

Targeting Contact Lens Dropouts

1) Demographics of Former Wearers

- i) Age
 - (a) Younger Patients
- ii) Males
- iii) Professionals
- iv) Prescriptions
 - (a) Astigmatism
 - (b) Presbyopia

2) Key Reasons for Discontinuation

- i) Characteristics
- ii) Management
- iii) Poor Vision
 - (a) Acuity
 - 1. Toric
 - 2. Multifocal
- iv) Physiological Problems
 - (a) Redness
 - (b) Infection
 - (c) Allergic
 - (d) Solutions
- v) Discomfort/Comfort
 - (a) AM
 - (b) Midday
 - (c) PM
- vi) Dryness
- vii) Inconvenience
 - (a) Handling
 - (b) Single Use Lenses

3) Successful Refitting Strategy

- i) United Kingdom Study

ii) Success Rates

4) Attracting Drop-outs

- i) Targeting Patients
 - (a) Newsletter
 - (b) WebSite
 - (c) Information Sheets
 - (d) "Just Ask"
- ii) Predicting Success

5) Overcoming Anxiety of Drop-outs

- i) **"Give a Second Chance"**
 - (1) Dispel Myths and Misconceptions
- ii) Convenience
- iii) Setting Realistic Expectations

6) Improving Retention of Contact Lens Wearers

- i) Communication
 - (a) Consistent
 - (b) Proactive
 - (c) Discuss Problems Early
- ii) Patient Education
- iii) Problems and Solutions

7) Education

- i) Yourself
 - (a) Improve Communications Skills
 - (b) Be Knowledgeable in Latest Lens Designs
 - (c) Provide Follow-up Care
 - (d) Change Fitting Approach
 - 1. Attempt Difficult Patients
 - 2. Encourage Part-time Usage
 - 3. Encourage Tinted Lenses