

# Visual Comfort & Physical Comfort: Twofold Needs in a Screen-Dependent World

**MyDay Energys® and Biofinity Energys® offer a unique combination of innovative aspheric design and material technology that may help eye tiredness and dryness associated with digital device use.<sup>1</sup>**

Eye care professionals know that comfort can reign king in a patient's long-term contact lens wearing success. But in the attempt to optimize contact lens comfort for patients, it's important to note: a comfortable contact lens wearing experience is often more than meets the eye.

Numerous studies have reported that comfort is a key reason for contact lens drop-out.<sup>2,3</sup> Yet other investigations frame comfort as a nuanced and misunderstood condition with most treatments focusing on how the contact lens interacts with the ocular surface.<sup>4</sup> Of course, these approaches can fail if they are centered on the wrong source or only a partial source of a patient's discomfort symptom.<sup>4</sup>



With digital device use on the rise, don't forget the importance that visual comfort plays in contact lens wear, says Dr. Brooke Kaplan, market clinical manager at MyEyeDr.<sup>5</sup>

"I tell my patients all the time, they shouldn't be aware of their eyes. They should just see. When a patient is aware of their eyes, it impacts everything they do. It impacts job performance. It impacts mood. It impacts energy level. If a patient experiences eye fatigue and visual discomfort at the end of the day, this can ultimately affect their quality of life," Dr. Kaplan says.

## Understanding the Dual Impact of Screen Use on the Eyes

Today, more and more patients are coming into eye care practices with symptoms of eye fatigue and dryness, and they may not realize their symptoms are tied to digital device use, Dr. Kaplan explains.<sup>6</sup>

Digital device use symptoms can be twofold, she adds. Physical or external symptoms related to the ocular surface can include dryness and irritation while internal symptoms related to the visual system can encompass blur, headache, and eye fatigue.<sup>7</sup>

"In many cases, practitioners may decide to switch the patient from a monthly to a daily lens or focus solely on the ocular surface to 'fix'

the problem," she adds. "It's up to us to solve our patients' problems. Fortunately, we now have solutions that may help our patients with both eye fatigue and dryness."<sup>1</sup>

## Ask the Right Questions

During routine eye exams, Dr. Kaplan talks to every patient about their digital device use habits. The discussion is generally initiated by her technician during a thorough patient history and continues into the exam lane.

"I ask every single patient how many hours a day they are on digital devices, including their phones. If the answer is 'not very often,' I'll have them pull out their smart phone and show me their daily use report. Even if a patient is on their phone for three hours a day, studies show visual discomfort and digital device use symptoms can develop after two hours of use.<sup>8</sup> We need to educate our patients and get ahead with these conversations."

## Patients Seek Solutions

The digital device use conversation is vital, since nearly seven out of 10 patients experience symptoms related to digital eye strain<sup>9</sup> with nearly four in 10 experiencing symptoms multiple times per week or more.<sup>10</sup>

Additionally, a majority of patients are interested in contact lenses designed to help with their symptoms associated with digital device use.<sup>11</sup> Specifically, more than 70% of contact lens wearers are interested in contact lenses designed to help with symptoms associated with digital device use.<sup>12</sup>

## Turn to a Unique Treatment to Help Address Both Visual and Physical Comfort

CooperVision® MyDay Energys® daily disposable and Biofinity Energys® monthly replacement contact lenses combine an innovative aspheric lens design and advanced material technology that may help with eye tiredness and dryness associated with digital device use.<sup>1</sup>



"MyDay Energy® and Biofinity Energys® are unique in that they help address two sources of eye strain throughout the day in one lens," Dr. Kaplan notes.<sup>1</sup>

This is achieved through Aquaform® Technology and DigitalBoost™ Technology, which are found in both MyDay Energys® and Biofinity Energys®.<sup>1</sup>

"When we're on screens, we blink up to 60% less, and our eyes get dry.<sup>13</sup> Aquaform® Technology retains water from the core to the surface of the lens without the need of added wetting agents or surface coatings, which can wear off over time," she adds.<sup>1</sup>

To address visual comfort, DigitalBoost™ Technology helps relax ciliary muscles and reduce eye stress and accommodative burden so wearers can shift focus from on-screen to off-screen with less effort.<sup>\*14</sup>

## Real World Results for Patients with Symptoms Associated with Digital Device Use

Dr. Kaplan recently prescribed MyDay Energys® to a patient who was complaining of digital eye strain symptoms. The patient worked in an office with bright lighting and had a job that required them to work on a computer throughout the day.

