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Solving Emma's Dilemma

Seal the Deal with your
Multifocal contact lens Patients

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A person is shown from the chest down, wearing a grey t-shirt. They are holding a white ceramic cup in their right hand and writing in a spiral-bound notebook with a silver pen in their left hand. The notebook is open on a light-colored desk. The background is a blurred indoor setting with a window showing greenery outside. A large, semi-transparent circular graphic is overlaid on the right side of the image.

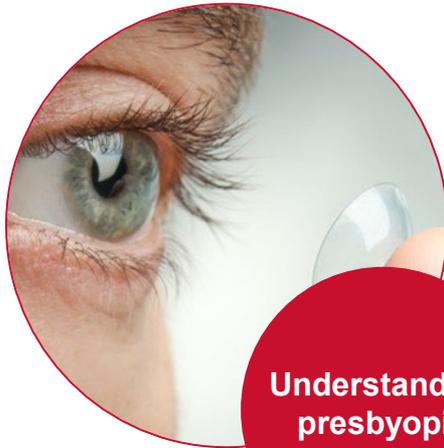
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**Grab
a notebook!**

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Agenda

Through the eyes of a presbyope



Understanding presbyopic needs

Solving Emma's Dilemma



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Through the eyes of a presbyope

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Reflection

How do early presbyopes feel?



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How do early presbyopes feel?



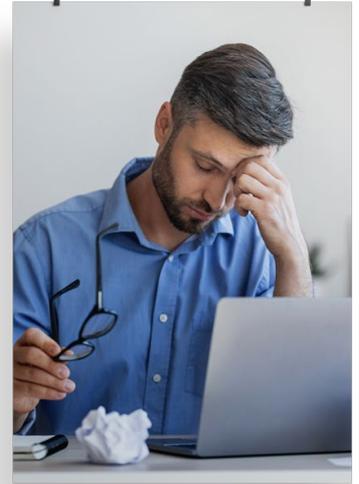
Frustrated



Sad



Fed Up



**Mildly
Depressed**

Would you describe these people as old?

Presbyopes have never been younger!

Active lifestyle, sporting, traveling, socializing, Social Media

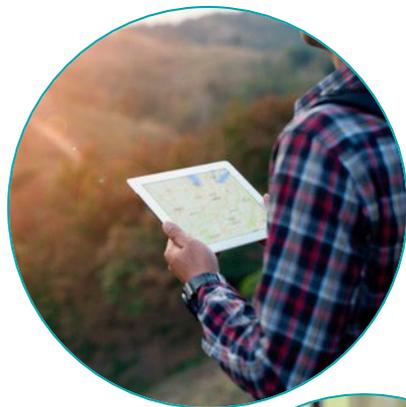
Good economy!

We consider ourselves worth it and we live half our lives as presbyopes



Why is presbyopia frustrating?

Small challenges individually add up to a big challenge



A woman with blonde hair, wearing a blue blazer over an orange shirt, is looking through a white microscope in a laboratory. The background is slightly blurred, showing a desk with a laptop and some papers. The image is framed by a large, semi-transparent circular overlay.

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Understanding presbyopic needs

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Getting to know our presbyopic patients and their needs

New wearers

- Emmetropes
- Uses only glasses



Existing wearers

- Incipient presbyopia with distance correction
- Monovision



The emmetrope becomes presbyopic



Correction needs

Better near vision



Lifestyle needs

Don't want to be limited by reduced quality of vision at close distances
Doesn't like to take out reading glasses
Freedom from glasses

Glasses wearers only



Correction needs

Progressive lenses limit vision,
e.g. look up at close range

Glasses limit the field
of vision



Lifestyle needs

Freedom from glasses

Appearance

Achievements

Emerging presbyopia with distance correction in contact lenses



Correction needs

Improved near vision



Lifestyle needs

Don't want to use reading glasses over CLs

Avoid compensatory behaviour, e.g. arms outstretched, squinting, chasing good lighting

Monovision wearer



Correction needs

Binocular vision

Mature presbyope with
clear vision at all distances



Lifestyle needs

Be able to do all
activities that require
good binocular vision

Getting started with "low hanging fruit"

Max cyl. 0.75

Low addition

Existing lens wearer

High motivation

TOP TIP

To get started with Multifocal fitting, start with the easiest patients, follow the recommended process and set the realistic expectations

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Meet our practitioner Emma



Emma needs some help!

