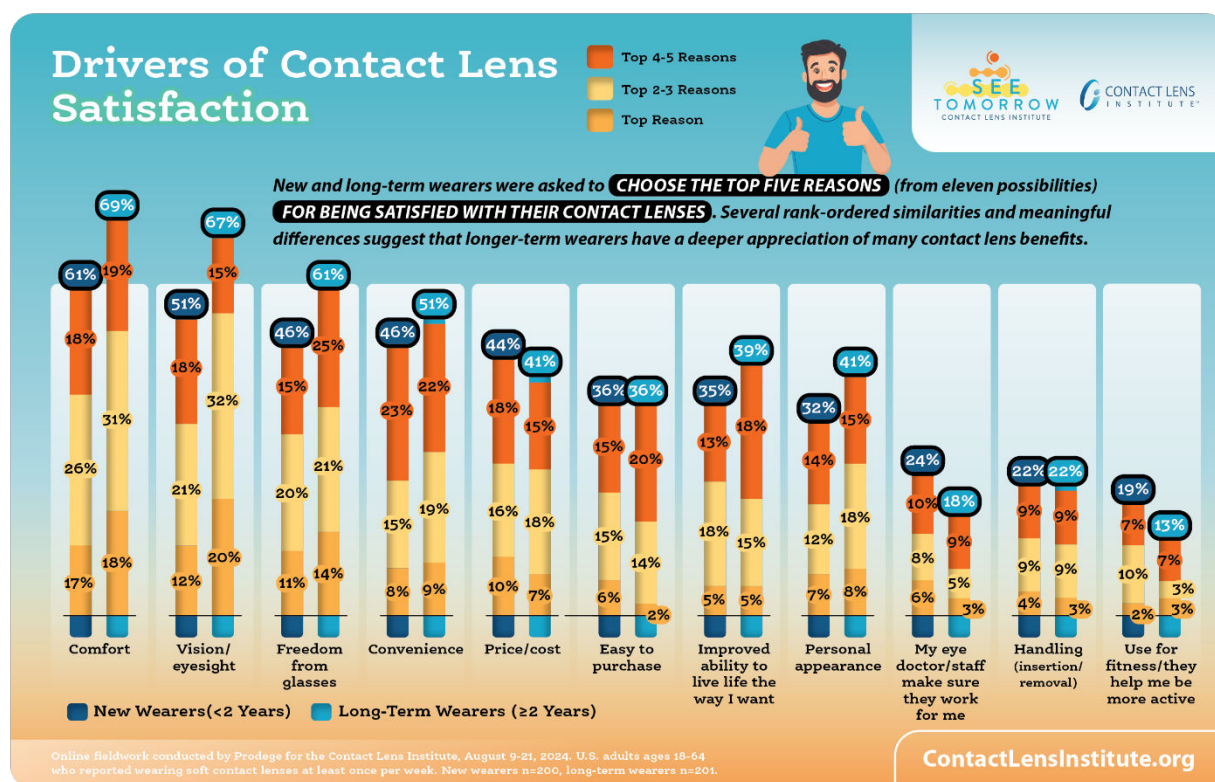
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The comprehensive 32-page report can be downloaded for free at <https://www.contactlensinstitute.org/resources/see-tomorrow/>, which also offers standalone infographics, a report highlights synopsis, and video of multiple Visionaries discussing several findings and their implications.

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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[FOR EDITORIAL USE: SELECT IMAGES, INFOGRAPHICS & LINKS]



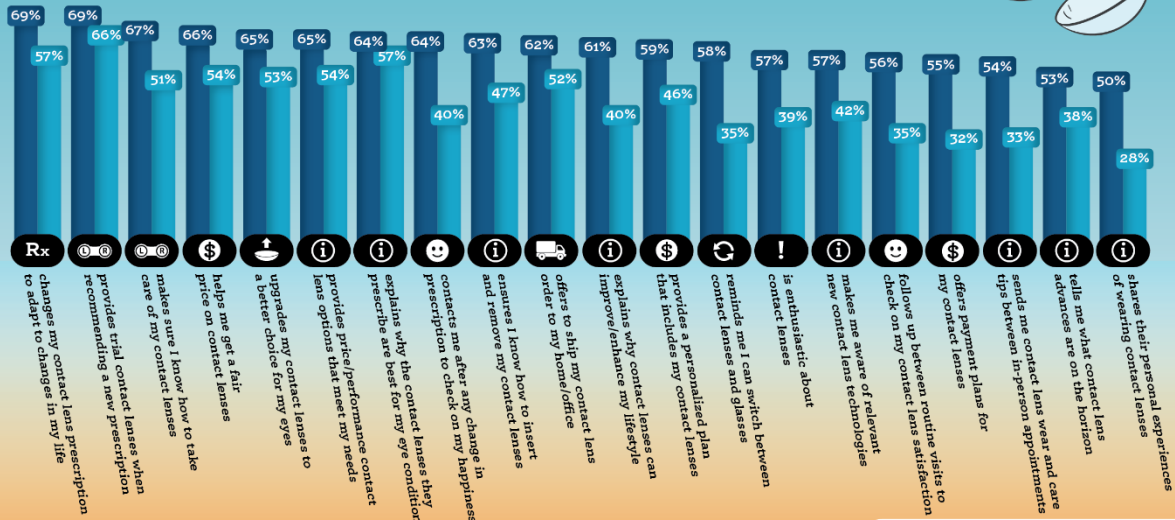
Influences on Continued Contact Lens Wear

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



Behaviors by doctors and exam staff influence contact lens patients' decisions to continue wear to varying degrees.

