

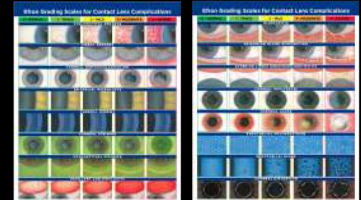
Ten Reasons to make Single Use Lenses your Modality of Choice!

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Efron Grading Scales for Contact Lens Complications



Prof Nathan Efron



10 - Eliminate Solution Confusion



Percentage of Infectious Incidents Associated with MPS Products

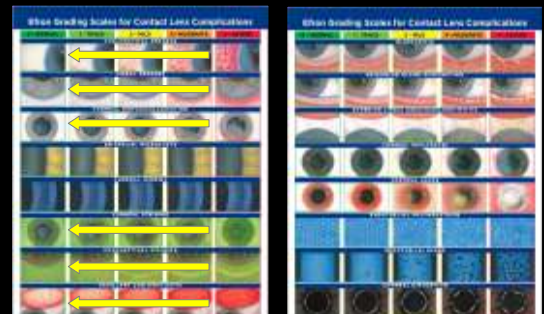
No. of contact lens infections	Single Brand Use MPS Product									
	%	Complete MPS Product*	Partial MPS Product	Soft MPS Product	Soft MPS Product	Soft MPS Product	Soft MPS Product	Soft MPS Product	Soft MPS Product	Soft MPS Product
Acute keratitis (CDC Study)	100	0%	0%	72.2%	8%	57%	17.1%	1.2%	0.1%	4.0%
Acute keratitis (Singapore Tan Study)	81	0%	0%	66.7%	21.0%	42.0%	Not Reported	Not Reported	0.0%	Not Reported
Acute keratitis (Chicago Jester Study)	26	33.3%	0%	66.7%	Not Reported	Not Reported	11.1%	11.1%	0.0%	Not Reported
Acute keratitis (White Eye Study)	10	20.0%	0.0%	47.3%	Not Reported	Not Reported	Not Reported	Not Reported	21.1%	Not Reported
Acute keratitis (University of Toronto Study)	41	2.0%	0%	10.0%	Not Reported	Not Reported	Not Reported	Not Reported	12.5%	Not Reported

9 – Solution/Lens Compatibility

Andrasko Corneal Staining Grid Results

	Control Group	Control Group	Control Group	Control Group	Control Group	Control Group	Control Group	Control Group	Control Group
Control	1%	1%	2%	5%	24%	1%	1%	1%	1%
Control	1%	1%	1%	2%	No deposits seen	57%	61%	64%	10%
Control	1%	1%	1%	1%	No deposits seen	77%	66%	62%	5%
Control	1%	1%	1%	1%	No deposits seen	10%	10%	10%	2%
Control	2%	1%	3%	5%	10%	9%	12%	10%	5%
Control	2%	2%	3%	2%	No deposits seen	4%	9%	3%	6%
Control	2%	1%	4%	7%	72%	71%	70%	6%	21%
Control	2%	1%	2%	5%	24%	61%	28%	10%	2%
Control	2%	1%	2%	3%	No deposits seen	24%	30%	24%	10%

1994: DAILY DISPOSABLE LENSES Avoid 'solution' & 'deposit' problems



Challenge

- Identify patients that have been wearing reusable soft contact lenses and caring for their lenses with multi-purpose solutions for 15 years or more.

8 - Eliminate The Cost of Lens Care

Instructions for OPTI-FREE pure moist.

- Thoroughly wet each side of the lens with MPS and rub the lens for 20 seconds.
- Rinse each side of the lens for 10 seconds with a steady stream of MPS.
- Fill your case with fresh MPS and store lenses in the closed lens case overnight or at least 6 hours.

