

THE

# Real Impact of Contact Lens Wear on Patients

Beyond correcting vision, a deeper understanding of how contact lenses **make people feel** can help eye care professionals (ECP) better articulate the benefits to more patients.



**The majority of people who require vision correction are spectacle-only wearers**

only

## 27%

of people requiring vision correction use both spectacles and contact lenses.<sup>1</sup>

**A significant opportunity exists** to introduce contact lenses to more patients.

**However, there is currently a gap in communication in regards to contact lens wear, with ECPs looking to patients to drive the conversation.**



**They will ask for contact lenses if they are interested in trying them "**



**ECP's** think more clinically; often overlooking the potential emotional benefits.



**If my ECP does not mention contact lenses then I assume they are not a suitable option for me "**



**Consumers** may also be unsure of how to bring up the topic with their ECP.

**ECPs should consider proactively informing patients that wearing contact lenses can offer deeper, emotional benefits over and above simple vision correction.**



When wearing contact lenses...

over

## 80%

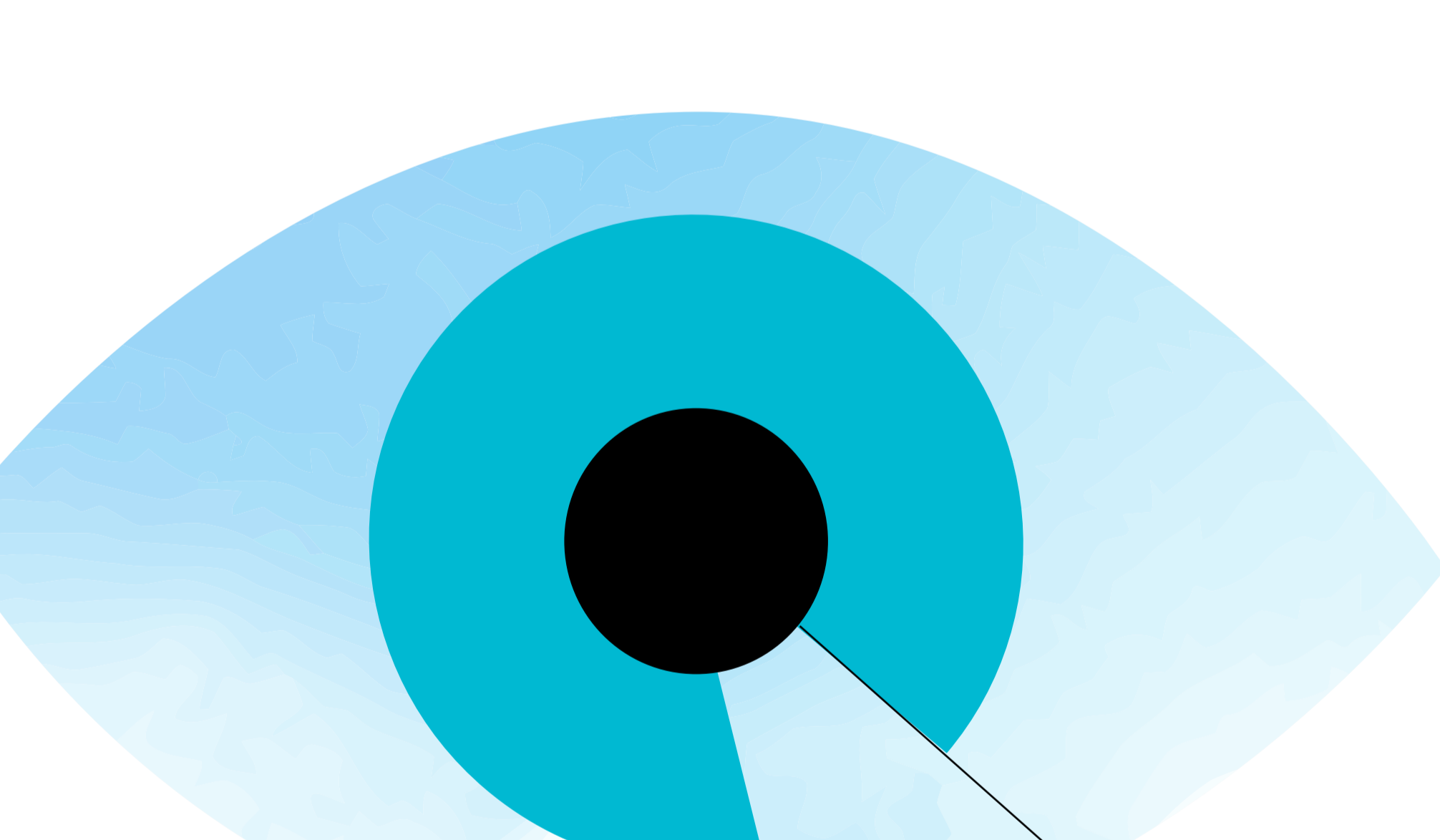
felt **attractive** & **confident**<sup>2</sup>

