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

> bigger problems later in life. ECP concerns

But myopia

can cause even

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

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

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

**76%** agree that myopia is so serious that

future eye health

children with myopia should be offered

options that slow its progression



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

While ECPs, on average, feel comfortable fitting myopes

Parent concerns

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

years old, on average

Understanding myopia

But not all parents are

familiar with myopia,

let alone how serious

it can be:

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.



better understand the

it is to act quickly, the

vast majority are open to solutions:

After ECPs get parents up to speed on a

myopia management program featuring

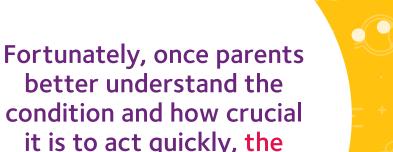
81% of parents believe a program

eye health

featuring MiSight® 1 day will

make a positive difference

in their child's future



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

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



MiSight® 1 day contact lenses, the majority of parents believe in the potential benefits:

of parents believe

MiSight® 1 day is

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

easy to use



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

ECPs believe the

benefits of myopia



patients and parents

to comply with

With so much at stake,

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

products

it's more important than ever for ECPs and parents to establish a trusted partnership – and embark on a myopia management journey, together.

Live Brightly.