**2024 Direct-to-Consumer ECP to Patient Email Content**

**Instructions**: Copy/paste the content below into an email for your patient base. (Please ensure that the indications for use and footnotes are included).

**Subject**: Schedule a back-to-school eye exam and help protect your child’s blurry vision.\*†‡1,2

**Alt Subjectline:** Correct and help protect your child’s blurry vision for the upcoming school year. \*†§1,2

Dear [Patient Name],

As the new school year approaches, it’s important to ensure your child is ready for academic success. One often-overlooked aspect of this is their vision. Did you know that vision problems can affect a child’s learning and development? That’s why we recommend scheduling a back-to-school eye exam for your child.

You may not even know if your child is having trouble seeing the board. If they are, they may have a condition called myopia, which is an epidemic that is affecting children worldwide. Myopia, also known as nearsightedness, is a condition where distant objects appear blurry, while close objects can be seen clearly. But it also means that the eye is growing longer than it should, faster than it should, and becoming weaker as this happens. Myopia is becoming increasingly common in children. In fact, half of North America’s population is predicted to have myopia by the year 2030.3 Left untreated, myopia increases the risk of degenerative eye conditions including glaucoma, retinal detachment, myopic maculopathy, and cataracts.4-7 There are several factors that contribute to the myopia epidemic, including genetics8, not enough outdoor time, and increased screen time9-11. During your child’s eye exam, we can assess their risk for myopia and provide guidance on how to maintain good eye health.

Additionally, we’d like to introduce you to CooperVision’s MiSight® 1 day, the first and only FDA-approved\* soft contact lenses to slow the progression of myopia in children, aged 8-12 at the initiation of treatment.‡1 These lenses are designed specifically for children\* to keep their eyes from getting worse as they grow.‡2

If you’re interested in learning more about how to reduce the rate of myopia worsening in your child and MiSight® 1 day, please call our office to schedule an exam.

We hope to see you soon and wish your child a successful school year ahead!

Best regards,

[Your Name]

[Your Practice Name]

\*Indications for use: MiSight® 1 day (omafilcon A) soft (hydrophilic) contact lenses for daily wear are indicated for the correction of myopic ametropia and for slowing the progression of myopia in children with non-diseased eyes, who at the initiation of treatment are 8-12 years of age and have a refraction of -0.75 to -4.00 diopters (spherical equivalent) with ≤ 0.75 diopters of astigmatism. The lens is to be discarded after each removal.

†MiSight® 1 day, designed for myopia control, shows sustained slowing of eye growth over time on average. While eyes are still growing; children fit ages 8-12 and followed for 6-years. n=40

‡Compared to a single vision 1 day lens.

§ActivControl® technology in MiSight® 1 day contact lenses slows axial length elongation and corrects refractive error for age-appropriate children.

1 Chamberlain P, et al. A 3-year randomized clinical trial of MiSight® lenses for myopia control. Optom Vis Sci. 2019; 96(8):556-567.

2 Chamberlain P et al. Long-Term Effect of Dual-Focus Contact Lenses on Myopia Progression in Children: A 6-year Multicenter Clinical Trial. Optom Vis Sci 2022 In Press.

3. Holden BA, Fricke TR, Wilson DA, et al. Global Prevalence of Myopia and High Myopia and Temporal Trends from 2000 through 2050. Ophthalmology. 2016;123(5):1036-1042. doi:10.1016/j.ophtha.2016.01.006

4. Xu L, Wang Y, Wang S, Jonas JB. High myopia and glaucoma susceptibility, the Beijing Eye Study. Ophthalmology. 2007;114(2):216-20.

5. Flitcroft DI. The complex interactions of retinal, optical and environmental factors in myopia aetiology. Prog Retin Eye Res. 2013;31(6):622-60.
6. Younan C, et al. Myopia and incident cataract and cataract surgery: the blue mountains eye study. Invest Ophthalmol Vis Sci. 2002;43(12):3625-3632.
7. Chen SJ, et al. Prevalence and associated risk factors of myopic maculopathy in elderly Chinese: the Shihpai eye study. Invest Ophthalmol Vis Sci. 2012;53(8):4868-73.

8. Mutti DO, Mitchell GL, Moeschberger ML, Jones LA, Zadnik K. Parental myopia, near work, school achievement, and children's refractive error. Invest Ophthalmol Vis Sci. 2002;43(12):3633-3640. doi:10.1001/jamaophthalmol.2020.0412

9. Xiong S, Sankaridurg P, Naduvilath T, Zang J, Zou H, Zhu J, Lv M, He X, Xu X. Time spent in outdoor activities in relation to myopia prevention and control: a meta-analysis and systematic review. Acta Ophthalmol. 2017 Sep;95(6):551-566. doi: 10.1111/aos.13403. Epub 2017 Mar 2. PMID: 28251836; PMCID: PMC5599950.

10. Huang HM, Chang DS, Wu PC. The Association between Near Work Activities and Myopia in Children-A Systematic Review and Meta-Analysis. PLoS One. 2015 Oct 20;10(10):e0140419. doi: 10.1371/journal.pone.0140419. PMID: 26485393; PMCID: PMC4618477.

11. Lanca C, Saw SM. The association between digital screen time and myopia: A systematic review. Ophthalmic Physiol Opt. 2020 Mar;40(2):216-229. doi: 10.1111/opo.12657. Epub 2020 Jan 13. PMID: 31943280.