Across the board, **NEW WEARERS ARE MORE AFFECTED BY POSITIVE ACTIONS AND DISCUSSIONS** undertaken by practice teams.



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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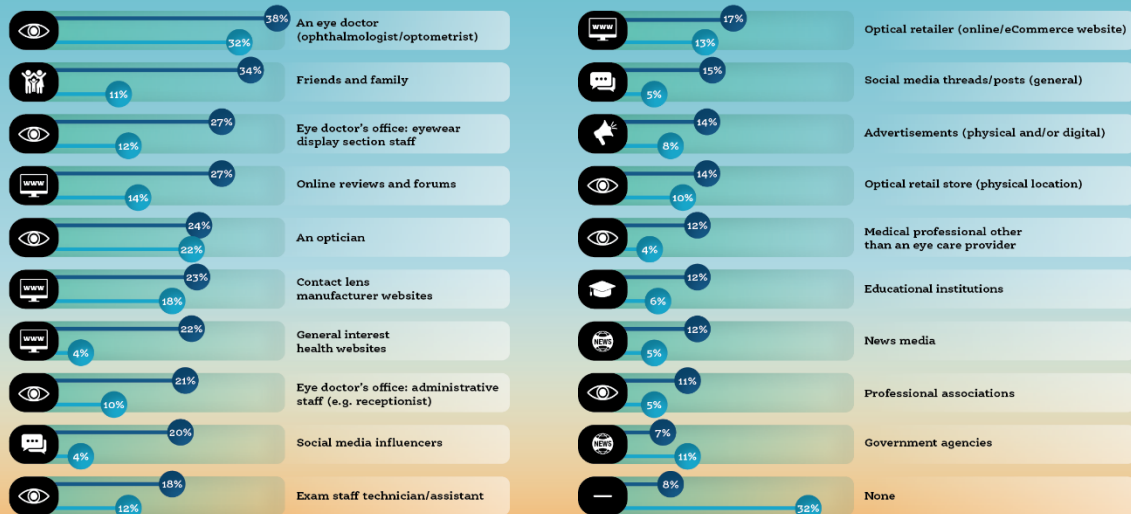
Contact Lens Information Sources

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



New wearers have a **GREATER APPETITE FOR CONTACT LENS INFORMATION** across a range of sources.

While many seek out professionals in the eye care community, **THE IMPORTANCE OF FRIENDS/FAMILY AND ONLINE SOURCES** should not be underestimated.



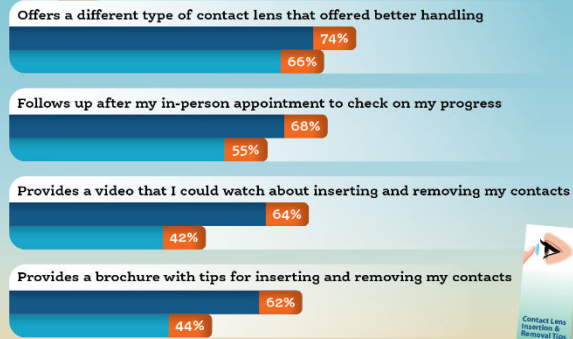
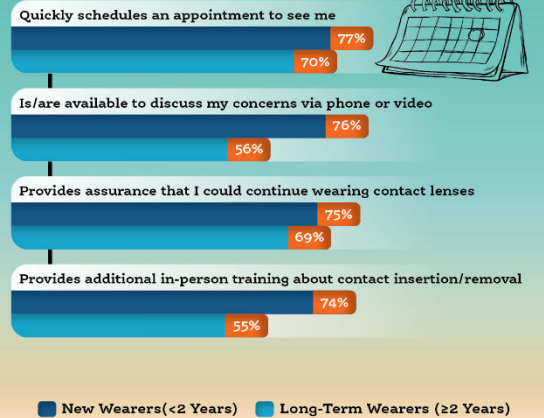
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Addressing Challenges: Handling



When presented with a **HANDLING (INSERTION AND REMOVAL) ISSUE**, new and long-term contact lens patients were asked which actions by doctors and exam staff would influence their choice to continue wear.



■ 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. Very likely/likely selection. Randomized sample subset. New wearers n=99, long-term wearers n=101.

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Disrupting the Dropout Dilemma: Practical Steps to Keep Patients in Contact Lenses

Fall 2024



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[EDITORIAL USE ONLY: DISRUPTING DROPOUT INFOGRAPHIC HI-RES (PNG) DOWNLOAD LINKS]

- [CL Wearer Satisfaction](#)
- [Satisfaction Drivers](#)
- [Satisfaction Detractors](#)
- [Influences on Wear](#)
- [Practice Team Impact](#)
- [Time and Trust Perspectives](#)
- [Information Sources](#)
- [Addressing Challenges - Vision & Comfort](#)
- [Addressing Challenges - Handling](#)
- [Addressing Challenges - Convenience](#)
- [Addressing Challenges - Cost](#)
- [Dual Wear Discussions & Influence](#)
- [Purchase Channels](#)
- [Study Respondent Overview](#)

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