“

I'm fairly new to multifocal fitting. I have tried 1 or 2 here and there and they've gone ok. What I'm struggling with is how to talk about Multifocal contact lenses and with my previous patients, they came back expecting too much or not knowing how best to use them in their lifestyle. I don't think I managed those conversations very well and I also found I kept trying to refit with little improvement. Could you please give me some advice on how you recommend and explain multifocals contact lenses and any tips on discussing their expectations and lifestyle? Perhaps we could go through how I might manage my patient Anne who I'm seeing later on. She wasn't presbyopic when I saw her last however when she booked in, she said she was struggling with reading so I think I might be needing to discuss further options with her.

”



Patient Anne



Anne is a **48 year old** Pilates Instructor.

Anne wears distance vision glasses and contact lenses. She has booked in early as she is finding reading difficult with her glasses and contact lenses and is now getting **eyestrain** and **headaches** which is affecting her work.

While teaching pilates, **she is unable to read her teaching notes** and is **struggling now when reading small print** when shopping and eating out.

Spectacle Rx from 18 months ago:

R -2.25/-0.25x90

L -1.75/-0.75x85

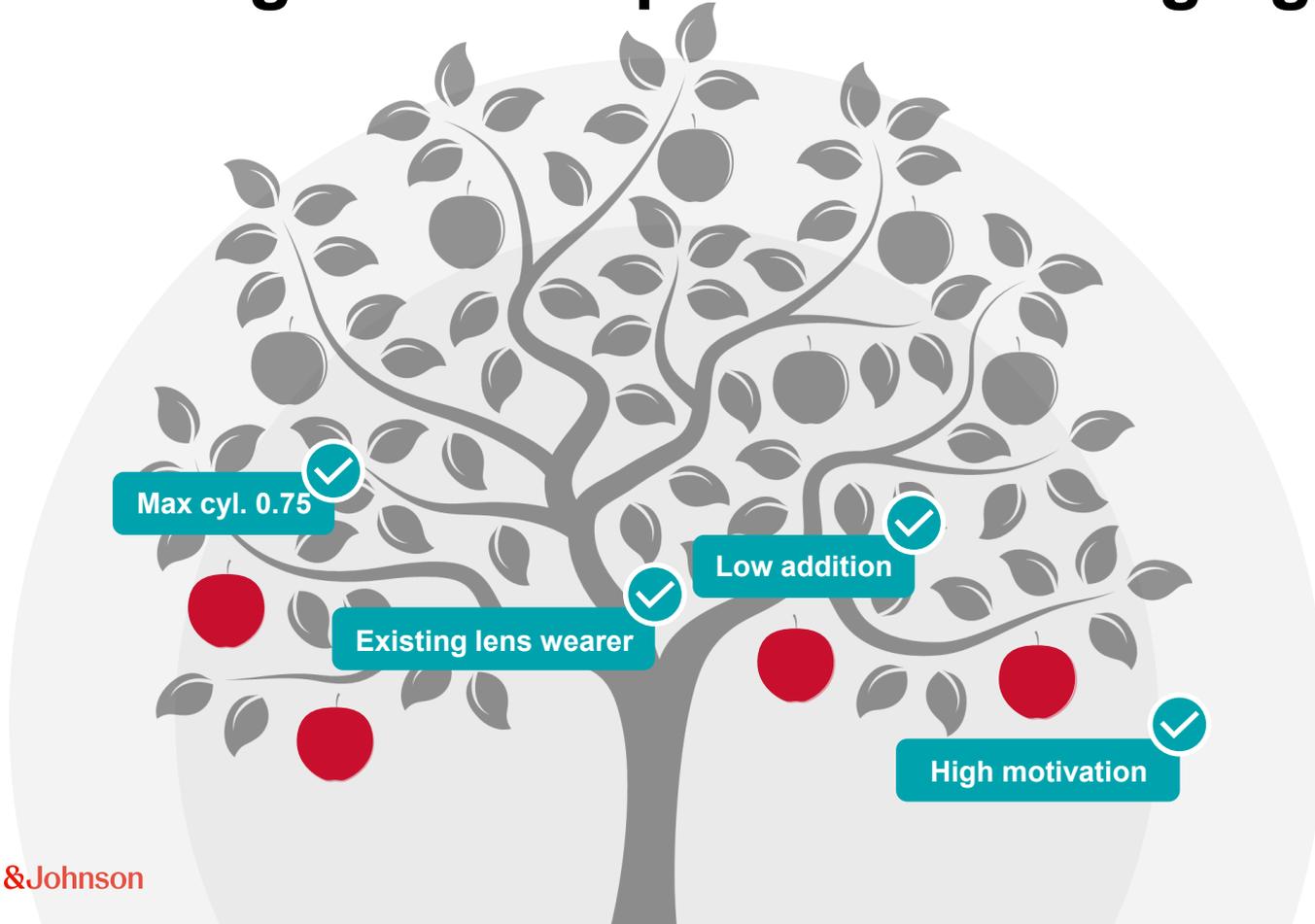
A woman with blonde hair, wearing a blue blazer over an orange collared shirt, is looking through a white microscope in a laboratory. The background is slightly blurred, showing a desk with a laptop and various lab equipment. The scene is framed by a large, semi-transparent circular overlay.

