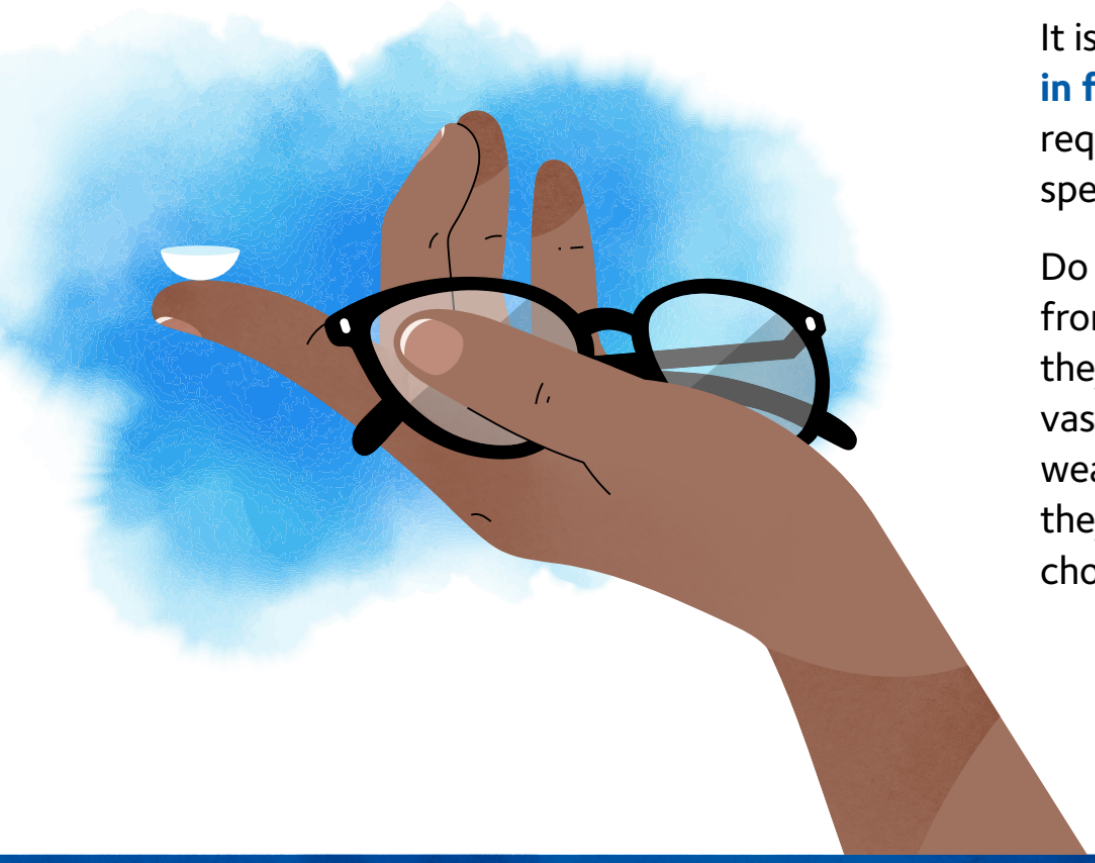
The importance of giving patients flexibility in their choice of vision correction

