

Starting the Conversation

Most patients look to their eye care professionals for education and guidance on the latest innovations in eye care, and **with so many patients experiencing digital eye strain, there is significant opportunity for improvement.**

This starts with simply having a conversation and prescribing **MyDay Energys®** and **Biofinity Energys®**; the only contact lenses to offer the unique combination of **DigitalBoost™ Technology** and **Aquaform® Technology** to help with eye tiredness and dryness associated with digital device use.



Here are some **additional tips** to start the conversation:

1 Understand the patient's lifestyle and experience with digital eye strain.

- How many hours per day do you think you spend using all digital devices (smartphones, TVs, laptops, gaming devices, etc.)?
- How often do you experience the symptoms of digital eye strain while on digital devices (eye tiredness, dryness, tearing, headaches, etc.)?



2 Determine what they're doing to cope.

- What have you tried to help with these symptoms following digital device use?
- How effective has this been for you?

3 Establish a partnership with the patient.

- Together, let's find a solution that works best for you.

4 Be the expert. Provide recommendations for addressing digital eye strain.

- Here is what I recommend...
- Did you know there are contact lenses designed to help?



Let's talk about if MyDay Energys®
or Biofinity Energys® contact lenses
are right for you.



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