

# Contact Lenses: Business Strategies, Trends, and Challenges

Jessilyn Quint, OD, MBA, MS, FAAO

1

## Financial Disclosures



- Alcon-Consultant, Speaker
- Abbvie-Consultant, Speaker
- Bausch & Lomb-Speaker & Consultant
- Dompe-Consultant
- Eyenovia-Consultant
- Ocuphire-Consultant
- Orasis-Consultant
- Sun Pharma-Consultant
- Tarsus-Consultant
- Viatriis-Consultant





2


## Contact Lens Market

-  GLOBAL CONTACT LENS MARKET SIZE VALUED AT 10.45 BILLION IN 2023
-  PROJECTED TO GROW FROM 11.09 BILLION 2024 TO 18.30 BILLION BY 2032 (CAGR 6.5%)
-  45 MILLION PEOPLE WEAR CONTACT LENSES IN US
-  90% OF ADULT CONTACT LENS WEARERS WEAR SOFT CONTACT LENSES

3

## Put Your Health Care Hat On....

What are the benefits of contact lenses for your **patients**?



4

## Do our patients want CLs?

**50%** of glasses wearers who have never worn contact lenses are highly interested in CLs

Only **10%** were recommended contact lenses by their ECP<sup>1</sup>

Reference: 1. Contact Lens Institute. Beyond Vision: Behaviors to Attract New & Returning Contact Lens Wearers. <https://www.contactlensinstitute.org/wp-content/uploads/2024/04/CLI-Beyond-Vision-Report-Spring-2024-FINAL.pdf> Published online Spring 2024.

5

## Business Perspective

CL business vs filling healthcare need

Does this make business sense in our practices?

6

### The Business Side of Contact Lenses

1. What is required from the OD?
2. What is required from staff in the office?
3. What are the costs (fixed and variable)?
4. What are the dollars generated from services and medical supplies?
5. Are there costs to market/advertise these services?

7

### The Business Side of Contact Lenses

- What is required of the OD for a new patient?
- Identifying the contact lens candidate
  - Communicating with the patient
  - Proceeding with the fit
  - Training patient
  - Follow up visits

8

### The Business Side of Contact Lenses

- What is required from others in the office? (new patient)
- Communicating with the patient
  - Proceeding with the fit
  - Training patient
  - Follow up visits

9

### The Business Side of Contact Lenses

- What is the cost (new patient)?
- Fixed
    - Rent, utilities, employees
    - Often referred to as chair cost
  - Variable
    - Cost of the lenses

10

### The Business Side of Contact Lenses

- What are the dollars generated from services and medical supplies?
- This year
    - Professional fees
    - Fees for lenses
  - In follow up years (annuity)
    - Professional fees
    - Fees for lenses

11

### The Business Side of Contact Lenses

- Money generated:
- Fitting fee
  - Contact lens fees

12

## The Business Side of Contact Lenses

***Does this make business sense in our practices?***

13

## The Business Side of Contact Lenses

*The average eyeglasses-only patient generates \$800 in gross revenue over a six-year period, or \$133 per year.*

*The average contact lens patient produces \$1,370 in revenue over six years, or \$228 per year.*

14

## Financial impact

- Annual contact lens supplies
- Selling contact lens supplies in office
- Leveraging the power of rebates
- Modern contact lens ordering platforms
- Decreasing walk out rate orders
- Practice Differentiation

15

## Financial impact

- Decreasing walk out rate orders
  - Match online prices
  - Talking about annual supplies in the exam room before check out
- Medical billing opportunities
- Revenue impact
  - More patient touchpoints in office
  - Sunglasses
  - 2<sup>nd</sup> pair glasses (computer lenses over CLs)
  - Increased likelihood of returning annually for exam
  - More per-patient annual revenue

16

## Competition in Market

Online Retailers

Why do patients go online?

- Cost
- Habit
- Convenience
- How can eye care practices compete?

17

## Measuring Contact Lens Success

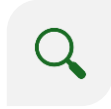
- Proportion of patients who purchases lenses at your practice compared to those that did not
- Annual supply capture rate
- Track metric
- Set goals
- Direct shipping impact
- Complicated pricing
- Giving away too many trials

18

## Efficient Staff Time



USE STAFF TIME WISELY



IDENTIFY WAYS TO MAKE CONTACT LENS FLOW, TRAINING, AND ORDERING MORE EFFICIENT

19

## Contact Lens Institute (CLI) Report

- 1 in 2 glasses wearers are highly interested in trying CLs
- 1 in 10 stated their ECP had recommended they consider CLs

In your practice, how often do you initiate talking about CLs?

