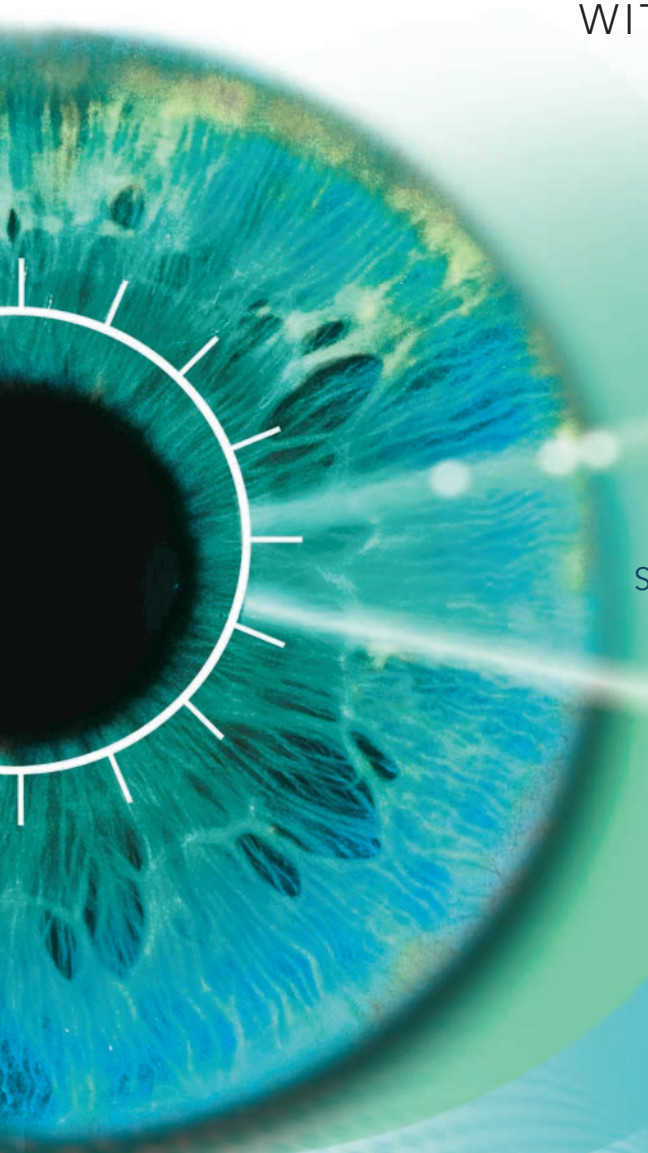
Leading WITH Innovation

Setting Up Presbyopes for *Multifocal Success*



Smartphone Laptop Driving

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REVIEW® OF OPTOMETRY

BAUSCH + LOMB

Leading With Innovation

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In today's advancing world of eye care, it is essential for eye care professionals to be aware of innovations in the marketplace, and to introduce those advancements that offer the greatest potential for positive patient outcomes into the practice. Proactively integrating innovation into the organization plays an important role in staying relevant for patients and positioning the practice as a leader in their health care.

For more than 160 years, Bausch + Lomb has introduced innovative eye care products to help patients attain greater quality of vision. In 2016, the company sponsored a series of innovation summits across the country to discuss the role that organizational habits play in advancing or inhibiting patient care, to highlight the opportunities and obstacles of presbyopic patients, and share knowledge about the latest Bausch + Lomb ULTRA® for Presbyopia contact lens innovations available for patients and practitioners.

As part of the "innovation initiative," Bausch + Lomb challenged participants to evaluate their practice's culture and habits, and explore new methods for introducing industry innovation to patients. At the same time, the company undertook the Ultra Comfort Experience Patient Evaluation, a patient trial and assessment of Bausch + Lomb ULTRA® for Presbyopia in real-world settings. The results will likely surprise and encourage you about the opportunity to not just fit existing contact lens wearers in an innovative multifiocal contact lens, but also spectacle wearers.

To communicate the progress and success of the innovation initiative, 11 eye care professionals, known to be innovators in the field who participated in the nationwide summits, were invited to share their experiences associated with integrating innovation into the practice. Diffusion of innovation across teams, the presbyopic opportunity, successful strategies for adoption of the groundbreaking technology, and patient outcomes are summarized in this piece, which I believe offers eye care professionals creative—manageable—ways to infuse innovation into their practices.

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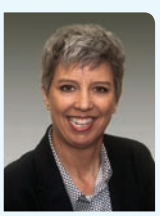

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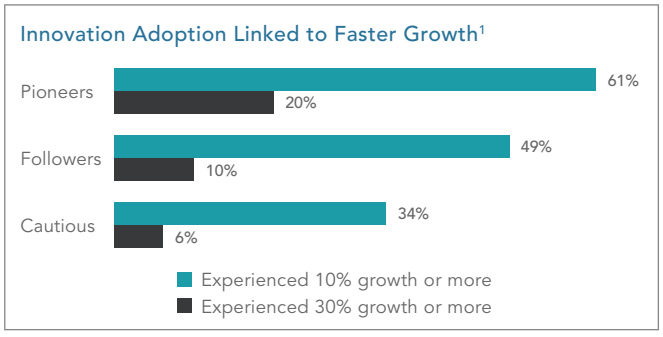
Finding Inspiration for Innovation from the Business World

One way to drive innovation in the eye care practice is to look to research and insights in the business world linked to positive organizational outcomes and apply them to the world of eye care. In a 2014 report by Harvard Business Review Analytic Services,[1] of 672 worldwide business and technology leaders surveyed, groups identifying themselves as "pioneers"—those most open to change—experienced the fastest rates of organizational growth, followed by self-described "followers," and the "cautious." In other words, the faster the adoption of innovation, the greater the benefit to the organization. Although the Harvard Business Review data was not specific to clinical practice, similar philosophies may be extrapolated to eye care practices.