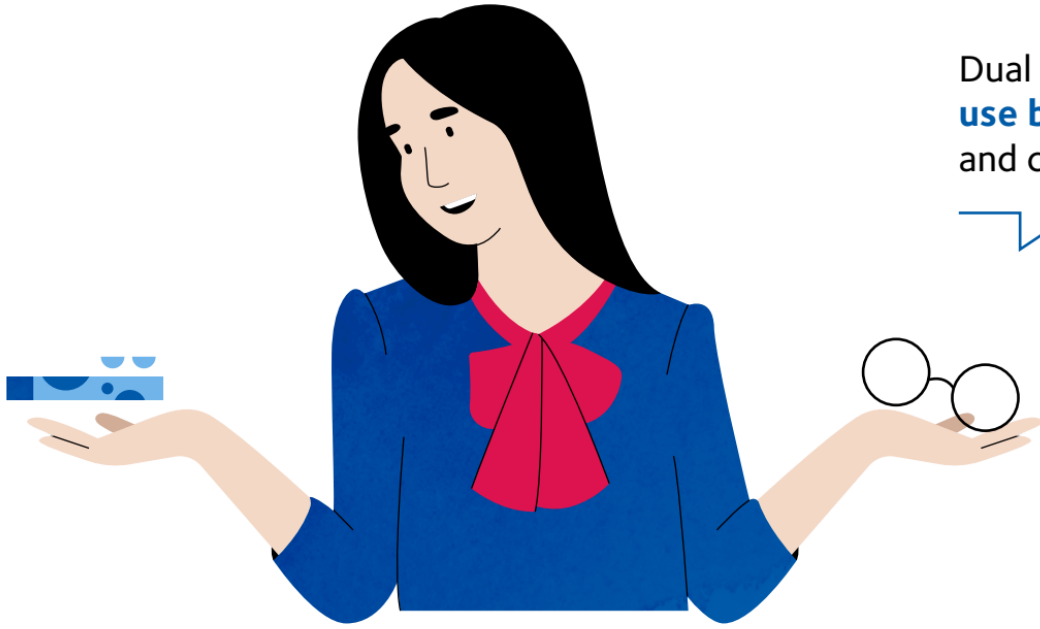


It is estimated that around **one in four people** in the US who require vision correction use both spectacles and contact lenses.[1]

Do dual wearers gain benefits from having flexibility in how they see the world? Does the vast majority of spectacle only wearers feel happy, or would they also benefit from having choice in their vision correction?