nearly

## 90%

Said contact lenses have improved their **quality of life**

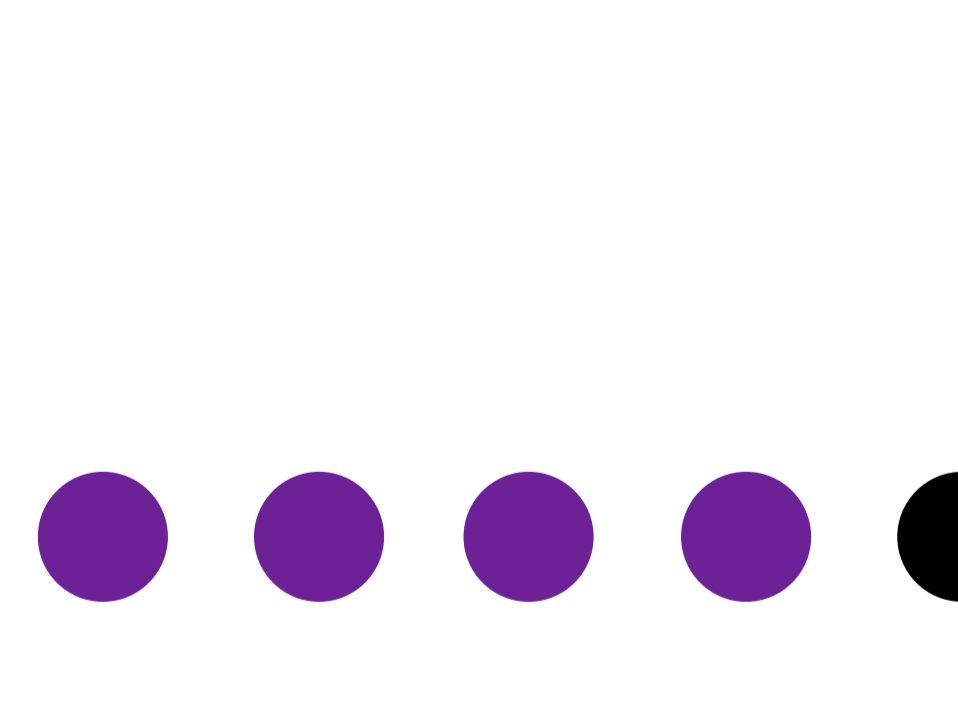
and allow them to **live life on their own terms**<sup>2</sup>