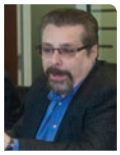


Why Adopt Innovation?

Though the figure above reveals that 61 percent of companies identifying as "pioneers" in the Harvard research reportedly experienced 10% or more growth, and 20% saw 30% or more expansion, at the same time only 34% of the self-described "cautious" saw a minimum of 10% growth, and a meager 6% experienced at least a 30% upturn.

Less innovative leaders may not look at 10% to 30% growth as transformative, but in an increasingly crowded landscape where patients have a multitude of options when it comes to which practice to visit, what solutions to try, and even whether to go into a brick-and-mortar practice for their annual exam and supply of contact lenses, any edge can make the difference between an eye care professional establishing a patient for life and having them walk into the office down the street or go online.

As revealed in upcoming pages, research has found, and eye care innovators conclude, that, by and large, most patients want to be educated on innovative technologies when they visit an eye care office. And many patients who are hesitant to try innovative technology are often pleased once they do, as will be shown by their positive reaction to the Bausch + Lomb ULTRA® for Presbyopia multifocal contact lens as part of a unique, real-world assessment led by Bausch + Lomb.



"A patient doesn't want to come in for the same thing every time they visit your office; they don't need you for that. To me, innovation encapsulates the ability to be cutting-edge and to deliver something that makes a difference every day. That forward-thinking attitude is going to be the survival path for practice in optometry. I think we are going to reach a very critical period very soon when people are going to be making decisions about whether or not to see us, the individual practitioner, or go online to stick their face up against the computer and get refracted by some indirect process." – Dr. Epstein

What's Stopping You?

In the Harvard report, the main reason given by organizations for not adopting innovative technology was cultural resistance to change. While legacy technology was an inhibitor for 34% of companies, the report found that legacy culture, or learned habits of behavior over time, can be just as limiting. The same effect may also exist in eye care practices where cultural resistance to change may limit eye care practices from reaching their full potential.

What kind of practice are you?[1]

Pioneers: Open to change, strongly believe in the benefits of new technology, and are the first to move

Followers: Watchers, only investing in new technology once others have proven the benefits

Cautious: Those that wait until a technology is well-established before adopting it, if at all

Eye care innovators are not exempt from this cultural resistance to change. How do they break through this barrier to introducing new technology and innovation into the practice?—through consistent and targeted strategies to show their teams how an innovative multifocal contact lens can impact patient vision outcomes.

So, for the practice leader who hasn't stopped to consider it, ask yourself: What kind of practitioner am I? And if you aren't yet a "pioneer," then ask: What's stopping me?

KEY TAKEAWAYS:

- Businesses that commit to a culture embracing innovation likely will see the greatest growth and stay the most competitive
- Change can be difficult, and eye care leaders must arm themselves with tools to overcome cultural resistance

Benefits of Introducing Innovation into the Eye Care Practice

In the business world, the benefits of embracing change have been found to include increased market insight, responsiveness to customers, and the ability to differentiate competitive advantage—key factors in driving profitable growth.[1] In the eye care world, practices that embrace change by introducing innovative technology and services may be able to increase the likelihood of experiencing positive patient outcomes. This, in turn, may help to build patient trust of, and loyalty to, the eye care practice, bolstering the practice's reputation in the field, and driving growth and prosperity.

Making the investment to innovate can benefit the patient and the practice, for the eye care leader willing to take the leap. At the same time, research has found that introducing change and innovation to an organization can be disruptive and hard,[1] with eye care practices no exception. Embracing change in the practice requires a commitment by all team members to the process of adoption and to increased collaboration across the team. Most importantly, practice leaders must champion the change through ongoing communication and education, and finding ways around obstacles. They must condition the team to embrace innovation as a way of practice.

Adopters of eye care innovation may go through four stages in their efforts to diffuse innovation across the team, as explained in the figure below offering practices suggestions on how to successfully navigate the stages.

Diffusion of Innovation Across Teams: 4 Stages of Adoption[2,3]

Research has shown that adopters of innovation usually encounter four stages in the process to introduce innovation: dissemination, adoption, implementation, and maintenance,[2,3] as seen in this figure. These strategies may be extrapolated to eye care practices.

1. Dissemination: Preparation for Introduction of Innovation

- Inform the office team of the new technology or service innovation through ongoing communication and educational efforts
- Convey expectations to the team about the importance for all team members to embrace the innovation to help ensure patient success

2. Adoption: Change Habits of Practice

- Develop the attitude that change is important by showing how patients and the practice can benefit from technology or service innovation
- Become the champion of change by taking the lead on efforts of communication, implementation, and troubleshooting issues that come up around adoption
- Educate the team about and discuss obstacles that the eye care practice may encounter in its journey to introduce technology or service innovation
- Highlight improved outcomes that patients are experiencing from the technology or service innovation to team members across functions (e.g., front desk, technologists, etc.), not just clinical members of the team

3. Implementation: Experimentation

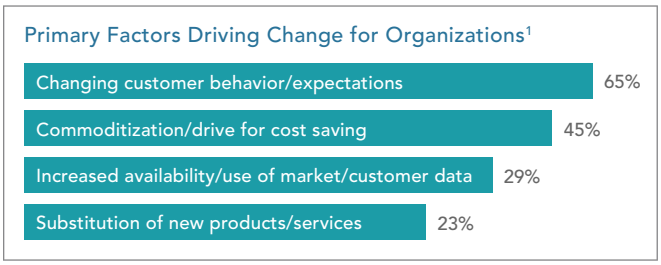
- Refine practices (e.g., training, patient approaches, logistic considerations, assessments, etc.) to increase the likelihood of patient and practice success with the new technology or service innovation
- Allow time for the office team to gain experience and learn new skills required to successfully use the innovation and ensure patient success
- Discuss organizational and practical adaptations at team meetings, and confirm practice benefits of the change through soliciting targeted feedback from all members of the office team

4. Maintenance: Incorporating Change Element in Regular Routine

- Continue to focus on integration of the innovation even after the innovation is successfully being used across the practice
- Build upon the culture of innovation by continually finding ways to introduce new technology and services to the practice and to patients

Offering Innovation to Elevate Patient Expectations About Eye Care

The top reason cited in the 2014 Harvard survey as to why leaders sought to make organizational change was "changing customer behaviors and expectations"—an imperative that far outweighed even the desires to cut costs, and upgrade products and services (figure below).[1] Influencing customers was seen to be mission critical to success in the business world.



