



Redefine

what's possible

**Managing vision changes
with NaturalVue®**

Navigating Vision Changes with NaturalVue®
Enhanced Multifocal 1 Day Contact Lenses



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Managing vision changes with NaturalVue®:

Navigating Vision Changes with NaturalVue® Enhanced Multifocal 1 Day Contact Lenses

Visioneering Technologies Inc. (VTI) is delighted to collaborate with Jobson Publishing to bring you this e-publication dedicated to achieving success in managing presbyopic patients through the use of NaturalVue® Enhanced Multifocal 1 Day contact lenses.

Exploring the World of Presbyopia

As the population ages, the prevalence of presbyopia continues to rise, presenting a dynamic opportunity for eyecare professionals to provide targeted solutions to their patients. The articles in this e-book shed light on the nuances of presbyopia, offering insights into effectively managing both emerging and mature presbyopic patients. We believe that by staying informed and embracing innovative approaches, eyecare practitioners can not only enhance patient satisfaction but also strengthen their practice's growth.

The Power of NaturalVue® Enhanced Multifocal 1 Day Contact Lenses

Central to this publication is the exploration of how NaturalVue® Enhanced Multifocal 1 Day contact lenses (NVEMF) can revolutionize the way we address presbyopia. Our patented design is more than just a technological marvel – it's a solution that merges acuity and comfort seamlessly. With a staggering 92% of daily activities reported to be completed without the need for glasses, NVEMF lenses empower patients to experience life with newfound clarity and convenience.



Empowering Your Practice

We are excited to feature leading eyecare professionals who have witnessed the transformative impact of NaturalVue® Enhanced Multifocal 1 Day contact lenses in their practice. Their testimonials provide valuable insights into the real-world benefits that these lenses bring to both patients and practitioners. Join us in hearing from:

Jennifer Dattolo, OD, FCOVD "The Multifocal that's Perfect for Younger and Older Presbyopes

Ken Daniels: OD, FAAO, Dipl.ABO "How to Beat Online Retailers with an Enhanced 1 Day Multifocal Contact Lens

Your Journey Begins Here

We invite you to delve into this compilation of articles that review the presbyopia landscape and the innovative solutions that NaturalVue® Enhanced Multifocal 1 Day contact lenses offer. Whether you're seeking to understand the potential of the presbyopic market or are looking for ways to enhance patient satisfaction, this e-publication has you covered.

We hope you find these articles insightful and informative. For further information and to explore how NaturalVue® Enhanced Multifocal 1 Day contact lenses can elevate your practice, please visit our website <https://vtivision.com/practitioner/products/> or reach out to us directly at info@vtivision.com



Warm regards,

Ashley Tuan, OD, PhD, FAAO

Chief Medical Officer

Visioneering Technologies Inc.

VTI's business policy supports optometrists by making NaturalVue lenses available exclusively to licensed Eye Care Professionals who provide direct patient care. This policy ensures your patients can only purchase these lenses from you, maintaining practice revenue and patient retention.

Multifocals as an Opportunity for Presbyopes

by Brett O'Connor, OD, FAAO — Jacksonville, FL

The word opportunity conjures up images of improvement and enhancement. As eye care providers, we have the opportunity each day to improve vision quality and enhance the ocular health of our patients. We get to use our skills and knowledge to create optimized vision solutions and maximize each patient's quality of life.

As an eye care provider, do you view presbyopia as an opportunity? In your practice, are multifocal fittings an opportunity to improve vision and enhance lives? If not, perhaps you're not satisfied with your current options and it's time to explore the newest technology.

Higher Expectations for Contact Lenses Wearers

Current contact lens wearers want to stay in lenses well after the onset of presbyopia. Contact lens wearers value factors such as freedom during physical activity, improved physical appearance, and more natural vision including enhanced peripheral vision, stereoacuity and depth perception. While these individuals don't want to give their lenses up, most don't want to rely on readers, either. Data suggests that today's presbyopes are more technology-driven and are willing to pay for innovation to improve their experience.

What do we know about today's presbyopes?

There are a lot of them – they represent the largest segment of the US vision-corrected population.

- Over 160 million individuals are age 40 or older¹
- 48% of the total population is age 40¹ or older

However, when we look at the data for all soft lenses prescribed, we discover that multifocals account for only 13% of soft lens fits.²

There is a clear mismatch in the number of presbyopes who could benefit from effective multifocal lenses and those being fit.



So, What Gives? Understanding the Mismatch

What explains the low percentage of patients wearing soft multifocal lenses? It comes down to compromised or inconsistent vision and patients' resulting perception of visual discomfort. Unsatisfied and frustrated, some patients drop out of contact lenses altogether, settling for glasses.

