MAKING LENS CARE EASY

CLEAR CARE® PLUS IS A CLEAR CHOICE FOR PATIENTS AND PRACTICES

Christopher Lievens, OD, MS, FAAO
Chief, Internal Clinics, The Eye Center
Professor, Southern College of Optometry
Memphis, TN

Dr. Lievens was compensated by Alcon for his participation in this advertorial.

An excellent way for eye care professionals to improve their practice’s performance is by helping more patients become successful contact lens wearers. Because of their convenience and benefits over conventional lenses, daily disposable lenses are typically my first choice, but I also have patients whose lifestyle needs are best addressed with monthly replacement lenses. I just recently met with such a patient. In addition to prescribing the right lenses for her individual needs, my advice was that she use CLEAR CARE® PLUS for her daily lens care. She had been using multi-purpose contact lens solutions (MPS), so when I introduced CLEAR CARE® PLUS, her question was: “How can it help me?” I explained that CLEAR CARE® PLUS provides excellent disinfection, features Alcon’s HydraGlyde® Moisture Matrix to support outstanding lens-wearing comfort, and best of all, makes lens care easy.

When I recommend CLEAR CARE® PLUS to my patients, I always take a few minutes to show them the solution bottle and case, and walk them through the five simple steps for use. Considering employing the “How to Use CLEAR CARE® PLUS” video and Patient Tip Card with coupon. Patients appreciate having these available to them, whether they need a quick refresher, or want to spread the word!

Using CLEAR CARE® PLUS only takes a few simple steps. As I walked my patient through the process, her growing enthusiasm was obvious. One key attribute of CLEAR CARE® PLUS is that users do not need to rub their lenses prior to disinfection. As many of us often see in practice, studies show that the rub step required when cleaning lenses with MPS is frequently skipped, so being able to offer lens care that does not require rubbing is a big opportunity for eye care professionals looking to simplify lens care for patients. In addition, CLEAR CARE® PLUS provides a visual cue — the bubbling action — that serves as a helpful reminder to patients. Users know that they will only see the bubbles if they use fresh solution every time they disinfect their lenses (minimum recommended disinfection time is 6 hours) and replace their case at the recommended interval.

In light of these differences, it is not surprising that comparative studies show that peroxide-based disinfection provides a significant compliance advantage over MPS. This includes better overall compliance with references 1-9.

CLEAR CARE® PLUS CLEANS AND DISINFECTS LENSES IN A FEW SIMPLE STEPS

1 Wash, rinse, and dry hands
2 Place lenses in baskets and rinse for 2 seconds with solution
3 Fill the lens case to the line with solution
4 Put it all together and tighten the lid
5 Soak overnight or for at least 6 hours


References

Sponsored by Alcon

https://youtu.be/mJMGPZD_kn0


Sponsored by Alcon

View this video at https://youtu.be/mJMGPZD_kn0