Further, to win new customers (and presumably cement existing customer relationships for the long-term), the report said companies have to sense customer needs and respond to them quickly. In other words, they have to be in tune with their customers' desires in order to add value to those customers' lives.

A Proactive Approach Opens Patients' Minds

Similar to the business world, eye care practitioners who are in touch with the needs of their patient base and who become early adopters of innovative products and services can raise the level of patient expectations about how eye care practices can positively impact their contact lens experiences and vision. Eye care innovators, by proactively approaching patients about the latest industry advancements and innovations in multifocal contact lenses, such as Bausch + Lomb ULTRA® for Presbyopia, can offer patients—especially those not looking to make changes—the opportunity to try innovative technology in a pressure-free environment.

Approach the Patient: Let's Give It a Try

Eye care innovators know that changing their patients' expectations about trying innovative technology such as the Bausch + Lomb ULTRA® for Presbyopia contact lens takes a proactive approach. Here are action items that eye care practices can take that may increase the likelihood that patients will embrace technology, and experience successful vision outcomes.

- Give every patient the privilege and the right to be offered innovative technology
- Proactively offer innovative multifocal contact lenses to a wide range of patients in your practice, including those who have never worn contact lenses and traditional spectacle wearers, to try to change their expectations about what eye care technology can do for their vision comfort and clarity
- Reinvent processes in your practice as a way to remove barriers so there is 'no harm, no foul' for the patient to try innovative technology
- Challenge patient assumptions about multifocal contact lenses (e.g., 'If I didn't wear contact lenses before presbyopia, it doesn't make sense now that I am presbyopic.')

"I say to every patient who comes in my practice for contact lenses, 'I consider it a part of my responsibility every year to tell you about what's new and different since we last got together.' And even if we don't change or even if we try something different with that patient, and they still come back to what they had before, they come to expect that you're going to tell them about something new, and appreciate that opportunity to try new things."
– Dr. Giedd

Uncovering Patient Barriers to Trying Innovative Technology

Opening a dialogue with patients can expose their preconceived notions about contact lenses, presbyopia, and whether they would be a good fit for an innovative multifocal contact lens. Eye care innovators report that quickly addressing misconceptions that patients hold and offering patients the opportunity to experience the innovation for themselves through an on-the-spot or same-day lens fitting has the effect of empowering patients and helps them to see possibilities they may not have considered.

Eye care innovators often use casual expressions such as "let's give it a try" to show patients that they only stand to gain from trying on innovative multifocal contact lenses. Innovators find that some patients don't consider this option and are grateful for the chance to try contact lens technology that offers them successful vision outcomes.

KEY TAKEAWAYS:

- Eye care practices that proactively offer technology and service innovation to patients can help increase the likelihood of patients trying the innovation, which may lead to successful patient outcomes
- Patients carry with them a host of preconceived notions and misperceptions about multifocal contact lenses; in order to address and correct those ideas, eye care practices can open a dialogue about new technology with patients

Integrating Innovation in the Eye Care Practice: A Practical Guide

In the business world, companies looking for an edge are advised to make the innovation cycle a continual process involving all members within the organization, those serving in supporting roles outside of the business, and even customers.[1] In the health care realm, innovative eye care practices that encourage the eye care team at all levels of the practice to participate in discussions about adoption and integration of innovative technology and services create a feeling of empowerment among the entire team. Team members can ask questions, air their concerns, and "be heard" by practice leaders, facilitating the organization's willingness to embrace change, and smoothing the process of adoption and integration. At the same time, innovators can show their teams how innovative technology and services can often lead to successful patient outcomes and customer satisfaction, and can result in a loyal patient base and a strong practice.

Below are practical suggestions eye care leaders can use for integrating innovation in the practice. Eye care innovators who set a high bar for their teams by asking—and even expecting—them to embrace innovative technologies may find that their team members come to accept innovation as just another facet of the practice.

Tips for Successful Integration

The key to a successful integration of innovative products and services is to involve staff members at all levels of the practice.

Create a culture where the team can be open and share ideas to innovate

- Let staff members solicit input from the team about how practice leaders can make improvements on physical elements and processes
- Dedicate time in staff meetings to a staff discussion of what can be done to improve the organization
- Start an "Innovation Box" to gather feedback since some team members may not like speaking up in meetings

Explain the innovation to staff members so they understand its benefits and help promote it

- Ask team members to meet with product representatives to learn about innovative technology and report back to the rest of the group, creating a sense of ownership and excitement among the team
- Take time to educate staff members, especially those without optical backgrounds, to generate an understanding about, and enthusiasm for, innovative products and services, which carries through to staff discussions with patients and paves the way for conversations with the doctors
- Invite team members into the exam room to witness patient successes with innovative technology

Fit team members with innovative contact lens technology

- Encourage team members to try on the lens in order that they can see the benefits for themselves and become advocates of the technology
- Demonstrate to staff members why the lens is successful so they are able to convey the value of the innovative technology to patients

Get the right people into your organization to embrace change

- Hire employees who subscribe to your mission and goals, and who are willing to embrace change
- Take time to educate new and veteran team members on the benefits of change, and on innovative products and services being added

Create a sense of empowerment, buzz among team members so they are proud of the technology

- Let the staff take the innovation and run with it since doctors are 'in the exam lane' and don't always know what's going on outside
- Create opportunities for team members to share practice successes with each other to fan the flames of their enthusiasm, which will come across to patients who visit the eye care practice

"I will oftentimes delegate my key staff to meet with industry representatives or the individual who is bringing the technology to our office and say, 'You learn about this technology and report back to the rest of us, and then you're going to help implement it.' It creates a sense of ownership and excitement for the staff to be able to do that, and they then really buy into the innovation and are a key part of the adoption process." – Dr. Wesley

Leveraging Innovation to Capture the Presbyopic Opportunity

Capitalizing on market opportunities is a key to succeeding in the business world. Business leaders who keep their "ears to the ground" about the shifting needs of their customer base, trends in the marketplace, and advancements available to meet customer needs are best positioned to stay relevant for their customers.