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Anne is a good example of “low hanging fruit”



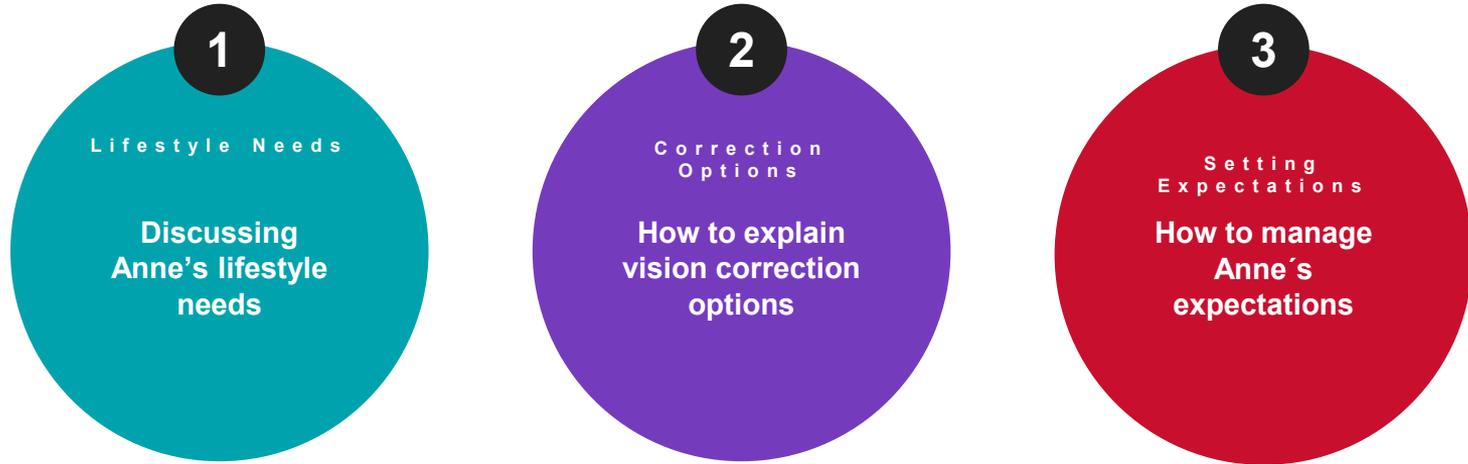
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Let's help
Emma

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There are 3 main areas that Emma needs help with when recommending vision correction



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Stage 1

Discussing Anne's lifestyle needs

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Reflection

**How would you
discuss Anne's
lifestyle?**

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Understanding Our Patients Lifestyle



Lifestyle Needs Questioning

What is the current solution stopping you from doing?



Can you tell me more about those frustrating moments?



Are there any times when you'd prefer not to wear your glasses but feel you need to?



If we could change one thing about your current vision correction option what would that be?



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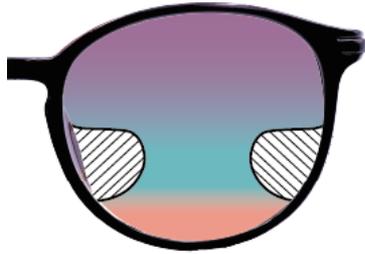
Stage 2

How to explain vision correction options

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Explaining Vision correction options

Comparing **multifocal solutions for presbyopes**



Glasses

Progressive
spectacle lenses.



Contact Lenses

Centre-near design

The **principle** behind multifocal contact lenses



Like a window with rain drops on, we can choose to focus on the rain drops or beyond them into the distance.

Understanding Contact Lens Correction Options For Presbyopes

DISTANCE CORRECTION



Distance vision. Reading glasses are needed as supplement for near vision.

MONOVISION



Separate distance and near vision. One eye is used to see at distance and the other eye to see near. Mature presbyopes may experience challenges with intermediate distance. May cause disturbances in 3D vision.

MULTIFOCAL CONTACT LENSES - STANDARD DESIGN



Combines distance, intermediate and near vision. Not optimized for natural variation in pupil size between different refractive errors.