"The patient's eyes were so uncomfortable that it was causing them performance issues at work, so I prescribed them MyDay Energys®. When they returned for a follow up visit, the patient raved about how their symptoms subsided and now they can get through the workday without thinking about their eyes," Dr. Kaplan said.<sup>†15</sup>



## From Monthly to Daily: Embracing Contact Lenses for Modern Visual Demands

Dr. Kaplan was one of the first practitioners in the U.S. to prescribe Biofinity Energys® as part of an in-market assessment of the lens.

"Biofinity Energys® was and continues to be such a great lens. And it's an easy switch if a patient wants to move to a daily disposable with MyDay Energys®, since the lenses share the same technology," she notes.<sup>1</sup>

Additionally, one piece of advice Dr. Kaplan can provide to her colleagues is that almost every spherical contact lens patient is a candidate for MyDay Energys® and Biofinity Energys®.<sup>‡16,17</sup>



## Talk to Every Patient About Visual Comfort

Download the Visual Comfort White Paper to gain insights, communication strategies, and clinical tools to better support your patients in a screen-dependent world.

Download the Visual Comfort White Paper:



<sup>\*</sup>Based on a statistically significant difference of the mean change in Accommodative Microfluctuations and when compared to a lens without DigitalBoost™ after reading on an iPhone 5 for 20 minutes held at a distance of 25 cm. Study conducted with Biofinity Energys® and sphere.

<sup>†</sup>Experience symptoms of digital eye strain 3.0/5 vs overall comfort after 1-week daily wear with MyDay Energys® 3.4/5 (statistically significant  $p < 0.05$ ).

<sup>‡</sup>On dispensing and after one month of wear.

1. CVI data on file, 2024. 2. Sulley A, Young G, Hunt C, McCready S, Targett MT, Craven R. Retention Rates in New Contact Lens Wearers. Eye Contact Lens. 2018 Sep;44 Suppl 1:S273-S282. 3. Pucker AD, Tichenor AA. A Review of Contact Lens Dropout. Clin Optom (Auckl). 2020; 12: 85-94. 4. Rueff EM. Visual discomfort and contact lens wear: A review. Cont Lens Anterior Eye. 2023 Aug;46(4):101872. 5. CVI data on file 2023. US online survey: N=750, Vision corrected patients. US Adults Ages 18-44 who wear corrective spectacles and/or contact lenses. 62% increased smart phone screen time, 41% increased TV screen time, 39% increased laptop screen time for both work and personal use. 6. Coles-Brennan C, Sulley A, Young G. Management of digital eye strain. Clinical and Experimental Optometry. 2019;102(1):18-29. 7. Sheedy JE, Hayes JN, Engle J. Is all asthenopia the same? Optom Vis Sci. 2003 Nov;80(11):732-9. 8. Kaure K, Burnani B, Nayak S, et al. Digital eye strain-a comprehensive review. Ophthalmol Ther. 2022 Jul 9;11(5):1655-1680. 9. CVI data on file 2023. US online survey: N=750, Vision corrected patients. US Adults Ages 18-44 who wear corrective spectacles and/or contact lenses. 69% experience symptoms of digital eye strain at least once a week or less. 21% have brought up to their doctor their digital device use and how it affects their eyes. 10. CVI data on file 2023. US online survey: N=750, Vision corrected patients US Adults Ages 18-44 who wear corrective spectacles and/or contact lenses. 32% experience digital eye strain at least a few times a week. 6% experience digital eye strain every day. 11. CVI data on file 2023. US online survey: N=750, Vision corrected patients. US Adults Ages 18-44 who wear corrective spectacles and/or contact lenses. Regardless of recommendations from their eye doctor, 56% interested/very interested. 12. CVI data on file 2023. US online survey: n=308, Vision corrected patients. US Adults Ages 18-44 who wear corrective spectacles and/or contact lenses. Regardless of recommendations from their eye doctor, 72% interested/very interested among those who predominantly use contact lenses and 77% interested/very interested among those that alternate between contact lenses and glasses. 13. Wolffsohn JS et al. TFOS Lifestyle: Impact of the digital environment on the ocular surface. Ocul Surf. 2023; 28: 213-252. 14. Kajita M et al. Changes in accommodative micro-fluctuations after wearing contact lenses of different optical designs. CLAE 2020; 43(5): 493-496. 15. CVI data on file 2023. US in market assessment survey conducted by ECPs: N=207 habitual contact lens patients refit into MyDay Energys® contact lenses after one week of daily wear. Scored on a scale from 1-5 with 1=always, 5=never. Common symptoms of digital eye strain include eye tiredness and dryness. 16. CVI data on file 2018. Prospective, multi-center (5 US sites), open label, bilateral wear, one-week dispensing study with MyDay and MyDay Energys. N=77 habitual soft CL wearers. 17. CVI data on file, 2016. Prospective, multi-center, subject-masked, bilateral, one month dispensing study in USA with Biofinity Energys® in existing Biofinity® sphere wearers. N=52