In the health care realm, eye care practitioners who stay attuned to the evolving needs of their patients, demographic shifts in their patient base, along with industry innovations that can help meet evolving patient needs can increase their chances of improving patient outcomes and satisfaction.

An Aging Population and Shifting Presbyopic Needs

The aging population is more digitally savvy than in the past and is creating a growing demand for innovative eye care solutions such as innovative multifocal contact lenses.

Consider that in 2015, Generation X (ages 35 to 50) made up 66 million people, and Baby Boomers (ages 51 to 69) accounted for 75 million people in the United States,[4] together accounting for roughly 44% of the current U.S. population.[5] Further, a 2016 report found that 65% of adults in their 40s spend more than five hours a day on digital devices, and 86% of adults in their 50s spend two or more hours on the devices daily, with 66% of adults in their 40s and 63.9% of adults in their 50s reporting symptoms of digital eye strain.[6]

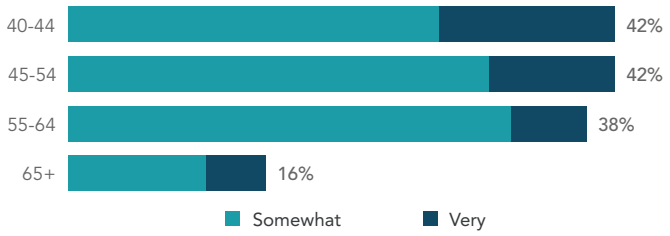
It is clear that the presbyopic patient opportunity is primed for eye care practices ready to seize it.

Missed Opportunity: A Need to Spark the Conversation

At the same time, research has shown that though eye care innovators take into account the impacts of digital use when choosing contact lens technology for today's presbyopic patient and proactively ask patients if they are interested in trying an innovative multifocal contact lens, just over half of total eye care professionals reportedly initiate a conversation about multifocal contact lenses with their patients[7] (figure bottom left). Forty-three percent of patients are left to prompt this conversation with their doctor, according to the same research. Furthermore, this research has revealed that 42% of adults ages 40 to 54 report they are interested in trying contact lenses for multifocal correction, and 38% of people ages 55 to 64 are interested (figure below).

Interested in Trying Contact Lenses for Multifocal Correction[7]

MSI's 2015 Gallup study of the U.S. Multi-Focal Contact Lens Market reveals that many individuals ages 40 to 64 are reportedly interested in trying a multifocal contact lens.



And within this group, those who have not habitually worn contact lenses but who are open to trying innovative multifocal contact lens technology is a market opportunity, as will be shown by the findings of eye care innovators and the Ultra Comfort Patient Evaluation, in upcoming pages.

The decision (or lack of one) by some eye care professionals to not open a dialogue with presbyopic patients about trying multifocal contact lenses leads to the question of why these practice leaders and their staff members are not proactively starting this important conversation. More importantly, it leads to the question of: How many more patients might try out innovative multifocal contact lens technology if given the opportunity?

Initiated Conversation About Multifocal Lenses[7]

MSI's 2015 Gallup study of the U.S. Multi-Focal Contact Lens Market reveals that little more than half of eye care professionals start a conversation about the possibility of trying innovative contact lenses.

A Challenge for Eye Care Professionals to Just Ask

Many eye care innovators use simple approaches to take advantage of the presbyopic opportunity. They set challenges for themselves and staff to ask every presbyopic patient (with appropriate correction and ocular health) if they would like to try a multifocal contact lens. They casually ask patients who come in for their comprehensive eye exam but are not yet wearers of multifocal contact lenses, "Why aren't we doing contact lenses today?"

In fact, most eye care innovators say that simple questions can yield high rates of success in converting new multifocal contact lens wearers and are one of the best approaches they employ to build the contact lens areas of their practices.

Using Innovation to Meet the Presbyopic Patient's Lifestyle Needs

Many presbyopes, whether still in the workforce or retired, want to be able to utilize their computers for extended periods of time without having to undertake awkward head movements to adapt to the limitations of progressive multifocal lenses.

As well, many of these patients lead active lives during the week and in their leisure time, from morning until night. Whether they want to carry out basic activities such as driving a car, mowing the lawn, or reading; or enjoy pleasurable pursuits such as playing golf or watching their favorite team at the baseball park, they don't want to be constrained by the limitations of progressive multifocal spectacle lenses or other eye care solutions, such as reading glasses over single vision contact lenses, that can't keep up with the pace of life today.

Addressing how innovative contact lens technology can minimize the ergonomic obstacles that accompany progressive spectacles and help presbyopic patients regain their freedom of movement was seen to be an effective strategy for encouraging these patients to try innovative contact technology, according to reports from early adopters of Bausch + Lomb ULTRA® for Presbyopia.

"If the patient is over 52, I ask, 'What do you do on the computer? Do you have a pair of computer glasses?' And if the patient says 'no,' I ask, 'Well, how do you read the screen?' And they show me how they move their head. I say, 'Would you like a lens that is designed to focus on all those places you need to see without you having to move your head?' And this gets patients so excited that it makes our next step even more streamlined."
– Dr. Hoffman

Meaningful Ways to Demonstrate Innovative Multifocal Technology for the Presbyope

Once the presbyopic patient decides to try on, and is wearing, a pair of innovative multifocal contact lenses such as Bausch + Lomb ULTRA® for Presbyopia, eye care innovators use a variety of real-world assessments to demonstrate the effectiveness of the technology. Several strategies are mentioned below.

