



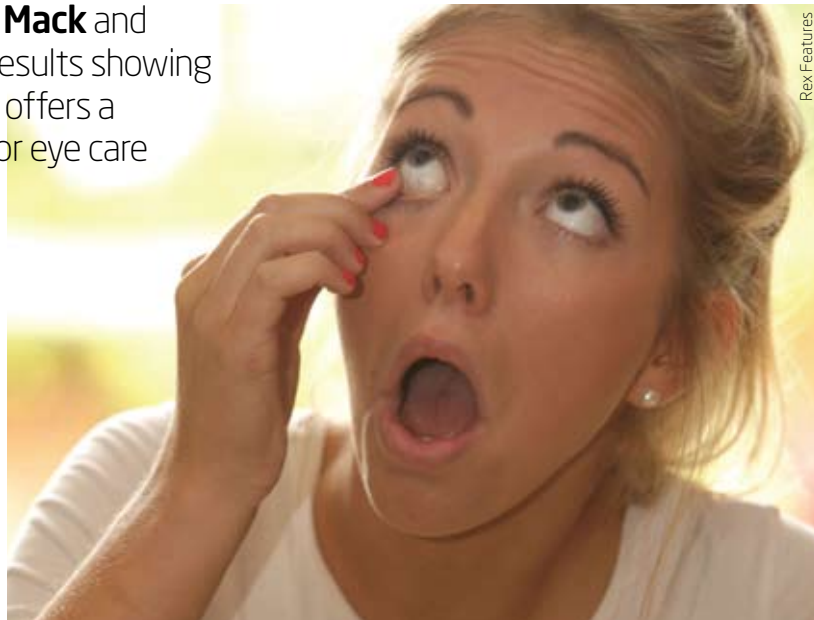
Satisfying the unmet need of astigmatic correction

Dr Joseph T Barr, Dr Carla J Mack and Marjorie J Rah share recent results showing how uncorrected astigmatism offers a significant untapped market for eye care practitioners

Patients visit their eye care professional when they are in need of new or updated vision correction. But does the solution offered, which reflects eye exam results, meet the full range of vision needs of the patient, including those pertaining to lifestyle? Are all options that might improve patient satisfaction – including, possibly, speciality contact lenses – receiving adequate consideration?

A global study observed that 43 per cent of spectacle-wearing and 38 per cent of contact-lens wearing patients with astigmatism reported less than complete satisfaction with the spectacles or contact lenses they wear most often, as judged by a score of 7 or less on a scale of 1 (very dissatisfied) to 10 (very satisfied).¹

The symptoms most often experienced by toric soft lens wearers include blurry or hazy vision, fluctuating vision, distorted vision, and glare or halos in low-light conditions (Figure 1).² These data suggest that there are unmet needs in



Rex Features

In a global study 38 per cent of astigmatic wearers reported less than complete satisfaction with their lenses

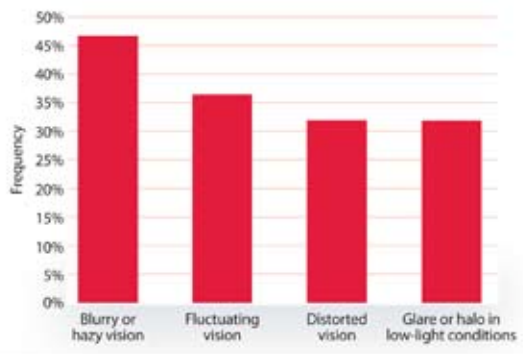


Figure 1 Results of a survey of 201 toric contact lens patients asked the following question as part of the survey: How often do you experience each of the following while wearing your toric contact lenses?

the astigmatic population which could possibly be addressed by consideration of properly fitted toric contact lenses. The dissatisfaction among astigmatic contact lens wearers could similarly reflect a need for more appropriately selected and fitted lenses.

A recent publication reported the prevalence of patients showing astigmatism of 0.75 and 1.00D or greater in at least one eye was 47.4 per cent and 31.8 per cent.³ This wealth of patients coming to you for vision correction represents a potentially untapped population for toric contact lenses fitting. In fact, about four out of 10 patients with astigmatism who have

Buy tickets
online from October:
www.opti-munich.com
Save time and
money!



