

# SIMPLE AND EFFECTIVE LENS CARE

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



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



I met with a young professional patient the other day who, like so many others, was excited about the opportunity to wear contact lenses. I knew that a monthly replacement lens would be a great option for his vision and lifestyle needs, and also how important good lens care would be. Of course, we can all be... well, forgetful sometimes —

the lens care routine. In addition, CLEAR CARE® PLUS' bubbling action provides a visual reminder to patients to use fresh solution every time. Similar to what I see in practice, study data show that CLEAR CARE® PLUS' design supports significantly greater lens care compliance than MPS.<sup>6,7</sup> My experience with CLEAR CARE® PLUS is also that enthusiasm for the

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



which is why I introduced him to CLEAR CARE® PLUS for his daily lens cleaning and disinfection. CLEAR CARE® PLUS is highly effective against a wide range of organisms,<sup>1,2</sup> supports outstanding lens comfort,<sup>3,4</sup> and maybe most importantly, is easy to use.<sup>3</sup> For patients new to contact lenses, this translates to a safe and enjoyable lens wear from day one!

The reasons why I chose CLEAR CARE® PLUS for this patient are the same reasons why I recommend it every day. With its five simple steps, CLEAR CARE® PLUS is a great option for new and experienced lens

product does not end when people leave the office — my patients continue to use CLEAR CARE® PLUS long after my initial recommendation, a sign of just how much they like using it.

A practice-wide approach to patient education about lens care is important to supporting patients' success, and the resources and tools that Alcon offers help make this possible. My office staff loves being able to walk patients through the simple steps for CLEAR CARE® PLUS use — and patients really value hearing it from someone other than their doctor. The same resources that help me talk about CLEAR CARE® PLUS in the exam room ("How to Use CLEAR CARE® PLUS" video and the Patient Tip Card with coupon) also help my staff take an active role in setting patients up for success.

### PRACTICE TIP



View this video at  
[https://youtu.be/mJMGpZD\\_kn0](https://youtu.be/mJMGpZD_kn0)

In addition to walking patients through how to use CLEAR CARE® PLUS, I always show them Alcon's "How to Use CLEAR CARE® PLUS" video, to reinforce the information that I have just shared with them. I also make sure that they know where to find the video online any time they need a quick refresher or want to show their family and friends how much they love their lens care solution!

wearers alike. Patients are always pleasantly surprised by how easy CLEAR CARE® PLUS is to use,<sup>3</sup> and are excited to try it for themselves. The lack of a rub step with CLEAR CARE® PLUS (a required but often neglected step among multipurpose solution (MPS) users<sup>5,6</sup>) simplifies

For any patient not in daily disposable contact lenses, I recommend CLEAR CARE® PLUS lens care. It is highly effective,<sup>1,2</sup> and, thanks to the inclusion of Alcon's HydraGlyde® Moisture Matrix, supports outstanding lens comfort.<sup>3,4</sup> Just as importantly, I love the simplicity of using CLEAR CARE® PLUS<sup>3</sup> — it makes educating patients easy and helps ensure that they are taking advantage of its efficacy and comfort benefits. With CLEAR CARE® PLUS, I know that I am giving my patients the opportunity to enjoy simple, effective lens care every day.



**References** 1. 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. 2. 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. 3. Alcon data on file, 2016. 4. Alcon data on file, 2016. 5. Dumbleton KA, Woods CA, Jones LW, Fonn D. The relationship between compliance with lens replacement and contact lens-related problems in silicone hydrogel wearers. *Cont Lens Anterior Eye*. 2011;34:216-222. 6. Woods J, Srinivasan S, Jones L. Compliance with the use of hydrogen peroxide and multipurpose solution care regimens. *Contact Lens Spectrum*. In press. 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.