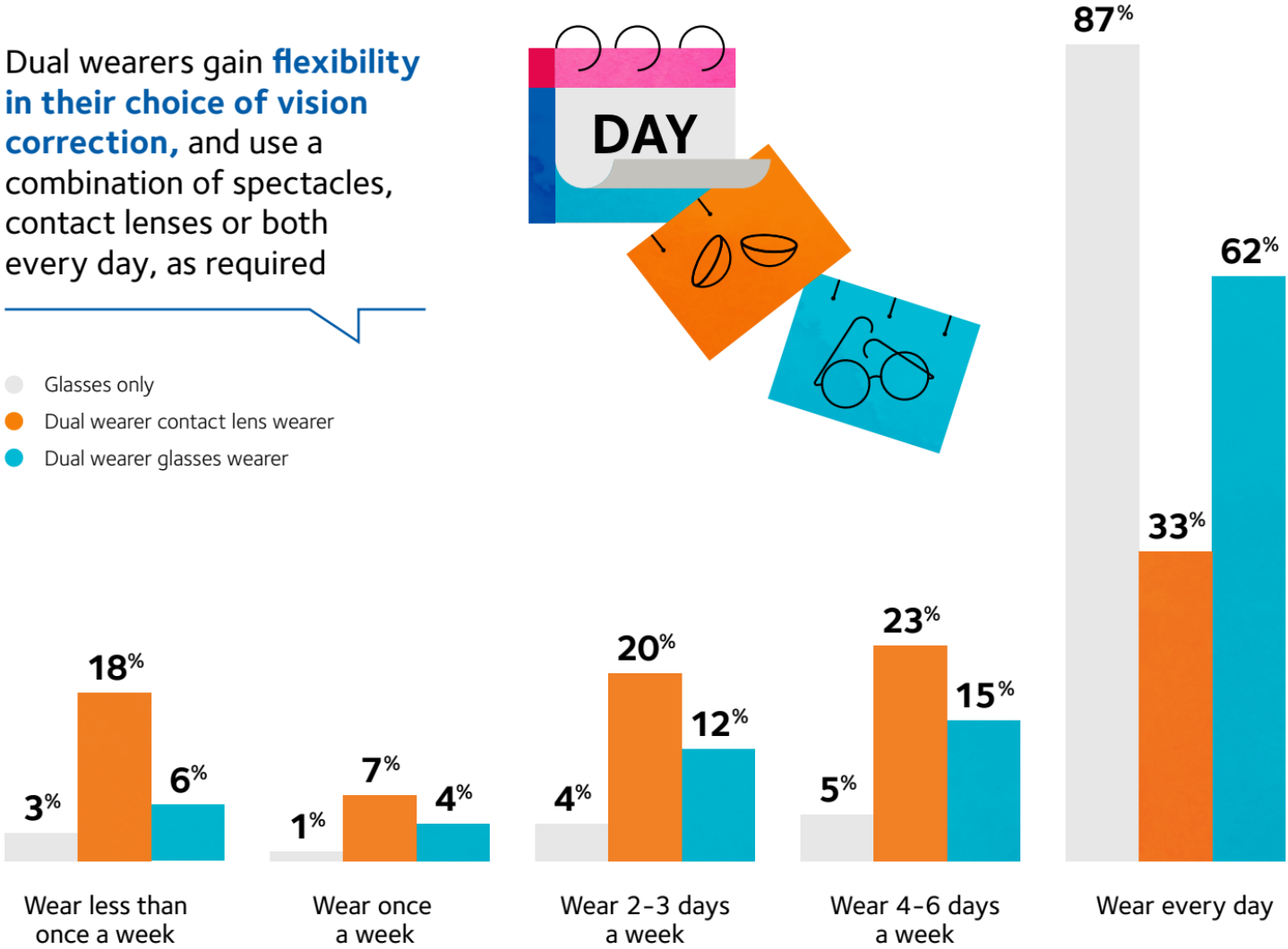
KEY INSIGHT 1

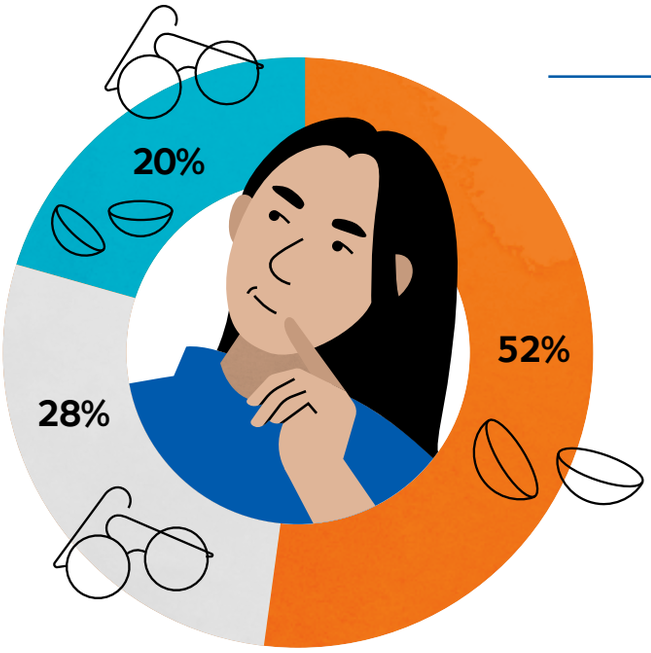
The flexibility dual wearers experience



Dual wearers **regularly use both** spectacles and contact lenses

Dual wearers gain **flexibility in their choice of vision correction,** and use a combination of spectacles, contact lenses or both every day, as required





When going out in public:

more than

1/2

of dual wearers
prefer contact lenses

1/4+

prefer to wear
their spectacles

1/5

are equally happy
with both

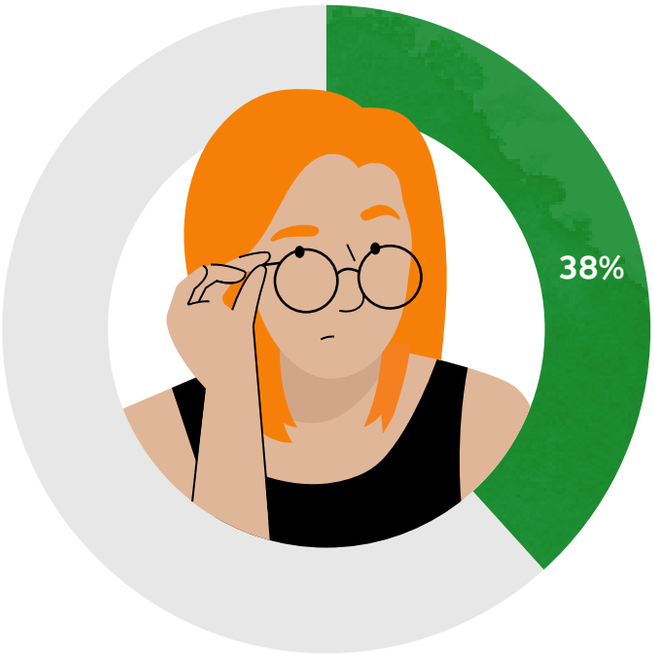
KEY INSIGHT 2

The benefits dual wearers receive compared to spectacle only wearers

Nearly

4 /10

patients do not like anything
about wearing spectacles and
may benefit from being
**recommended an alternative
form of vision correction**

