

ADDRESS CONTACT LENS PROBLEMS BEFORE IT'S TOO LATE



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In the United States alone, 40.9 million adults wear contact lenses.¹ That seems like a lot, but this number would be far greater if contact lens dropout rates were not so high. Contact lens dropout continues to plague our industry and can negatively affect our practices and our relationships with our patients.

Over the years, lens manufacturers have endeavored to improve materials and encourage patients to move to daily disposable options, yet dropout rates are currently estimated to be at around 15.9%.² In other words, not all of our patients' problems can be overcome by switching lenses.

A broader view of the patient and his or her contact lens wearing experience is required. Fortunately, we now have better tools to achieve this. Bruder Healthcare recently announced the immediate availability of the Eyeleve™ Contact Lens Compress, the first and only compress clinically proven to increase comfortable contact lens wear time by up to 3 hours daily.² Read on for more about why this compress is so effective and for details on how you can position it in your contact lens practice to help drive growth and satisfaction.

Compresses Work Well for Contact Lens Wearers

In 2013, the International Workshop on Contact Lens Discomfort report concluded that the primary reasons for contact lens intolerance are discomfort and dryness.³ More recently, a 2017 study in Contact Lens & Anterior Eye found that end-of-day discomfort is a primary reason for contact lens dropout. A first step toward resolving these problems is to determine what's causing them in the first place.

As we've seen time and again in our practices, our contact lens wearers frequently present with dry eye and signs of meibomian gland disease (MGD). As such, supporting meibomian gland function is central to promoting a healthy lens wearing experience and will ultimately lead to improvements in comfort. Warm compresses are a mainstay clinical therapy for MGD generally⁴ and can be particularly helpful in contact lens wearers specifically.² However, it is imperative that your patient selects an effective compress. Compresses must maintain the right

temperature for 8 to 10 minutes to increase meibum secretion and result in clinically meaningful improvement. Currently, only Bruder masks can achieve these clinical goals.

The Bruder Moist Heat Eye Compress underwent a clinical study at the School of Optometry at the University of Alabama in Birmingham.² The study found that subjects using the Bruder Compress daily had significantly improved meibomian gland function and experienced steeper declines in their overall Eye Discomfort Assessment scores. In fact, they ultimately increased comfortable wear time of their contact lenses by up to 3 hours.



Bruder

Choose Your Compress Wisely

As stated earlier, not all compresses are created equal. Compresses that contain gel, silica gel beads, or grains can dry out and deliver uneven heat, causing hot spots that are dangerous and reduce product performance. Only Bruder compresses contain patented MediBeads® Technology. MediBeads® provide clean, uniform heat. Their unique, honeycomb molecular structure encourages complete absorption of water molecules and, when microwaved, releases moist heat in a controlled and consistent manner. These unique benefits helped make the Bruder Mask the #1 doctor recommended moist heat eye compress. But, as we know, contact lens wearers have unique needs that even the Bruder mask was not initially designed to address.

For example, contact lens wearers have three times the usual levels of certain bacteria than the eyes of non-wearers. For this reason, the Eyeleve Contact Lens Compress utilizes an anti-microbial EyeOnic™ fabric material that has anti-microbial threads woven into the fabric of the compress to help reduce the risk of infections. Together with silver ion MediBeads®, this helps address eyelid hygiene and further reduces the risk of corneal infection. In addition, Eyeleve features a contoured comfort stitch to alleviate pressure off the eyes and avoid heat to the cornea.

Support and Grow Your Practice

Thanks to this addition to our armamentarium, we are better equipped to prevent patients from dropping out of lens wear. More importantly, we have a compress that was specifically designed to address the unique needs and concerns of a population that is otherwise likely to become disenchanted due to clinical challenges that, historically, we've been unable to overcome.

Fortunately, we can now proactively offer a compress that's proven to be clinically beneficial and to offer a meaningful benefit to contact lens patients. This can and should become an integral part of our initial dispensing visit. We can likewise present this more complete approach to patients who've been wearing their contacts for a while—especially as they age and are at greater risk of developing ocular surface problems.

For new contact lens wearers and for those who may already be experiencing discomfort, Eyeleve is a welcome addition. By recommending Eyeleve and suggesting it be part of our patients' daily contact lens routine, we are offering something that online retailers can't—a protocol and a partnership.

Product information is available at www.eyeleve.com, or contact Bruder Healthcare at 888-827-8337 to learn more.

1. Cope JR, Collier SA, Rao MM, et al. Contact Lens Wearer Demographics and Risk Behaviors for Contact Lens-Related Eye Infections, United States, 2014. 2015; <http://www.cdc.gov/mmwr/preview/mmwrhtml/mm6432a2.htm>. Accessed September 16, 2015.
2. 2018 UAB Study: The Effect of the Bruder Eye Hydrating Compress on Contact Lens Discomfort in Contact Lens Wearers
3. 2017 Contact Lens & Anterior Eye. Factors in the Success of New Contact Lens Wearers.
4. Olson MC, Korb DR, Greiner JV. Increase in tear film lipid layer thickness following treatment with warm compresses in patients with meibomian gland dysfunction. Eye Contact Lens. 2003;29(2):96-9.