ACUVUE® MULTIFOCAL with PUPIL OPTIMISED DESIGN



Combines distance, intermediate and near with PUPIL OPTIMISED DESIGN. 100% of parameters are optimized by age & refraction¹. Incorporates an embedded wetting agent for day long comfort.¹

Distance	✓	✓	✓	✓
Intermediate		✓	✓	✓
Near		✓	✓	✓
3 Dimensional	✓		✓	✓
Pupil Optimised				✓
Tear Inspired Wetting Technology ²	Available in ACUVUE® products	Available in ACUVUE® products		✓

Images for illustration only

1. JJV Data on file 2022. CSM- ACUVUE® PUPIL OPTIMIZED DESIGN Technology: JJVC contact lenses, design features, and associated benefits.

How to explain contact lens options to presbyopes



With **ONLY DISTANCE** corrected, you need readers for close work and computer use.



MONOVISION means that one eye is corrected to see at long distances, and the other eye is corrected to see at short distances. This solution can have a negative impact on 3D vision and real world vision such as contrast sensitivity.



With **MULTIFOCAL CONTACT LENSES**, you will be able to see at short, medium and long distances, and at the same time maintain your 3D vision.

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Reflection

**How would you explain
how Multifocal contact
lenses work compared
to progressive
spectacles?**

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Stage 3

Managing Anne's Expectations

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Manage Patients expectations by talking about a balanced view



DISTANCE

NEAR

Max plus/min. minus strength which gives a good distance vision combined with the lowest possible add gives a balanced vision



DISTANCE

NEAR

More minus/less plus strength at a distance gives poorer sharpness at close range



DISTANCE

NEAR

Higher add gives poorer sharpness at a distance

Understanding Our Patients Lifestyle

Stage 3
Set expectations



What are the top 3 things you'd like to do with your MFCLs?



Give realistic expectations

90%

- Focus on situations where contact lenses make it easier for you.
- Do they work for you 90% of the time? Then we are satisfied!

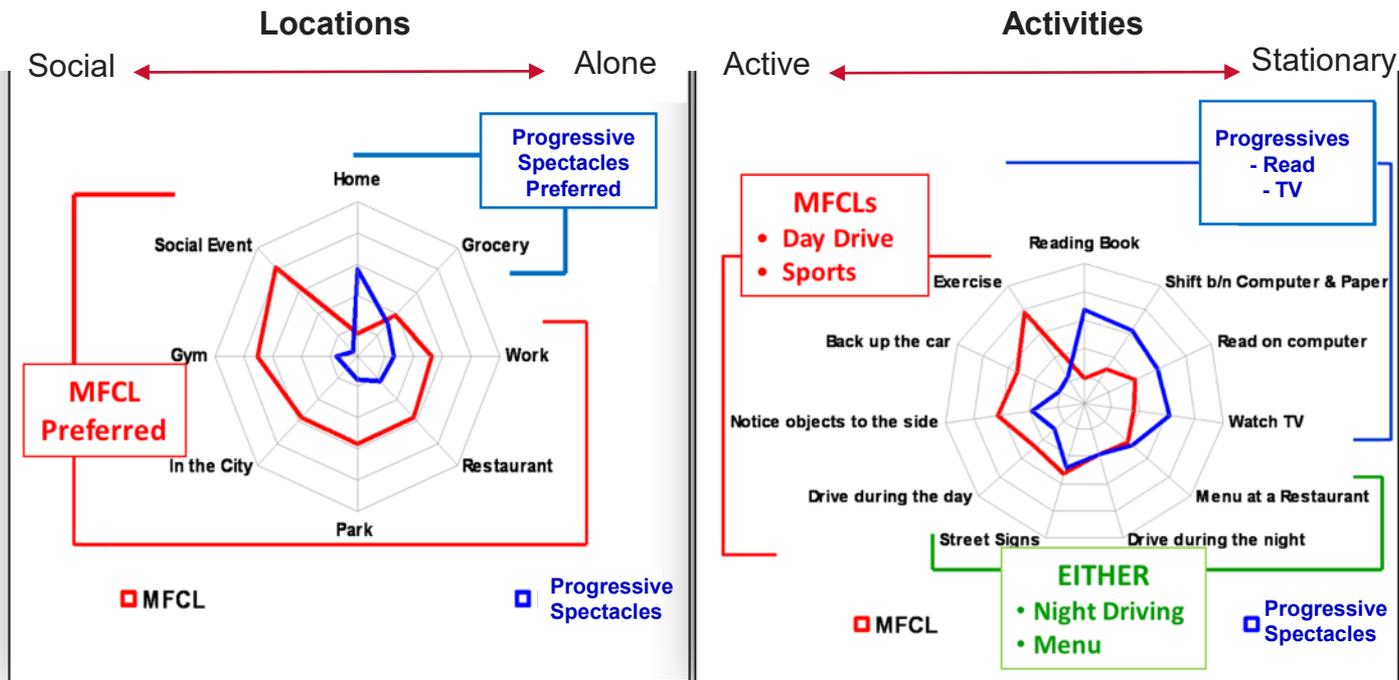


- Reading: Important with good lighting. You should not evaluate your lenses in low light.