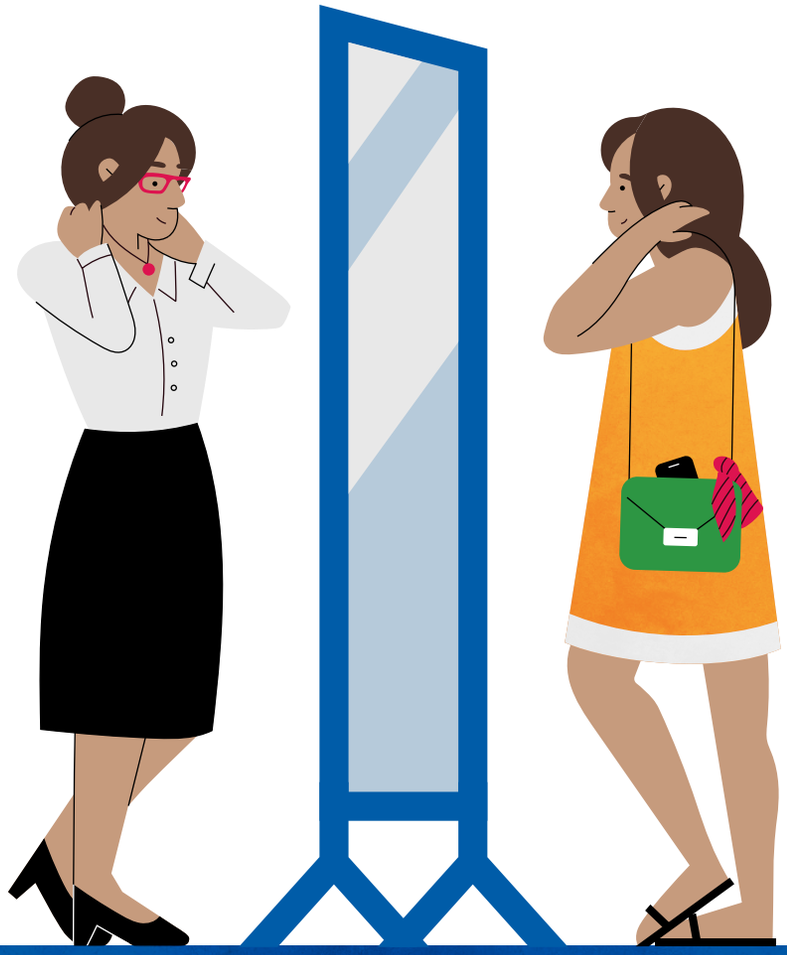


Dual wearers report **practical and emotional benefits** when wearing their contact lenses