7 – Reduce Dependence on Rewetting Drops

If the average cost per ampoule is 35 cents

Therefore, if the drops are used:

- Twice a day = \$255.50 per year
- Three times a day = \$383.25 per year
- Four times a day = \$511.00 per year

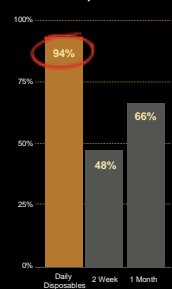


6 - Encourage Compliance

- Daily disposables are the most compliant modality



% of Compliant Patients¹



¹Source: "Compliance and Contact Lenses", Review of Cornea and Contact Lenses, March 2006

5 - Convenience



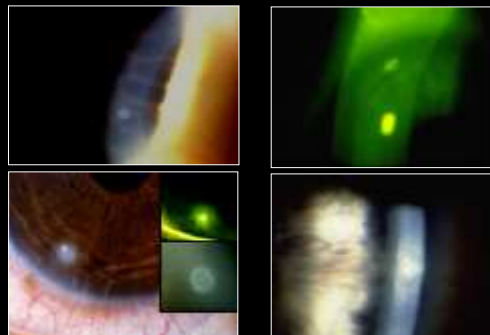
4 - Eliminate Lens Deposits



3 – Reduce Conjunctival Inflammation

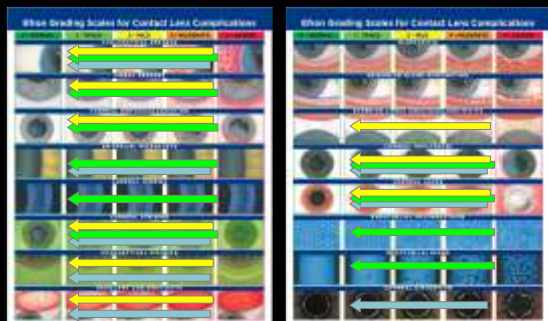


2 – Reduce Corneal Inflammation

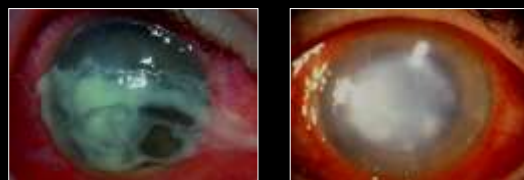


2015: LOW MODULUS SiHy DD LENSES

Avoid solution, deposit, hypoxic and mechanical problems



1 - Reduce Risk of Infection



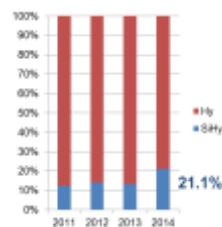
Hydrogel vs. Silicon Hydrogel

Oxygen
and
Daily Disposable
Contact Lenses

The material of choice

The use of silicone hydrogel continues to grow

Daily Disposable Sphere



FRP Sphere



Source: GPX Q22014. Data points for Q2 in each year listed above

Patients Behaving Badly...

Dumbarton F, Butler D, Woods C, Aylmer E et al (2013) A multi-country assessment of compliance with daily disposable contact lens wear
Contact Lens & Anterior Eye 36: 304-312



803 (80%) women surveyed in 2012 regarding wearing habits in four countries



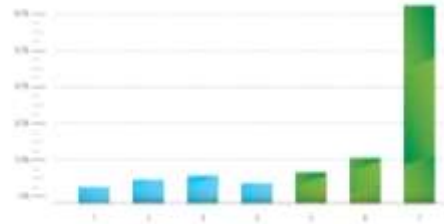
64%

Proportion of US daily disposable lens patients wearing 7 days per week



Source: BCLA survey of 803 women wearing daily disposables in the US, UK, Norway and Australia. Data is based on 2012 survey results.

Days per Week of Lens Wear (US)



15 HOURS

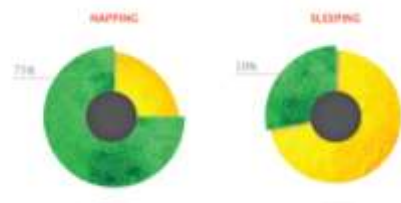
Median wearing time for US daily disposable lens wearers



Source: BCLA survey of 803 women wearing daily disposables in the US, UK, Norway and Australia. Data is based on 2012 survey results.

Napping and Sleeping in Daily Disposables

(at least once in the last month)



“Historically, all hydrogel lenses induce corneal hypoxia”

“Corneal hypoxemia is the most common sign and occurs in most people during hydrogel lens wear”



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1999: SILICONE HYDROGEL LENSES

Avoid 'hypoxia related' problems

