

## It's Time to Talk to Your Patients about **Digital Eye Strain**

Exclusive U.S. consumer research shows screen time is still rising, digital eye strain is prevalent, and opportunity abounds for eye care professionals to help.

By **Michele Andrews, OD**

In today's world, digital devices are everywhere you turn. Smartphones make it easier than ever to be "on" from anywhere, at any time, and coupled with the regular use of computers, tablets, and e-readers, many people are spending significant portions of their days looking at screens—and their eyes are undoubtedly feeling the strain.<sup>1,2</sup>

A new research report from CooperVision, "A New Look at Digital Eye Strain," provides insights into current trends, the prevalence of digital eye strain, and the awareness of the condition among patients, revealing valuable opportunities for practitioners to help digital device-using patients (almost everyone!) while growing their contact lens practices.<sup>3</sup>

### **Latest Trends in Digital Device Use**

When asked to quantify their time in front of screens, over half of survey respondents said they spend on average six or more hours a day on digital devices, and one in four said they spend an average of a whopping nine hours or more looking at a screen.<sup>4,5</sup>



Smartphones were shown to be the most used, as 79% of respondents reported spending three hours or more on these devices.<sup>6</sup> **And for many, this behavior continues to rise, with 62% of participants noting their smartphone usage has greatly increased in the past two years.<sup>7</sup>**



While increased time on smartphones was the most prevalent, respondents reported escalating screen time on other devices as well.<sup>8</sup>

### **How Common is Digital Eye Strain?**

With predominant digital device use, it comes as no surprise that nearly **seven in 10** respondents reported **experiencing symptoms associated with digital eye strain**, with nearly **four in 10** saying they **experience symptoms multiple times per week or more.**<sup>9,10</sup>

While patients in the past may have been unaware that such symptoms were related to their digital device use—writing them off as "normal"—this no longer seems to be the case.<sup>11</sup> When asked to explain what causes their eye tiredness, nearly half of patients believed it was caused by screen time, indicating more substantial awareness of the connection between digital device use and ocular discomfort.<sup>12</sup>

### **The Opportunity for ECPs to Help**

**Survey results also revealed that today's patients are looking for solutions.** Of the respondents who have digital eye strain, 99% had tried at least one method for reducing symptoms associated with the condition.<sup>13</sup> Yet nearly 60% said they have never talked to an eye care professional about how digital device use affects their eyes.<sup>14</sup>

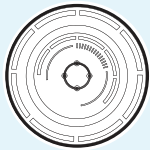
Among those who had discussed digital eye strain with their eye care professional, only 19% said that contact lenses designed to help with the symptoms of digital eye strain had been recommended.<sup>15</sup> However, a majority of respondents said that they would be interested in these contact lenses—a well-defined opportunity to grow patient satisfaction and practice success.<sup>16</sup>

Most patients look to their eye care professionals for education and guidance on the latest innovations in eye care, and with so many patients experiencing digital eye strain, there is significant room for improvement. This starts with simply having a conversation and considering prescribing CooperVision **MyDay Energys**<sup>®</sup> daily disposable and **Biofinity Energys**<sup>®</sup> monthly replacement contact lenses, the only contact lenses to offer the unique combination of DigitalBoost™ Technology and Aquaform® Technology to help with eye tiredness and dryness associated with digital device use.<sup>17</sup>

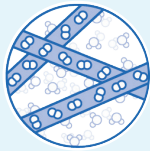


## Breakthrough Contact Lenses Designed to Take on the Challenge

MyDay Energys<sup>®</sup> and Biofinity Energys<sup>®</sup> combine an innovative aspheric lens design and advanced material technology to address eye tiredness and dryness associated with digital device use.<sup>17</sup>



**DigitalBoost™ Technology** is a single vision aspheric lens design that delivers a +0.3D boost, which may help ease strain on eye muscles so the wearer can shift focus from on screen to off with less effort.<sup>\*18</sup> This design is unique to MyDay Energys<sup>®</sup> and Biofinity Energys<sup>®</sup>, making them the only contact lenses with DigitalBoost™ that can help with eye tiredness.



**Aquaform® Technology** retains water from core to surface without the need for surface coating or added wetting agents in the lens material,<sup>17</sup> resulting in incredible comfort,<sup>17</sup> which can help eyes feel less dry, even during times of reduced blinking.

In studies, patients rated MyDay Energys<sup>®</sup> and Biofinity Energys<sup>®</sup> nine out of 10 for comfort, and eight out of 10 patients agreed that the lenses help reduce TV eye tiredness associated with digital eye strain.<sup>†19-22</sup>

## Conclusion

It is safe to assume that virtually every patient in the chair is a digital device user. Prolific screen time will continue to be the norm in today's "always on" society, and these trends go hand in hand with two common symptoms associated with digital eye strain: tiredness and dryness.<sup>23</sup>

MyDay Energys<sup>®</sup> and Biofinity Energys<sup>®</sup> provide eye care professionals with the unique opportunity to prescribe an innovative lens that can help patients with the symptoms of digital device use, which the latest research shows they want—and need.<sup>17</sup>



For more information and to download the full research report, visit [coopervision.com/practitioner](https://coopervision.com/practitioner).



\*Based on a statistically significant difference of the mean change in Accommodative Microfluctuations and when compared to a lens without DigitalBoost™/Digital Zone Optics<sup>®</sup> after reading on an iPhone 5 for 20 minutes held at a distance of 25 cm. Study conducted with Biofinity Energys and sphere.

†MyDay 8.8 vs 9.3 for MyDay Energys, p<0.01.

### References

All figures are from Prodege. Total sample size was 750 vision corrected adults ages 18-44 in the United States. Fieldwork was undertaken October 16-22, 2023. The survey was conducted online.

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