- Put the lens on the patients' eyes, let them take in the clear vision and easy transitions between the three zones, and then explain the science in a digestible way.
- Employ a 15-minute rule to assess visual performance of the lenses. The first five minutes, ask patients to send text messages or use Facebook to experience near vision tasks. The next five minutes, let them sit in front of the computer and read the screen to evaluate intermediate vision tasks. The last five minutes, ask patients to look out the window at objects at a far distance. As patients focus their gaze from one zone to another, highlight the fact that they are not moving their head up and down to do this.
- Limit the use of Snellen charts to assess vision with innovative multifocal contact lenses. Explain to patients that looking at dark letters on a white background is an extreme, artificial environment, not reflective of real life.
- If you, the eye care professional, are also wearing a pair of innovative multifocal contact lenses such as Bausch + Lomb ULTRA® for Presbyopia, let patients know you are wearing the lenses and explain that that is how much confidence you have in them.

A Population Open to Multifocal Contact Lenses

Data shows that eye care professionals may not have to do much convincing to encourage presbyopic patients to give innovative multifocal contact lenses a try. MSI's 2015 Gallup study of the U.S. Multi-Focal Contact Lens Market found that many individuals already perceive multifocal contact lenses to be superior to eyeglasses on several measurements, the top one (named by 69% of current multifocal lens wearers) being the lenses were seen to be better for a physically active person.[7] In addition, 56% of those surveyed perceived the lenses to be better for daytime activities, and 50% saw them to be more comfortable.[7]

Many patients who are trying innovative multifocal contact lens are enjoying success using the lenses in real-world settings. Findings from the Ultra Comfort Experience Patient Evaluation Program reveal that 94.6% of people agree that Bausch + Lomb ULTRA® for Presbyopia contact lenses provide clear vision when driving, with 92.9% finding the lenses also provide clear vision during night driving. Another 96.9% report the lenses provide clear vision for physical activities.[8] It is clear that innovative multifocal contact lenses have much to offer presbyopic patients. (See additional details on page 12.)

KEY TAKEAWAYS:

- Even patients at the upper end of the lifecycle spend a great deal of time looking at the computer today, so demonstrating ways innovative multifocal contact lenses can help eliminate unwanted head and neck movements that often accompany multifocal eyeglasses may strengthen the chances that patients give the lenses a try
- Today's presbyopic patients want eye care solutions that keep up with their busy lifestyles, so eye care practices that convey how innovative multifocal contact lenses can help achieve this goal are likely to win patients over to the technology

Innovative Materials & Design to Drive High Customer Satisfaction

Given the unique needs of today's presbyopic patient, researchers at Bausch + Lomb were challenged to develop a multifocal contact lens that could meet the comfort, ergonomic, and daily demands of this growing demographic of patients. It was clear that innovation in contact lens materials and design would be required (figure below).

An Innovative Approach to Multifocal Contact Lens Design

In developing the 3-Zone Progressive™ Design, the lens designers took into account the following factors:

- The unique optical and anatomical characteristics of an individual's eyes would define the associated retinal image quality
- The increasing digital device demands of today's presbyope
- The limitations of existing optical designs

MoistureSeal® Technology: Providing Comfort

Bausch + Lomb ULTRA® for Presbyopia contact lenses utilize proprietary MoistureSeal® technology that holds water throughout the bulk and at the surface of the lens by permanently surrounding the silicone matrix with a water-loving polymer, polyvinylpyrrolidone (PVP). A unique, 2-phase polymerization process balances the oxygen transmissibility level (Dk/t), modulus, and water content.[9]

In Phase 1, a proprietary combination of long-chain and short-chain silicone monomers create a flexible silicone matrix that results in high oxygen transmissibility, low modulus, and structural integrity for optimal lens handling. In Phase 2, PVP—a water-loving polymer, is integrated. PVP chains connect end-to-end and interweave within and around the silicone backbone, creating a hydrophilic surface with high wettability without the need for a surface plasma treatment.[10]

As a result, Bausch + Lomb ULTRA® for Presbyopia contact lenses have been demonstrated to maintain 95% of their moisture for 16 hours.[9]

Innovative 3-Zone Progressive™ Design Meets Need for Functionality

While conventional multifocal contact lens design has traditionally relied on refractive error, or refractive error and pupil size, Bausch + Lomb researchers integrated into the Bausch + Lomb ULTRA® for Presbyopia contact lens a broad investigational approach to assess key biometric variables that influence vision, including: refractive error, higher order aberrations, corneal curvature, pupil diameter, axial length, and residual accommodation across nine viewing distances between 25cm and 6m,[11] chosen based on people's lifestyle needs today—what people look at and how far they are from those objects of interest. Researchers used a proprietary Virtual Image Resolution Testing System (VIRTS) to analyze novel lens optics of a diverse population of presbyopic eyes. And they assessed diameters of near and intermediate zones, total add power, and power changes across distinct zones to optimize predicted visual outcomes.

By adjusting diameters of the near and intermediate zones, and the change in power within these zones, researchers redistributed light energy to optimize near and intermediate visual outcomes. The final lens design was based on optimal visual outcomes across viewing distances, and the real-world experiences of patients wearing multifocal low- and high-add lenses.