More than

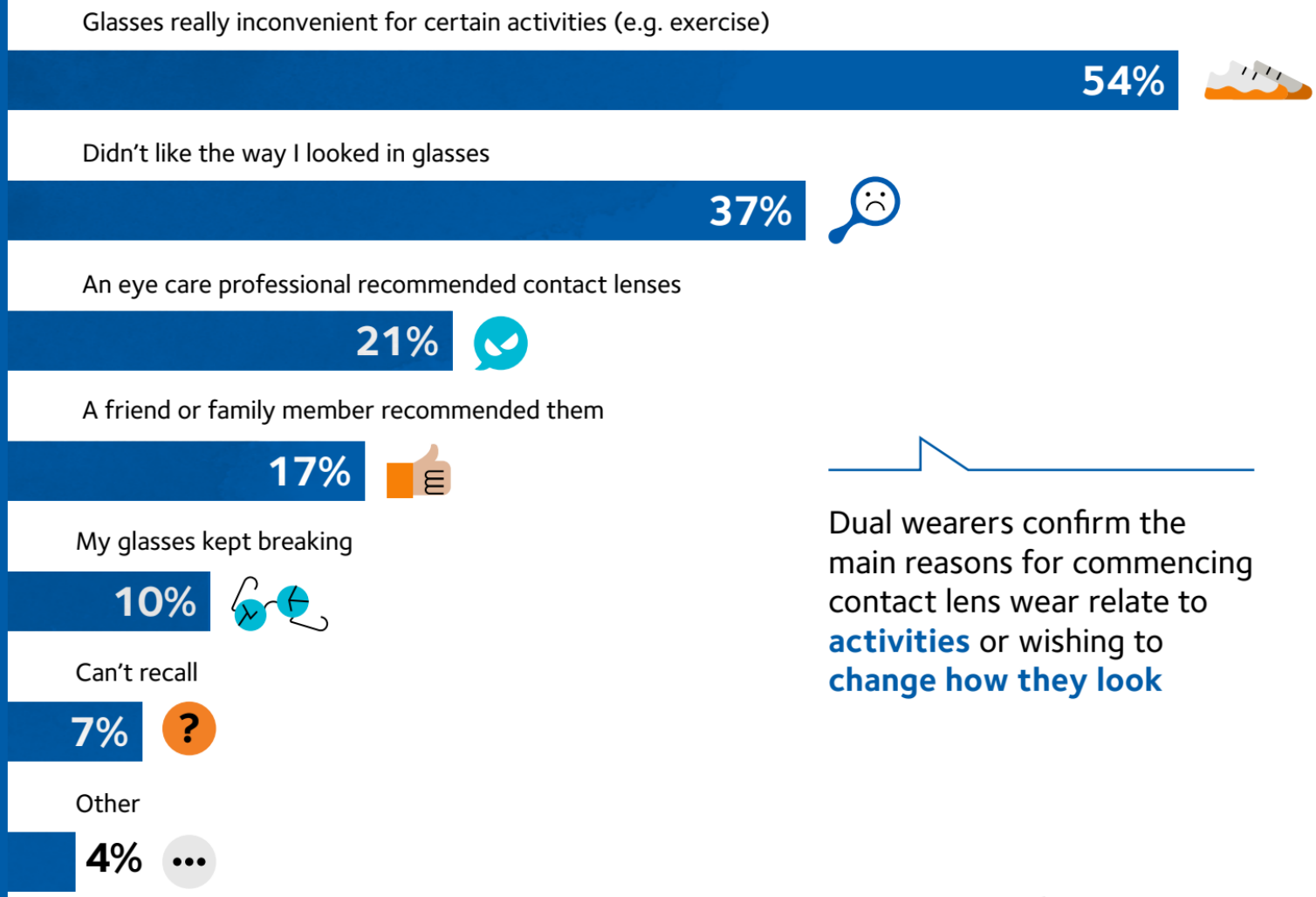
8/10

dual wearers feel that having the option of both forms of vision correction gives them the **'best of both worlds'**[6]



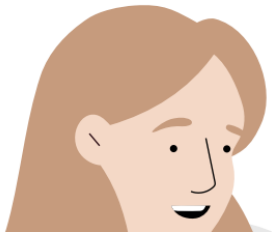
KEY INSIGHT 3

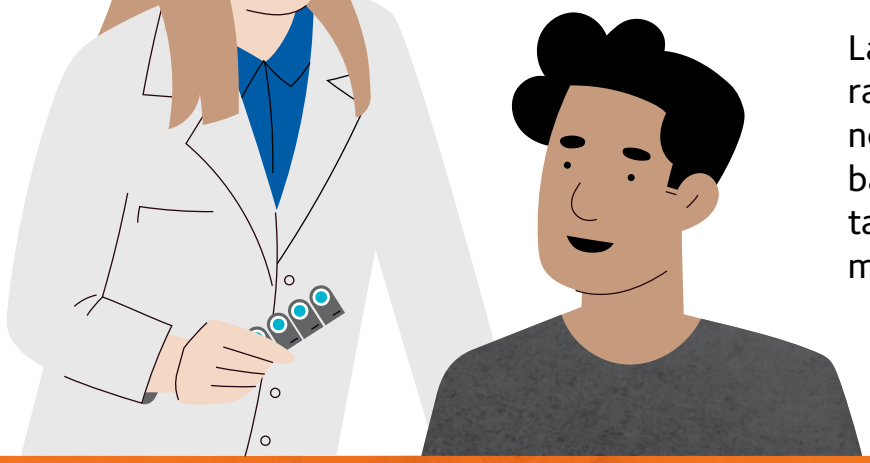
Motivation to wear contact lenses, and barriers to starting



Dual wearers confirm the main reasons for commencing contact lens wear relate to **activities** or wishing to **change how they look**

Common barriers to contact lens wear are **modifiable and can be addressed by ECPs,** including advising on lens availability and providing tips on how to overcome concerns about touching eyes