over

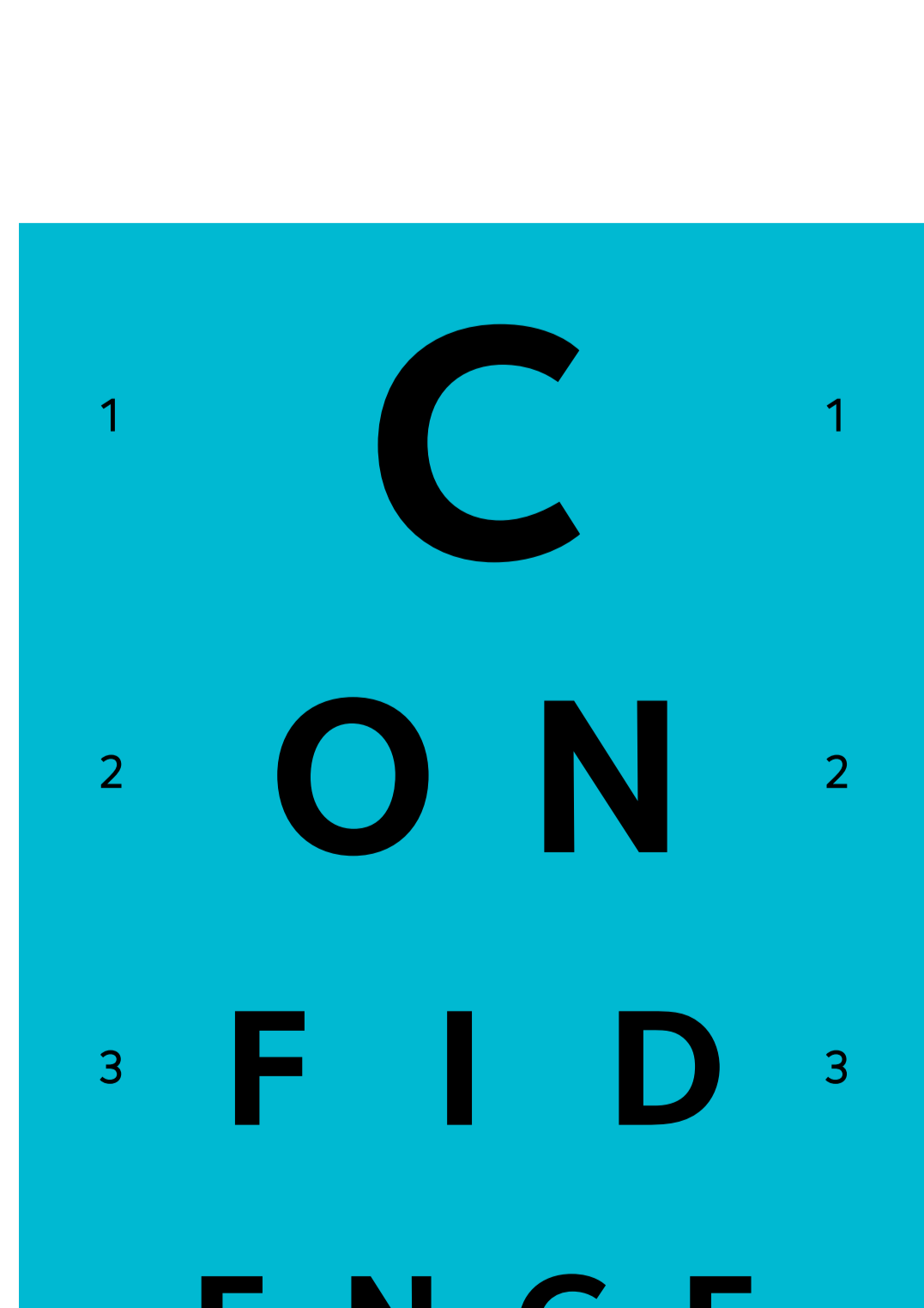
## 90%

thought they looked **natural**<sup>2</sup>



# nearly 8 out of 10

agreed that contact lenses make them feel **more like themselves**<sup>2</sup>



ECPs should routinely discuss the option of contact lenses with suitable patients, but **use language that resonates with patients and reflects the deeper emotional benefits** they may hope to gain through contact lens wear.

**Click here to read the full report.**

<sup>1</sup> CVI data on file 2019. Industry and Market data, US consumer CL market in 2018  
<sup>2</sup> CVI data on file 2020. YouGov PLC online consumer survey Nov/Dec 2019 in Germany, UK, Spain, Japan, USA. N=5,347 Contact Lens wearers ("consumers"), screened from total N=35,397 adults. Data weighted and representative of adults in each market (aged 18+).