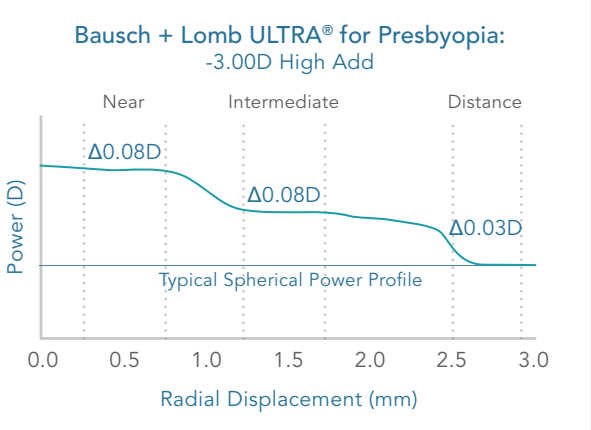
Researchers ultimately determined that dedicating a wide area of consistent power within each zone would provide the retina with a clear image at key distances.

Clarity Achieved Through Consistent Power

The Bausch + Lomb ULTRA® for Presbyopia contact lens was designed to deliver areas of consistent power within near, intermediate, and distance zones for an outstanding visual experience, and smooth transitions between the three zones for easy adaptation between key distances (figure below).

Consistent Power in Each Zone[12]

Bausch + Lomb ULTRA® for Presbyopia multifocal contact lenses and the 3-Zone Progressive™ Design were designed to deliver consistent power across each of three zones.



What does that mean for the presbyopic patient? They have access to a contact lens specifically designed to achieve outstanding near, intermediate, and distance vision with clear, seamless transitions in the real world.

Innovative Design Plus Simplified Fitting Aids Practice Success

There are many beneficial habits that help the office run smoothly; however, eye care practitioners sometimes develop habits that can impede their success, including neglecting to follow the fitting guide for an innovative multifocal contact lens. Exceptional multifocal contact lens design such as the 3-Zone Progressive™ Design is only as effective as an eye care professional's willingness to gain experience with the fitting guide to help ensure success.

Designers of the Bausch + Lomb ULTRA® for Presbyopia contact lens took this fact into consideration in simplifying the fitting guide for the lens. As part of their virtual testing phase, they demonstrated the 3-Zone Progressive™ Design could help meet presbyopic patients' real-world visual needs with just two add strengths (low add +0.75D to +1.50D; high add +1.75D to +2.50D), which they understood could also make fitting the lens easy and increase the possibility of a successful first fit.

The innovation panel reported that the fundamental innovations can lead to patient satisfaction, and their confidence in the lens. In fact, the unique 3-Zone Progressive™ Design means eye care practitioners can often achieve an easy fit across all powers and within a diverse patient base as a result of the following factors:[8,13]

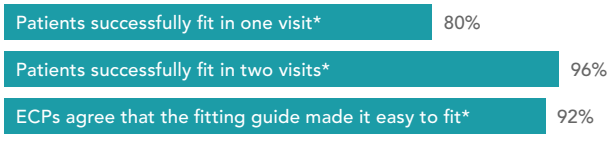
- Consistent add power at every power
- A simplified fitting guide
- Only 2 add powers for ease of fitting

A Big Deal or Nothing Special?

Since most eye care professionals are trained to fit a variety of multifocal contact lenses, some practitioners may be left to wonder: Will the fitting guide truly provide more success? When 39 eye care professionals from 10 countries refit 441 existing soft contact-wearing presbyopes into contact lenses using the 3-Zone Progressive™ Design, those who followed the fitting guide reported that 80% of patients were successfully fit in one visit, whereas those who did not follow the fitting guide successfully fit 59% of patients in one visit; 92% of users found the fitting guide made the lenses easy to fit,*[8,12] represented by the figure below.

Demonstrated Fitting Success Around the World[12,13]

A real-world demonstration held around the world revealed these findings reported by eye care professionals following the fitting guide to fit patients in contact lenses using the 3-Zone Progressive™ Design:



*When the ECP followed the fitting guide for the 3-Zone Progressive™ Design of PureVision®2 for Presbyopia lens.

"I think that the design has ultimately simplified the fitting process. In my experience, I am often able to get the patient into a pair of Bausch + Lomb ULTRA® for Presbyopia contact lenses and out the door in one visit. So it's really made this a quick and simple process to get somebody into a multifocal contact lens."
– Dr. Lee

Real-World Success With A Simplified Fitting Guide: Seeing is Believing

Any eye care product or service innovation brings with it a period of adjustment, assessment, and readjustment. The innovation panelists reported their surprise in discovering the ease with which they could fit new and existing patients in the innovative multifocal contact lens, noting:

- The 3-Zone Progressive™ Design fitting guide reduced the number of visits needed to fit multifocal contact lenses*
- They had high rates of success fitting patients in the lens who had never worn contact lenses

Eye Care Innovators Express High Satisfaction With Fitting Guide

Eye care innovators expressed a high level of satisfaction with the 3-Zone Progressive™ Design multifocal contact lens fitting guide. They reported that the fitting guide helped to:

- Streamline the process for staff members
- Decrease the need for refittings*
- Increase their confidence in recommending and promoting the innovative multifocal contact lens

KEY TAKEAWAYS:

- Eye care practitioners can develop habits that impede their success, including neglecting to follow the fitting guide for an innovative multifocal contact lens; it's important for practitioners to gain experience by following the fitting guide to help ensure success
- Eye care professionals who are willing to try out innovative multifocal contact lenses such as Bausch + Lomb ULTRA® for Presbyopia may be pleasantly surprised by the ease with which they can successfully fit patients into the lenses and with the resulting satisfaction experienced by many patients

An Innovative Assessment of Multifocal Contact Lens Performance

In eye care specifically and the health care sphere at large, real-world evaluations can capture clinically important information related to the outcomes of a specific population or treatment strategy by allowing wide patient selection criteria. To assess the real-world performance of Bausch + Lomb ULTRA® for Presbyopia multifocal contact lenses, a patient trial and assessment was conducted. A summary of results of this assessment, known as the Bausch + Lomb Ultra Comfort Experience Patient Evaluation Program,[8] are presented on these adjacent pages.

