The State of Contact Lens Industry in 2016

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Course Description
This course is a panel discussion of the state of the contact lens industry. Join us as our panel of clinical and industry experts weigh in on where contacts are in 2016, the challenges, and the future innovations in contact lenses.

Course Length 1 Hr

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Audience: General

Speaker Disclosure
Will be disclosed by the panel prior to the lecture.

Course Objectives

1. Review 5 techniques to educate doctors and staff of contact lens options
2. Review 4 ways to improve contact lens patient retention through improved fitting and education
3. Review the challenges to the contact lens industry and providers
4. Discuss options to improve patient wear and care compliance
5. Describe the newest lens designs for the treatment of refractive error and myopia control
I. The Status of The CL Industry

C. Introduction (5 min)

D. **The Real Numbers (5 Min)**

   1. Myopia
      a) Disease Prevalence
      b) Overall Market Opportunity
      c) Current CL Wearers
   2. Presbyopia
      a) Disease Prevalence
      b) Overall Market Opportunity
      c) Current CL Wearers
   3. Astigmatism
      a) Disease Prevalence
      b) Overall Market Opportunity
      c) Current CL Wearers
   4. The Uncorrected
      a) Disease Prevalence
      b) Overall Market Opportunity
   5. The Non-Contact Lenses Wearers
   6. Our Current State

E. **Provider Challenges (15 min)**

   1. Provider and Staff Education Strategies
      a) Staff Training
         (1) Understanding Contact Lens Design Options
      b) Provider Training
         (1) Understanding Contact Lens Design Options
         (2) Understanding Contact Lens Fit Options
F. Provider Challenges (cont.)

2. Recall and Retention Tactics and Techniques
   a) Offering Options
   b) Treating Ocular Surface Disease
   c) Pre-appointing return visits

3. Compliance Enhancement Techniques
   a) Industry Battles
      (1) UPP
         (a) An Update on the status
         (b) The Real positive and negative effects
      (2) Online Contact Lens
         (a) The legal pitfalls
         (b) The Opportunities
   b) Dealing with the Big Three Objections
      (1) Cost
      (2) Comfort
      (3) Fear

G. Industry Issues (25 Min)

1. Consumer Education
   a) What to Expect in the media
   b) What is still needed
   c) Where are the gaps

2. Continued Efforts toward new material development
   a) New Product Discussion
      (1) Daily disposables
      (2) Torics
      (3) Monthly wear: Materials and base curves
      (4) Multifocals
      (5) Toric Multifocals
      (6) The future of the Contact Lens industry

II. Conclusion Q&A