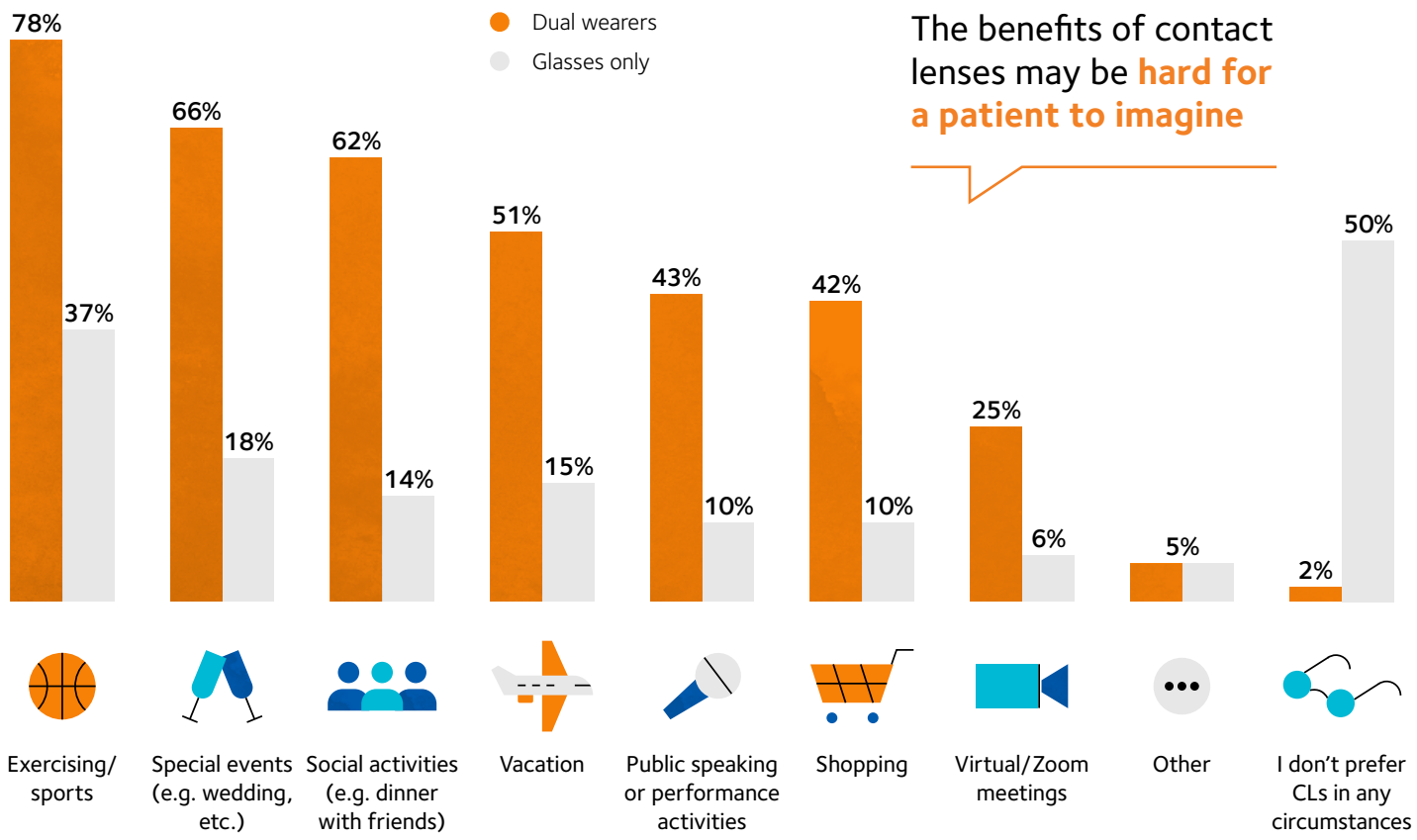




Lack of ECP recommendation rates as one of the reasons to not start contact lens wear, a barrier that could be overcome by taking a **proactive approach** in mentioning the option routinely[8]

KEY INSIGHT 4

Experience is key



The benefits of contact lenses may be **hard for a patient to imagine**

It is important to move from proactive recommendation of contact lenses to a **lens on eye experience** to help make those benefits tangible for the patient

Applying contact lenses to **help with new spectacle frame selection** is one way to achieve this, reinforcing the dual wearer position of a choice of vision correction, and resulting in increased patient satisfaction, spectacle dispensing value and number of contact lens trials[9,10]

Using this in practice

Dual wearers gain from having a choice in their vision correction, and when contact lenses are worn, experience both practical and emotional benefits.

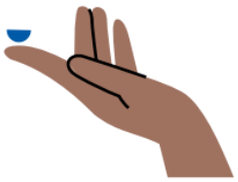
The tips below may help to address some of the barriers and gaps highlighted in these results, helping to create more dual wearers in practice.

Make it personal

Illustrate the benefits of lens wear by giving examples based on the patients own activities and lifestyle

Be proactive

Help patients understand their eyes are suitable for lens wear and that contact lenses are available in their prescription



Get lenses on eyes

On-eye lens experiences are incredibly helpful for patients to understand the potential benefits of lens wear

Read our full report at [URL].

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