Percent of Patients Reporting Comfortable Vision with Bausch+Lomb ULTRA® for Presbyopia Contact Lens (previous contact lens wearers n=344)			
Specific Distance Situations	% Agree	Various Conditions	% Agree
Near - viewing smartphone, tablet or book	90	Throughout the Day	91
Intermediate - working on computer, looking at dashboard while driving	92	Low Light	88
Far - seeing street signs while driving	90	Bright Light	94
At All Distances	87	During Physical Activity	93

Presbyopic Patient Participants: At a Glance

This assessment included a diverse group of independent practitioners across the United States who had been informed about the Bausch + Lomb ULTRA® for Presbyopia multifocal contact lens and its recommended fitting guide. These eye care professionals agreed to fit presbyopic patients as part of their routine practice.

This evaluation aggregated a variety of data from 437 presbyopic patients about their real-world experiences with Bausch + Lomb ULTRA® for Presbyopia multifocal contact lenses after five days of wear, via an online survey outside of the practitioner's office.

The demographics of the 437 patient participants who were fit in the multifocal contact lens included 78% females and 22% males, with 81% between the ages of 41 and 60.

During a typical day, this population spent an average of 4.4 hours using a computer at work and an average of 1.7 hours at home. As well, they used other digital devices an average of 1.9 hours per day.

Two multifocal patient groups were analyzed: previous multifocal/spherical contact lens wearers and previous prescription/non-prescription eyeglass wearers. A total of 344 (79%) habitually wore multifocal or spherical contact lenses, and 93 (21%) habitually wore prescription eyeglasses or nonprescription reading glasses.

Real-World Patient Experiences

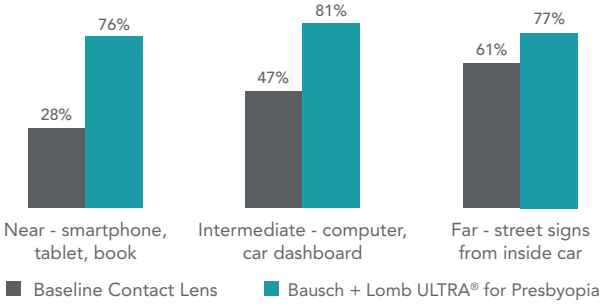
In the contact lens patient group (n=344), participants reported the following positive outcomes with Bausch + Lomb ULTRA® for Presbyopia contact lenses:

- Significantly more patients reported ease of seeing near and intermediate objects like their smartphones and computers, and still reported ease of seeing distance objects like street signs when compared to their baseline correction.
- Being able to see clearly without a compromise in the comfort of the contact lenses, i.e, comfortable vision, ratings highlighted exceptional real-world acceptance for different working distances.
- In varying lighting conditions, when pupils can be larger or smaller, roughly 9 out of 10 patients reported the lenses provided comfortable vision in bright- and low-light situations.
- Over the course of the day, 91% of the patients agreed the lenses provided comfortable vision throughout the day.

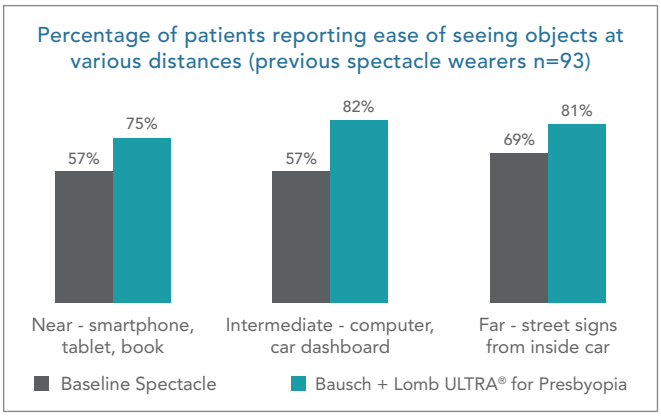
Presbyopic patients who habitually wore prescription or nonprescription reading glasses represent an opportunity to introduce these patients to product innovation that they may have interest in but have not considered in addressing their vision needs. The 93 presbyopic patients who habitually wore prescription or nonprescription reading glasses also had very positive experiences with Bausch + Lomb ULTRA® for Presbyopia contact lenses:

- 9 out of 10 patients agreed they could see distant and intermediate objects clearly without a compromise in the comfort of the contact lenses, and 8 out of 10 agreed they had comfortable vision for near objects.
- A greater proportion reported ease of seeing near and intermediate objects like their smartphones and computers, and still reported ease of seeing distance objects like street signs when compared to their prescription or nonprescription reading glasses.

Percentage of patients reporting ease of seeing objects at various distances (previous contact lens wearers n=344)



Innovation Impact on Patient Outcomes



"In the past, if you had a happy multifocal contact lens patient, you would say, 'You're fine. Let's get some more boxes for you.' But now we can say, 'Hey, we've got something else.' And we can do that confidently, even to patients who are resistant to change. That's what's so great about Bausch + Lomb ULTRA® for Presbyopia multifocal contact lenses. We offer patients something different. And that's why patients come back to us—because we're staying on the forefront of industry innovation."
– Dr. Schachter

- For ergonomics of head movement, nearly 8 out of 10 (77%) patients indicated they *did not* have to always tip their head up and down to see clearly, while 3 out of 4 indicated that they always had to tilt their head up and down to see clearly with their glasses.
- 91% of patients agreed the lenses provided comfortable vision during physical activities.

Percent of Patients Reporting Comfortable Vision with Bausch+Lomb ULTRA® for Presbyopia Contact Lens (previous spectacle wearers n=93)			
Specific Distance Situations	% Agree	Various Conditions	% Agree
Near - viewing smartphone, tablet or book	83	Throughout the Day	86
Intermediate - working on computer, looking at dashboard while driving	89	Low Light	84
Far - seeing street signs while driving	91	Bright Light	88
At All Distances	84	During Physical Activity	91

Innovators' Real-World Experiences Add Perspective

At times, innovators acknowledge the potential to lose perspective of the psychology of what presbyopic patients go through as their vision changes. Young eye care practitioners and young team members may not relate to the impact of losing accommodation; yet, it is important to have this context in order to embrace innovations that help presbyopic patients maintain their lifestyle.

