

# Go Ahead—Rock the Boat!

Steering a course toward technology and comfort with the Bausch + Lomb ULTRA® contact lens



By  
Andrew Paik, OD  
Target Optical  
Chicago, Illinois

In fitting contact lens patients, it's easy to fall into the habit of “not rocking the boat.” If a patient is happy in their contact lenses, it often seems expeditious just to leave them in a lens that they already like, without necessarily doing too much critical thinking. By doing this, are we missing an opportunity to offer our patients the latest in contact lens technology, which is a focus for many of us in clinical practice?

One trend in the industry over the last several years has been a shift toward daily disposable lenses. In my own practice, we typically recommended daily disposable lenses to most of our contact lens patients, including patients who were non-compliant in bi-monthly modalities. In the past, for patients who were happy in their current monthly lenses, we would try to keep them in those lenses or else recommend a daily disposable. All of that changed with introduction of the Bausch + Lomb ULTRA® contact lens, which really has all of the features that we're looking for in a single lens – aspheric optics, high dk/t, low modulus, and high moisture content. Together these features mean a lens with great comfort and performance that we now offer confidently to all of our monthly as well as bi-monthly replacement lens patients.

Along with a shift in strategy in the contact lens modalities I recommend has also come a change in the focus of the

questions I typically ask my patients. Before, much of the conversation focused on compliance. Now, in talking to patients, I ask more specific questions about their contact lens wearing experience. How comfortable do your contacts feel at the end of the day? How do your contacts feel when you're at your computer? If there's anything about your contact lenses you'd like to change, what would it be?

Many patients have been wearing the

**“Our office prides itself in having the latest in technology.”**

same lens for many years so this is a good way to at least get them thinking about something new. Patients respond well to this kind of questioning – they appreciate that the doctor is taking an interest in the quality of their contact lens wear.

One patient who comes to mind is a 38-year-old returning patient, who had been wearing the same soft contact lens for almost 8 years; about a year and a half ago we had fit her into a new monthly replacement lens that she didn't like and had gone back to her previous bi-monthly lens. At this point she was really skeptical about trying anything new but I persuaded her to try the Bausch + Lomb ULTRA® lens. I expected that she would want to

wear the trial lenses for a week or two but instead she put the lenses on, walked around the store looking at sunglasses, and came back after 10 minutes and said “These lenses are amazing!” and ordered a year's supply. On subsequent follow-up two weeks later, the patient was extremely happy with the lenses, reporting better end-of-day comfort and less dryness.

Our office prides itself in having the latest in technology – EMR, automated phoropters, retinal cameras – which show patients that we're innovative and up to date in terms of new technology. It's something of a let-down after all that to leave with the same contact lens prescription the patient has been wearing for years. Being able to offer patients an innovative product like the Bausch + Lomb ULTRA® lens that sets a high standard for comfort and performance is a much more positive experience, one that's in line with the image we're trying to present in the office as a team. It's helping to advertise that we're about change and improvement. ■