Contact Lens Institute Report, April 2024. "Beyond vision: Behaviors to attract new and returning contact lens wearers."

20

## Change the ECP approach

- ECPs start the CL conversation
- Harness the power of staff
- Clear up misconceptions or misinformation
- Stop making assumptions about our patients

21

## Contact Lens Opportunity



ENHANCE PATIENT EXPERIENCE



IMPROVE PATIENT RETENTION



BRING SPECIALTY SERVICE TO PATIENTS & COMMUNITY



ADD ADDITIONAL REVENUE STREAMS TO PRACTICE

22

## Building a CL Patient Base

- Start with current patients
  - How to identify candidates
  - Patients with astigmatism or multi-focal needs
  - Create a CL niche
- Cornea co-management patients
- Myopia progression management

23

## Building a CL Patient Base

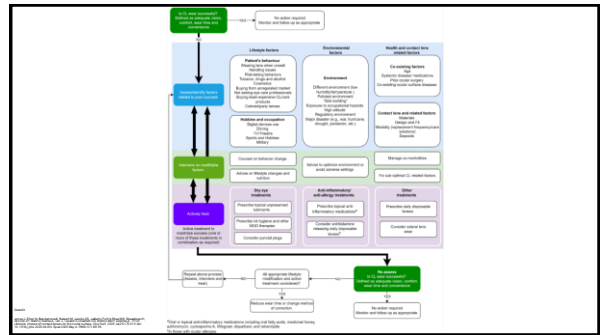
- Big Opportunities
  - Children (myopia progression management)
  - Dropouts
  - Presbyopia
  - Specialty lenses

24

### CL Retention (Avoiding Dropouts)

- Comfort
- Vision
- Dry eye impact
- Asking the right question
  - How many hours do you wear contact lenses comfortably? Is that enough?
  - How often do you need to use rewetting drops? Every wish you didn't need them?
  - How do your lenses feel when you first insert them? Do they still feel great when you take them out?

25



26

### Creating a contact lens flow

- Delegating tasks to team members
- Technician training
  - Overview of lens products available
  - Insertion & removal
  - Visual acuity
  - Over-refraction
  - Check fit or rotation of lens
  - Use virtual, videos, AI technology

27

### Contact Lens Innovations

- What's new in contact lens?
  - Contact lens features
  - Modalities
  - Specialty services
- How to stay up to date as a practitioner?

28

### COMMON MYTHS OF NEW CL TECHNOLOGY

- PATIENTS ARE HAPPY IN CURRENT LENSES
  - "FINE"= FEELINGS I'M NOT EXPRESSING
  - DIFFERENT QUESTIONS TO ASK
- COST
  - NEW TECHNOLOGY IS EXPENSIVE
- CHAIRTIME
  - INTRODUCING NEW TECHNOLOGY/LENS TAKES CHAIRTIME

29


### Contact Lens Options

Soft	Corneal Gas Permeable	Scleral Lenses	Hybrid Lenses
Myopia Control	Toric	Multifocal	


30




## Training Staff




Team Approach



Contact lens innovations training



Technical skills needed



Types of staff training

37

## Advertising

Inform other OD & OMD practices

Reach out to sports training programs, youth programs, neurologists, corneal specialists

Displays around office

On-hold music

Email blasts

Social media

Local news channels



Traditional radio/print

Website & SEO optimization

Word of mouth referrals


38

## Host an Event

39

## Top 10 Social Media Platforms



1. Facebook
2. Instagram
3. TikTok
4. YouTube
5. X(formerly Twitter)
6. Snapchat
7. Reddit
8. Pinterest
9. LinkedIn




40

## Current Social Media Trends

1. Video Content
  - Reels
  - Live Streams
2. Social Commerce
3. Influence Marketing
  - Influencer Marketing
  - Macro vs Micro Influencers
  - Local, Regional, National Influencers
4. Paid Advertising
5. Virtual Reality
6. Good Bye Hash Tags: post swipe instead

41

## Carousel Posts

42


### Social Media Pros

- Low Cost
- Effective
- Research different demographics
- Data
- Real Time Feedback
- Market Research
- SEOs
- Communication




43


### Patient Education




COMMUNICATING LENS PRODUCTS AVAILABLE



COMMUNICATING PROPER LENS WEAR AND CARE



PATIENT FOLLOW-UP



COMMUNICATING VALUE TO PATIENTS

44

### Practice Pearls

Mistakes to avoid


Biggest wins



Clinical & Practice Pearls

FTC ruling

45

### Thank you!



Dr. Jessilin Quint  
[quint.jessilin@gmail.com](mailto:quint.jessilin@gmail.com)  
   
[@jessilinquint](#)

46