- If you are going to read something small (e.g. product information), it is fine to use reading glasses on top of your contact lenses.

8 out of 10 presbyopes prefer both multifocal lenses and glasses¹



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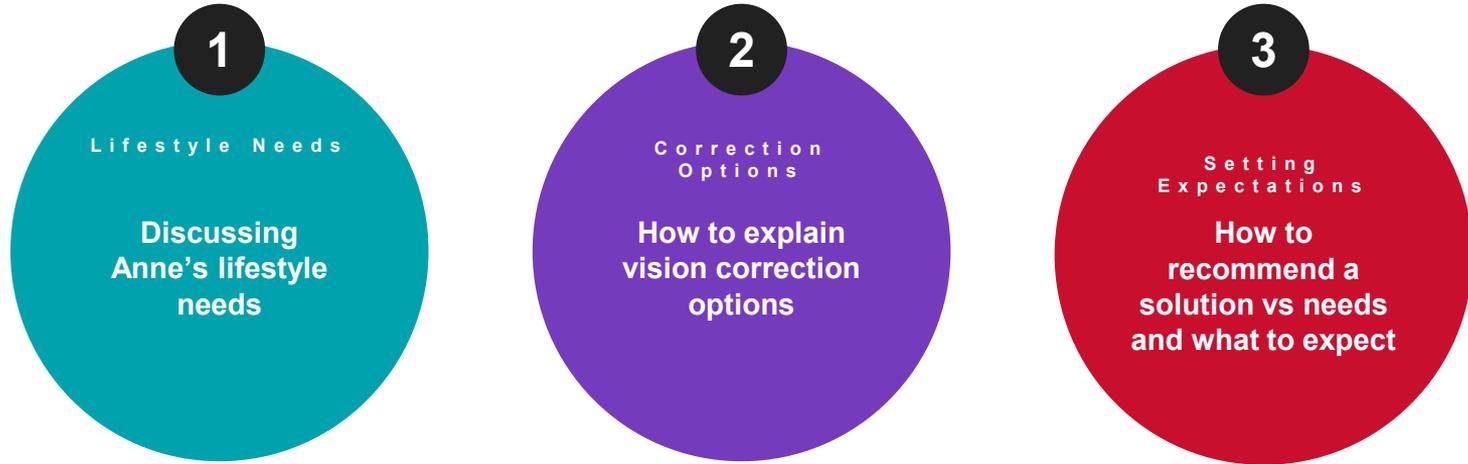
Reflection

**How would
you recommend
Multifocals to Anne
linking into her
lifestyle?**

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There are 3 main areas that Emma needs help with when recommending vision correction



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Reflection

What are the main objections you face from wearers when they return from trial and how do you overcome them?

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In Summary!

- When fitting, agree with the patient the three most important situations in which they want to use their lenses
- At check up, discuss whether the lenses lived up to expectations in the three situations
- Remember that the patient can advantageously combine lenses with glasses if the lenses do not meet the patient's requirements in every situation.



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Our own
presbyopes

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Key Takeaways....

1

Start with the
easiest patients

2

Follow the fitting
guide

3

Manage patient's
expectations

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Reflection

**What can we do
to ensure our own
presbyopes have
a positive experience?**

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A healthcare professional with blonde hair, wearing a blue uniform over an orange shirt, is shown in profile, looking intently at an elderly woman with short white hair. The professional is holding a white handheld medical device with a small screen and a green light, which is positioned near the woman's eye. The background is a blurred clinical setting. The overall tone is professional and caring.

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Thank you

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Important Safety Information:

ACUVUE® 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. Contact lenses should not be used in case of eye infections or any other eye conditions, or in case of a systemic disease that may affect the eye. For complete information, including contraindications, precautions and adverse reactions, please consult the Instructions for use or visit our J&J website: www.jnjvisioncare.se, www.jnjvisioncare.no, www.jnjvisioncare.dk, www.jnjvisioncare.fi.

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