

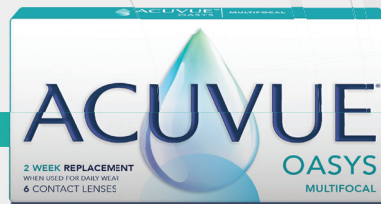
LET'S GET THE CONVERSATION STARTED

Research shows patients don't ask about contact lenses. Instead they expect the doctor to start the conversation.¹

Although **you** know presbyopia is inevitable, **your patients don't**. Make the transition smoother by starting the conversation early in their journey. It may take a few years for a patient to move from denial to acceptance of their presbyopia!

Start the conversation about the changing eye rather than age, and normalize presbyopia by letting your patient know everyone gets it. Reassure them that you're looking out for them and have a solution when the time is right. And when that time comes, follow this guide to help you manage the conversation for success!

ACUVUE®
MULTIFOCAL
WITH PUPIL OPTIMIZED DESIGN



Reference: 1. JJVC Data on File 2019

4 TIPS TO MANAGE THE MULTIFOCAL CONTACT LENS CONVERSATION

1. Introduce ACUVUE® Multifocal Contact Lenses to your presbyopic patient and identify specific goals they would like to achieve.
2. Clearly set expectations – the lenses should allow patients to be spectacle free the vast majority of the time, but not necessarily all the time.
3. Establish the benefits of a follow up, either virtual or face to face, and why it's important.
4. During the follow up conversation, ask about their specific goals that were previously identified.

MANAGING THE MULTIFOCAL CONTACT LENS CONVERSATION

1.

To understand what better functional vision looks like in their life, ask about both general vision needs of a typical day and the specific occasions when near vision is not ideal.

Repeat back the goals that they'd like to achieve to confirm your shared understanding. Take note of these goals so you can refer to them specifically during their follow up conversation with you.

2.

Clearly set expectations – the lenses should allow patients to be spectacle free the vast majority of the time, but not necessarily all the time.

20/20 is a desirable goal for your patients, but there are times that presbyopic patients will need to accept trade-offs. It's best to set this expectation upfront so that you can meet or exceed expectations! Let your patient know there may still be specific times when they'll want to supplement their vision with glasses, but multifocal contact lenses can solve the majority of their needs.

3.

Establish the benefits of a follow up visit, either virtual or face to face, and why it's important.

Explain this lens is completely different to every lens they've worn before. Unlike their spherical lens, it is not just about fit, it's about finding the optimal balance of near and far vision for them and their lifestyle.

Let your patient know their experience over the coming days is critical to help guide any necessary refinements to achieve the best outcome possible for them.

4.

During the follow up conversation, ask about their specific goals that were previously identified.

Rather than ask your patients broad questions such as "how's your vision," instead ask about the improvements they've noticed specific to their goals. The aim is to focus on what they've gained first. If they do identify challenges, reassure them this is normal when trying multifocal contacts and you can address these easily with minor modifications.

Examples

“Are you having trouble reading your phone, or have you had to adjust font size on your phone?”

“So, it sounds like being able to read your phone without your readers would be a key goal for you?”

“Our aim today is to ensure you're free from glasses most of the time and don't need to struggle to see.”

“It's critical I hear about your experience with these lenses in your 'real world' to guide my next steps in fine tuning the prescription if needed.”

“Let's go through the goals we talked about the other day. Can you now read your phone more easily without having to adjust the font?”

Important information for contact lens wearers: ACUVUE® Brand Contact Lenses are indicated for vision correction. As with any contact lens, eye problems, including corneal ulcers, can develop. Some wearers may experience mild irritation, itching or discomfort. Lenses should not be prescribed if patients have any eye infection, or experience eye discomfort, excessive tearing, vision changes, redness or other eye problems. Consult the package insert for complete information. Complete information is also available from Johnson & Johnson Vision Care, Inc. by calling 1-800-843-2020, or by visiting JNJVISIONPRO.com.