Your Fair Partner

THE HOTTEST SHOW AROUND!

International Trade Show for Trends in Optics
13 - 15 January 2012
New Munich Trade Fair Centre
www.opti-munich.com



IDEAS, INNOVATIONS AND NEW CREATIONS – OPTI '12 IS YOUR PREMIERE PLATFORM! The first top event of the year 2012

Forum of the entire eyewear sector: eyeglass lenses, frames, contact lenses, optical instruments, designs and shop fittings Walk of Frame: showcase for new products "YES! Young Eye Styles": inspiring ideas by 'private labels' opti forum opti campus "OPTIMIERT" – the prototype shop "TRENDY" awards ceremony 2012 Hottest industry get-together **See you in Munich!**

Pattern (Trade Fairs) Ltd. · 16 Blue Lion Place · 237 Long Lane, London SE1 4PU · United Kingdom · Tel. +44 20 3375 8230 · Fax +44 20 7378 0215 · info@pattern.co.uk · www.pattern.co.uk



never worn contact lenses have not tried them because of information from family, friends or something they read that people with astigmatism could not wear lenses. Even more amazing is that three out of 10 have not tried them due to advice from their doctor.⁴

So, just what are eye care professionals looking for in a toric lens to satisfy their astigmatic patients? In a study identifying the most important product attributes for eye care professionals when deciding which brand of toric contact lenses to recommend, five of the top six toric lens benefits reported by the 150 eye care professionals related to vision. The attribute of highest relative importance being 'delivers crisp, sharp vision all day' (Figure 2).⁵ In a similar study of 201 astigmatic contact lens wearing patients aged 18 to 50, the top five toric lens benefits related to vision attributes. The benefit of highest relative importance to patients was 'delivers consistently clear vision at all times' (Figure 3).²

The above data all point to the same conclusion: there is a wealth of patients with astigmatism seeking satisfactory vision correction and the opportunity to fit and gratify these patients is within our reach. However, there is a genuine need for practitioners to offer toric contact lenses to their astigmatic patients and to follow up with patients to gauge their satisfaction with the prescribed treatment. The good news is that eye care professionals and patients do agree that when it comes to selecting toric soft lenses, the importance of visual benefits rises to the top. ●

References

- 1 Needs, Symptoms, Incidence, Global eye Health Trends (NSIGHT) Study. Market Probe Europe. December 2009.
- 2 Consumer Toric Needs Study: US. Millward Brown. December 2010.
- 3 Young G, Sulley A, Hunt C. Prevalence of astigmatism in relation to soft contact lens fitting. *Eye Contact Lens*, 2011; Jan;37(1):20-5.
- 4 Astigmatism: Incidence & Barriers. US Market Research Report. Decision Analyst, December 2008.
- 5 ECP Toric Needs Study: US. Millward Brown. December 2010.

● **Dr Joseph T Barr** is vice-president of global clinical and medical affairs and professional services, vision care at Bausch+Lomb where **Dr Carla J Mack** is director, medical affairs, global vision care and **Marjorie J Rah** is manager, medical affairs, global vision care

