How to Become a Specialty Multifocal Contact Lens Practice

Offering the latest technology, like AIR OPTIX® AQUA Multifocal contact lenses, can help your practice go above and beyond.

We often see contact lens patients from other offices who aren’t even aware that multifocal contact lenses are an option to help correct their near vision. Here’s where the opportunity arises for you to establish your office as a multifocal specialty practice.

Laying the Groundwork

To build a multifocal specialty practice, it’s necessary to become familiar with the different types of multifocal contact lenses that are available. Educate yourself, and don’t forget to educate your staff as well. Help them to understand the differences between lenses and teach them about the designs that tend to be the most successful.

Remember, your staff is often the first contact your patient has in the exam process. They can help screen for potential candidates and introduce new technology to interested and appropriate patients. Often, just planting the seed in a patient’s mind is enough to pique their interest in trying multifocal contact lenses.

Spread the Word

Get the word out. Let your patients—and the public—know that you are an expert in fitting multifocal contact lenses. Search for opportunities to lecture to civic groups, chambers of commerce or business networking events. Consider writing a public service announcement for your local newspaper about the advances in contact lenses for presbyopia. By educating the public and your patients about presbyopia and how multifocal contact lenses can help, you will define yourself as an expert in the field.

And let’s not forget the numerous social media opportunities. With avenues such as Facebook and Twitter, you can reach large audiences with minimal effort. Ask patients whom you have successfully fit to comment or tweet about their experience on your profile or site, as well as on their own. There is a good chance that many of their friends and followers are in the same age group and geographic area. Once the word is out that you successfully fit multifocal contact lenses, your time will be in high demand.

Another component to establishing yourself as a multifocal specialty practice is to host a multifocal contact lens fitting event in your office. Use your practice management software to sort the appropriate age group and then e-blast or mail an invitation to this list. Offer incentives to encourage patients to come and make an event out of it, much like you would do for a trunk show. Finally, be sure everyone involved has fun!
Let the AIR OPTIX® AQUA Multifocal Contact Lens Work for You

In our office, AIR OPTIX® AQUA Multifocal contact lenses have become our go-to lens. Their Precision Profile Design helps set them apart from the competition by providing wearers with clear binocular vision at all distances.* The unique plasma surface treatment allows deposit resistance and wettability for all-day comfort. In addition, it’s an easy-to-fit contact lens.

Once you educate your staff, you can delegate the selection of the initial lens power to them. The minus power profile of the AIR OPTIX® AQUA Multifocal contact lens allows you to “push plus” at distance, which improves near visual acuity, without impairing distance. Picking the first lens is as easy as using the vertex-corrected, least minus/most plus, spherical equivalent, distance Rx and an appropriate ADD range. With AIR OPTIX® AQUA Multifocal contact lenses, you have three ADD ranges from which to choose: LO, MED and HI. Always try to use the lowest ADD power first. Again, “pushing plus” is key to improving the near vision without compromising distance vision. Furthermore, by using the lowest ADD power initially, you leave yourself other ADD range options to progress through as the patient ages. Ensure you fit your emerging presbyopes in the LO ADD early. This reduces the likelihood of any visual problems associated with presbyopia and allows for an easy transition into multifocals.

How easy is it to fit the AIR OPTIX® AQUA Multifocal contact lens? All it takes is a willingness to try it. I find it to be an extremely easy contact lens to fit. In our office, we can successfully fit about 85% of our patients with this lens.

We have even been successful in fitting patients with up to -1.00D of astigmatism. The key is to try and to not give up, even if you are not successful with your first patient.

Opportunity Knocks

Introducing your patients to a successful new technology, like AIR OPTIX® AQUA Multifocal contact lenses, can boost your bottom line and strengthen your reputation as a specialty contact lens practice. We receive a lot of new patient referrals from our multifocal patients. Stop procrastinating and get started today.

With today’s aging population, there has never been a greater opportunity to differentiate your practice from others in your area. Many baby boomers who grew up with contact lenses are looking to you, their practitioner, to help them with their near vision needs. Fortunately, we now have more choices than ever in multifocal contact lenses, like the AIR OPTIX® AQUA Multifocal contact lens.

An adaptive minus power profile

Sample Patient:
-2.00 Spherical Rx
+1.25 LO AAD
-0.75 Center Power

Center Power
-0.75

Spherical Rx
-1.75
-2.00
-2.25

Providing clear binocular vision at all distances, near through far

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