

Give Children with Myopia a Brilliant Future

With the prevalence of childhood myopia on the rise, we conducted a global survey to find out how eye care professionals (ECPs) and the parents of children with myopia view the condition, the steps they're currently taking to manage it, and what strategies they'd be open to considering in order to slow its progression—

so every child can shine, now and in the future.

Myopia is a growing problem—

it's expected to affect **more than 50%** of the world's population by 2050.¹



For children who have myopia, **faraway objects appear blurry**, which can make day-to-day life more difficult.

But myopia can cause even bigger problems later in life.

ECP concerns

82%

of ECPs worry that their **pediatric patients will have significant eye health issues as they grow older**, such as retinal detachment or glaucoma, due to the progression of their myopia

With so much at stake, most ECPs recognize how serious the problem is, and want to do whatever they can to help:



76% agree that myopia is so serious that children with myopia **should be offered options that slow its progression**



92% agree that **offering myopia management products is important**, because they want to improve their pediatric patients' future eye health



84% would **consider putting children with myopia into contact lenses** that could help slow its progression

Parent concerns

While ECPs, on average, feel comfortable fitting myopes as young as 9 years old with contact lenses...



58% say parents **don't want to put their children in contact lenses**



And parents who would consider putting their children in contact lenses say they **wouldn't be comfortable doing so until their children are 12 years old**, on average

ECPs agree it is important to slow myopia at an earlier age, **so the sooner that children can be fitted for myopia management lenses, the better.**



Understanding myopia

But not all parents are familiar with myopia, let alone how serious it can be:



26% of parents of children with myopia **don't know the term myopia**

(but 93% of parents know the term *nearsightedness*)

54% of ECPs say parents **don't understand the future health risks** of myopia

Fortunately, once parents better understand the condition and how crucial it is to act quickly, the vast majority are open to solutions:

87%

of parents are **open to learning more about myopia management products** like contact lenses, and most say it's important that those products be both:



easy to use



comfortable for their child

Brilliant Futures™ Myopia Management Program

After ECPs get parents up to speed on a myopia management program featuring MiSight® 1 day contact lenses, the majority of parents believe in the potential benefits:

81%

of parents believe a program featuring MiSight® 1 day will **make a positive difference in their child's future eye health**



76%

of parents believe MiSight® 1 day is **easy to use**

74%

of parents believe MiSight® 1 day is **safe for children as young as 8**

The path to a Brilliant Future

ECPs believe the benefits of myopia management are within reach, for parents, for pediatric patients, and for themselves:



72% believe a myopia management program with MiSight® 1 day **gave the impression it would be easy for patients and parents to comply with**



84% agree they can **build patient loyalty** by offering myopia management products

With so much at stake, it's more important than ever for ECPs and parents to establish a trusted partnership — and embark on a myopia management journey, together.