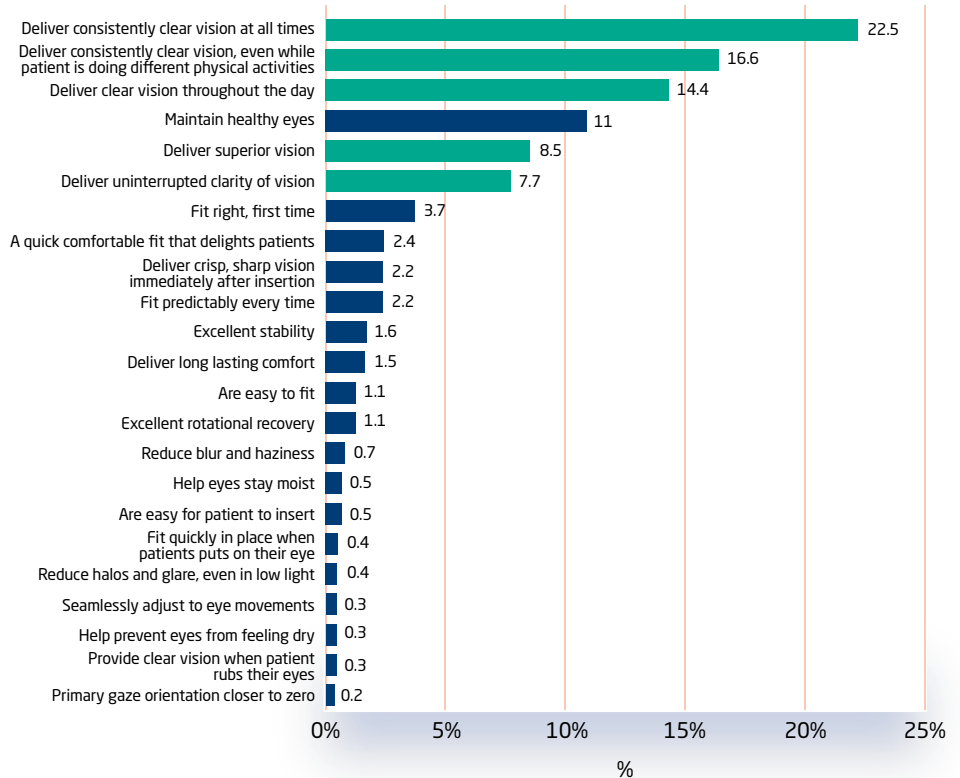


Figure 2 Responses from eye care professionals when asked how important these product attributes are when deciding which brand of toric contact lenses to recommend to a patient with astigmatism. The green shading represents the five benefits out of the top six that relate to vision

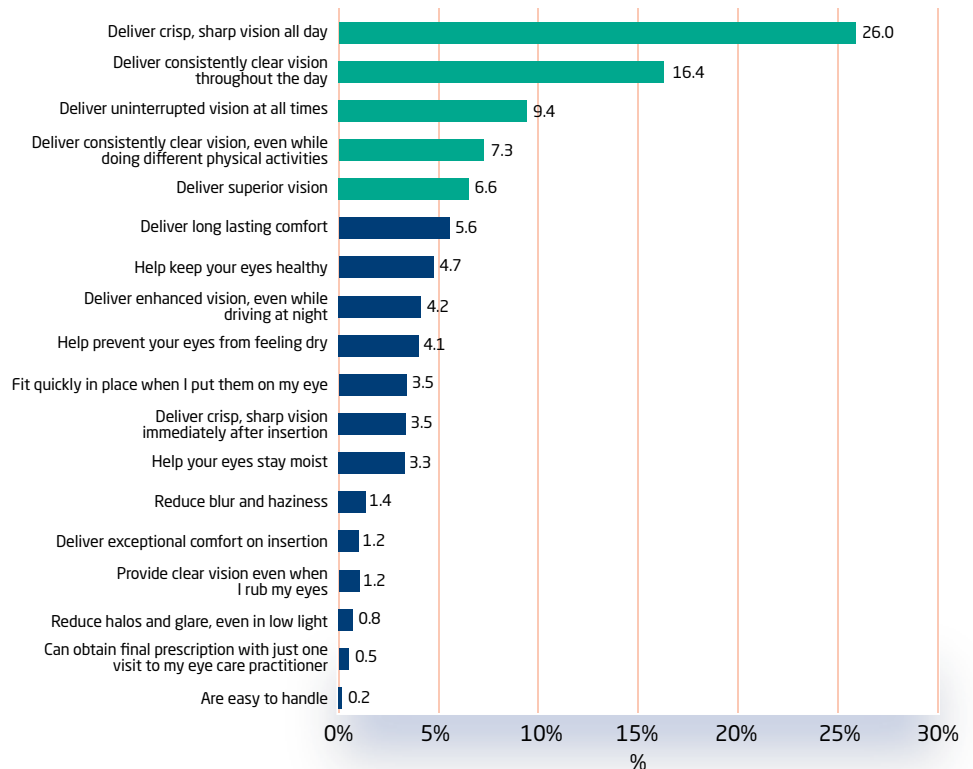


Figure 3 Responses from consumers when asked how important these product attributes are when deciding which brand of toric contact lenses to choose. The green shading represents the top five benefits that all relate to vision