When patients who routinely use digital devices lose the flexibility to use these devices, they struggle and it can be depressing. People don't want to give up wearing their contacts, and eye care professionals have the ability to help them…to be a real hero.

Collectively, the innovators experienced successful performance outcomes with the Bausch + Lomb ULTRA® for Presbyopia contact lenses. Presenting the option passionately and enthusiastically is a key factor in achieving success. Follow the fit guide, put the lens on the eyes, let the patient experience the comfort and vision, and then explain the innovation is a routine that builds confidence.

The ergonomic challenges patients go through with progressive addition lenses and readers are recognized. Engaging patients in a discussion of these challenges was also identified as a way to showcase interest to provide innovative solutions to patients. The cumulative results of patients that wear prescription or nonprescription reading glasses were impressive from the innovator's perspective; and individual patient successes with the Bausch + Lomb ULTRA® for Presbyopia contact lenses were cited as examples to help address this patient need.

While the innovators described behaviors that can inhibit innovation integration, e.g., starting use with only problem patients, focusing only on the patient that didn't respond favorably, they also highlighted activities that can help advance patient care by adopting innovation. Setting goals, keeping a log, engaging staff with training, and investing time to build successes are meaningful ways to advance innovation in the practice.

KEY TAKEAWAYS:

- Real-world evaluations such as the Bausch + Lomb Ultra Comfort Experience Patient Evaluation Program capturing important performance information reveal the positive impact that a multifocal contact lens can have on patient vision outcomes
- Though some eye care practitioners may hesitate to suggest innovative multifocal contact lenses to patients in eyeglasses, data shows there is a growth opportunity among this population of patients; as such, eye care practitioners should consider these patients as part of their overall market growth strategy

Patients Report Successful Outcomes With Multifocal Innovation

The most compelling evidence demonstrating how eye care practitioners that adopt innovative products and services into their eye care practices can provide successful vision outcomes may be through direct patient reports. Eye care innovators highlighted several of their patients' experiences with Bausch + Lomb ULTRA® for Presbyopia contact lenses in real-world case excerpts below. In short, patients with diverse eye care needs and experiences came to the same conclusion: Bausch + Lomb ULTRA® for Presbyopia positively impacted their comfort and clarity.

Previously Used Readers

Patient Case: 54-Year-Old Female Receptionist: The patient reported that her reading glasses were not meeting her needs for working on the computer. I offered the patient the Bausch + Lomb ULTRA® for Presbyopia low add to be able to perform all of her work tasks and to see far and near. She was very happy and said she 'never had this kind of freedom since needing readers.' – *Dr. Geffen*

Finding the 3-Zone Progressive Advantage

Patient Case: 45-Year-Old Male Realtor: This walk-in patient had tried multifocal lenses in the past but said he couldn't wear them because of distance blur. I confidently told him there is technology in multifocals to help him see, and fit him in Bausch + Lomb ULTRA® for Presbyopia lenses. He was very happy, and comfortable at near and intermediate distances. Far distance was slightly fuzzy so I followed the fitting guide and put him into a single-vision Bausch + Lomb ULTRA® lens in his dominant eye, and he was successful. He was at a baseball game when I called him to check on his status. He said, 'I can see really well!' He was extremely pleased with his vision and ability to see his iPhone. – *Dr. Johnsonbaugh*

Taking Vision to the Next Level

Patient Case: 44-Year-Old Female Clerk's Office Employee: A year earlier, the patient was fit in multifocals, ended up in monovision, and vision was fine at the time. At the yearly exam, she was interested in learning whether any alternate options were available. Knowing that the Bausch + Lomb ULTRA® for Presbyopia design was effective for comfort and vision, I fit her in the lens. She said, 'My vision is very clear.' – *Dr. Womack*

No Complaints With Current Lens

Patient Case: 52-Year-Old Male Air Traffic Controller: The patient had no complaints and loved his current lens. I told the patient I needed his help evaluating a lens that was working well for me and other patients. Once placed in the Bausch + Lomb ULTRA® for Presbyopia lens, the patient had immediate clarity in distance and intermediate vision. He was so pleased by the vision, he bought an annual supply. – *Dr. Hoffman*

Finding Long-Term Comfort & Performance

Patient Case: 46-Year-Old Male Fire Chief: The patient spends eight-plus hours on electronic devices and needs to see all hours of the day or night. He was using a monthly multifocal based on a 2015 exam. I offered him Bausch + Lomb ULTRA® for Presbyopia lenses. The patient immediately said, 'Vision is excellent, and comfort is great, I'll take these.' He returned for follow-up and ordered a year supply. – *Dr. Bazan*

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13. Thirty-nine ECPs (from 10 countries) refitted 441 existing soft contact lens wearing presbyopes into PureVision2 Presbyopia lenses. Patients returned for follow-up visits after 1-2 weeks. ECP assessment of lens performance including ease of fit, and patient satisfaction with lenses in real-world conditions, were measured using a 6-point agreement survey.

Bausch + Lomb ULTRA® for Presbyopia

MoistureSeal® technology

- Helps maintain 95% of lens moisture for a full 16 hours[1]

3-Zone Progressive™ Design

- Provides outstanding near, intermediate, and distance vision[2]
- Offers easy, predictable fitting where 80% of patients were successfully fit in one visit[2,3*]

Clarity Through Consistency™

Give your patients clarity in the real world[4]

*When the ECP followed the fitting guide for the 3-Zone Progressive™ Design of PureVision®2 for Presbyopia lens.

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