

# MY FIRST CHOICE FOR CONTACT LENS CARE: CLEAR CARE® PLUS



## Jessica Crooker, OD

Owner, Scituate Harbor Vision Source  
Scituate, MA

Dr. Crooker was compensated by Alcon for her participation in this advertorial.

As an OD, my priority is to deliver excellent outcomes for my patients. As a practice owner, I also want to take advantage of every opportunity to improve and grow my business. In my experience, helping more patients become happy contact lens wearers is a big part of practice success. My patients who wear contact lenses typically generate more revenue for the practice, on a per-patient basis, than my glasses-only wearers.<sup>1</sup> This is for a

I make CLEAR CARE® PLUS my first-line lens care recommendation for monthly and weekly replacement contact lens wearers because I want them all to enjoy an outstanding lens-wearing experience<sup>3,4</sup> right from the start. CLEAR CARE® PLUS, which features Alcon's unique HydraGlyde® Moisture Matrix, provides the excellent disinfection efficacy<sup>3,4</sup> and exceptional comfort<sup>5,6</sup> that patients need to get the most out of their lenses. This is combined with ease of use<sup>5</sup> that truly simplifies the lens care routine. For patients, my message is simple: "CLEAR CARE® PLUS is easy to use,<sup>5</sup> and it keeps your lenses clean and feeling like new<sup>3,6</sup> so you can enjoy them!"

In addition to making CLEAR CARE® PLUS my first-line lens care recommendation for patients just starting out with contact lenses, I also encourage multi-purpose solution (MPS) users to switch to CLEAR CARE®



variety of reasons, including their tendency to return for more frequent regular exams and to make additional eyewear purchases.<sup>1</sup> Prescribing the right contact lenses for individuals' vision and lifestyle needs is an essential part of meeting both patient and practice goals, but so is recommending lens care that is efficacious, user-friendly, and promotes comfortable lens wear.<sup>2</sup>

One recent morning, I saw two patients with different vision care histories, but the same enthusiasm for wearing contact lenses. The first patient was a graduate student in his early twenties, who, after a few years of wearing glasses, was excited about the lifestyle and appearance benefits of contact lenses. The second was a professional in her mid-thirties needing vision correction for the first time, but who had no appetite for wearing glasses. Both patients' daily lives were best suited for a monthly replacement lens, and for both patients, my lens care recommendation was simple: CLEAR CARE® PLUS.

PLUS. In short, I want to give all of my reusable contact lens wearers the chance to use CLEAR CARE® PLUS, not only because it helps them love their lenses,<sup>5</sup> but also because I have seen how it improves my patients' lens care compliance.<sup>7,8</sup> This is a big deal for practitioners—less time talking about compliance means more time dedicated to meeting patients' evolving vision care needs.

In a survey of habitual MPS users who tried CLEAR CARE® PLUS for 21 days, 9 out of 10 participants agreed that they were happy with their eye care practitioner for recommending CLEAR CARE® PLUS.<sup>5</sup> Patient and practice outcomes go hand-in-hand, and my experience is that more happy contact lens wearers means more referrals, more visits for eye exams, and practice growth. Making CLEAR CARE® PLUS your first-line lens care recommendation is another opportunity to set your practice apart—and to help reusable lens wearers love their lenses!



## PRACTICE TIP

Ease of Use and How-To Videos in hand, office staff can reinforce my discussions with patients and help set them up for successful contact lens wear with CLEAR CARE® PLUS.

View the "How easy is it to use CLEAR CARE® PLUS?" video at <https://youtu.be/Xhok8710E7Q>

View the "CLEAR CARE® PLUS Solution & How It Works" video at [https://youtu.be/mJMGPDZD\\_kn0](https://youtu.be/mJMGPDZD_kn0)



**References** 1. Aggregate de-identified GLIMPSE® data. Alcon data on file, 2018. 2. Lowe P. Educate patients about hydrogen peroxide solutions, reduce dropouts. *Rev Optom Bus.* November 14, 2013. 3. Gabriel MM, Bartell J, Walters R, et al. Biocidal efficacy of a new hydrogen peroxide contact lens care system against bacteria, fungi, and Acanthamoeba species. *Optom Vis Sci.* 2014;91:E-abstract 145192. 4. Gabriel MM, McAnally C, Bartell J, et al. Biocidal efficacy of a hydrogen peroxide lens care solution incorporating a novel wetting agent. *Eye & Contact Lens.* 2018;Epub ahead of print. 5. Alcon data on file, 2016. 6. Alcon data on file, 2016. 7. Guthrie S, Dumbleton K, Jones L. Contact lens compliance: Is there a relationship between care system and compliance? *Contact Lens Spectrum.* 2016;31:40-43. 8. Woods J, Srinivasan S, Jones L. Compliance with the use of hydrogen peroxide and multipurpose solution care regimens. *Contact Lens Spectrum.* In press.