

MAKING LENS CARE EASY

CLEAR CARE® PLUS IS A CLEAR CHOICE FOR PATIENTS AND PRACTICES



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An excellent way for eye care professionals to improve their practice's performance is by helping more patients become successful contact lens wearers. Because of their convenience and benefits over conventional lenses,^{1,2} daily disposable lenses are typically my first choice, but I also have patients whose lifestyle needs are best addressed with monthly replacement lenses. I just recently met with such a patient. In addition to prescribing the right lenses for her individual needs, my

their lenses prior to disinfection. As many of us often see in practice, studies show that the rub step required when cleaning lenses with MPS is frequently skipped,^{7,8} so being able to offer lens care that does not require rubbing is a big opportunity for eye care professionals looking to simplify lens care for patients. In addition, CLEAR CARE® PLUS provides a visual cue — the bubbling action — that serves as a helpful reminder to patients. Users know that they will only see the bubbles if they use fresh solution every time they disinfect their lenses (minimum recommended disinfection time is 6 hours) and replace their case at the recommended interval.

In light of these differences, it is not surprising that comparative studies show that peroxide-based disinfection provides a significant compliance advantage over MPS.^{8,9} This includes better overall compliance with

CLEAR CARE® PLUS CLEANS AND DISINFECTS LENSES IN A FEW SIMPLE STEPS*



advice was that she use CLEAR CARE® PLUS for her daily lens care. She had been using multi-purpose contact lens solutions (MPS), so when I introduced CLEAR CARE® PLUS, her question was: "How can it help me?" I explained that CLEAR CARE® PLUS provides excellent disinfection,^{3,4} features Alcon's HydraGlyde® Moisture Matrix to support outstanding lens-wearing comfort,^{5,6} and best of all, makes lens care easy.⁵

directions for use,⁸ as well as reductions in specific non-compliant behaviors: a 4x lower likelihood of reusing ("topping off") solution and a 7x lower likelihood of using lens cases beyond three months.⁹ On top of that, in a survey of habitual MPS users who tried CLEAR CARE® PLUS for 21 days, 93% of participants said that they found it easy to clean their lenses with CLEAR CARE® PLUS.⁵ If lens care is easy, patients will be more compliant — and that is attractive to all eye care professionals!



PRACTICE TIP

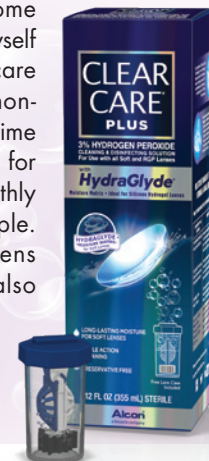


View this video at
https://youtu.be/mJMGPZD_kn0

When I recommend CLEAR CARE® PLUS to my patients, I always take a few minutes to show them the solution bottle and case, and walk them through the five simple steps for use. Consider employing the "How to Use CLEAR CARE® PLUS" video and Patient Tip Card with coupon. Patients appreciate having these available to them, whether they need a quick refresher, or want to spread the word!

Using CLEAR CARE® PLUS only takes a few simple steps. As I walked my patient through the process, her growing enthusiasm was obvious. One key attribute of CLEAR CARE® PLUS is that users do not need to rub

Taking advantage of every opportunity to satisfy patients is a critical part of building and maintaining practice success. As more patients who wear monthly replacement lenses have become happy CLEAR CARE® PLUS users, the less I find myself reminding them about the importance of lens care compliance or managing issues related to non-compliance. This has helped me dedicate more time to providing the best comprehensive vision care for my patients' needs. For patients who wear monthly replacement contact lenses, the choice is simple. Not only does CLEAR CARE® PLUS make lens care easy and support compliance,^{5,8,9} but it also provides excellent disinfection efficacy^{3,4} and supports comfortable lens wear,^{5,6} making it an optimal lens care option for patients and for practices.



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