Key Contact Lens Challenges by the numbers

- Eye Care Professionals reported that as many as 85% of their patients experienced at least one area of compromised vision with leading contact lenses³, usually with near vision.⁴
- Poor vision (38%) and discomfort (34%) are the primary reported reasons for discontinuation.⁵
- Contact lens discomfort is related to visual discomfort and is associated with accommodative decline and eye strain, especially in presbyopes.⁵

But...Presbyopic Fits Are Complex and Take Time!

Many providers perceive multifocals as difficult to fit, often requiring disproportionate amounts of chair time with seemingly infinite numbers of lens power or design changes. As patients age, the need for higher ADD powers poses yet another challenge, often resulting in additional vision compromise.

Proper patient selection and pre-fit education, including management of expectations, can certainly help. Even so, incorporating the newest technologies for presbyopes may be the most important way to increase fit success.

Biggest Impact to Success: Lens Design

Simultaneous image designs are intended to provide good vision across a wide variety of visual tasks. Unfortunately, traditional designs such as bifocal or concentric ring optics incorporate abrupt changes in power which can result in compromised vision during some or all visual tasks.

Recent advancements in simultaneous image optics contact lenses have been achieved, in particular those that work by creating an extended depth of focus (EDOF). NaturalVue® Enhanced Multifocal 1 Day contact lenses use Neurofocus Optics® technology to create a virtual aperture which provides a long, narrow EDOF that delivers excellent vision at all distances.⁶ The lens design, which features universal ADD power that progresses out from the center in a smooth, seamless transition, generates an ADD that encompasses up to +3.00D. Unlike traditional designs that need three ADD power configurations, NaturalVue has no conventional low, medium, or high ADD configurations to consider. This design innovation can have a tremendous impact on reducing refit complexity.

Yes, But What About Vision and Comfort?

The brain adapts easily to the NaturalVue® design without sacrificing visual quality. The unique design of NaturalVue Enhanced Multifocal enables a full range of clear vision, even for mature presbyopes.⁶ Patients achieve spectacle-level visual acuity at all distances⁷ and experience significantly better stereoacuity (than leading lenses tested).⁸

This enhanced design also provides excellent comfort all day⁷, even for mature presbyopes who may have experienced contact lens dryness in the past. With the TripleTear® lubrication system, three comfort agents, including hyaluronic acid, work together to provide hydration and lubrication, lock-in moisture and maintain a clean surface to stabilize tears. Plus, the optimized Ultra-Tapered Edge is designed for optimal fit and comfort and helps the natural circulation of tears around the lens.

Finally, with comprehensive power ranges from +4.00D to -12.25D in 0.25 D increments, most of your presbyopic patients can have excellent vision at every distance.



Brett O'Connor, OD, FFAO
Jacksonville, FL

1. United States Census Bureau Age and Sex Table: 2021; ACS 1-Year Estimates Subject Tables available at: <https://data.census.gov/table?tid=ACSST1Y2021.S0101>
2. Morgan PB, et al. International Contact Lens Prescribing in 2022. Contact Lens Spectrum 2023 Jan; 28-35.
3. VTI data on file 2013. As reported by eye care practitioners.
4. Dinardo, A., Smiley, G. (2016). Causes of Multifocal Contact Lens Dissatisfaction. Presented at the American Academy of Optometry. Program #165109. Accessed 19 April 2017. <http://www.aaopt.org/causes-multifocal-contact-lens-dissatisfaction>.
5. Rueff EM, Varghese RJ, Brack TM, Downard DE, Bailey MD. A Survey of Presbyopic Contact Lens Wearers in a University Setting. Optom Vis Sci. 2016; 93 (8):848-854
6. VTI data on file, 2022. N=20. Data assessed after lens adaptation.
7. VTI data on file, 2021. N=53. Data assessed after one week of wear.
8. VTI data on file, 2015. N=59. Data assessed after one week of wear vs. other traditional lenses (with two focal points) studied.

Help for the Mature Presbyope

by Douglas P. Benoit, OD FAAO — Executive Director Medical Affairs — Visioneering Technologies, Inc.

Traditional presbyopia contact lens designs are generally simultaneous image designs that employ concentric optical zones (zonal refractive designs). They typically have alternating distance and near power zones. Having two different optical powers will result in two foci at two vergences: one focal point for distance images and one for near images. The depth of focus of each focal point is short and when the vergence falls in between the distance and near focal points, the images appear blurry to the wearer.

Through a bifocal optic, light rays entering the eye will be essentially evenly split into two focal planes, meaning about 50% of the rays entering the eye will be out-of-focus for any given focal point. The out-of-focus rays will concentrate into rings around the sharp image and create visual disturbances which are often described as halos or double images. Since the out-of-focus rays have about the same intensity as the in-focus rays, the superimposed slightly defocused images are not only distracting but can significantly reduce the contrast of the image of interest.



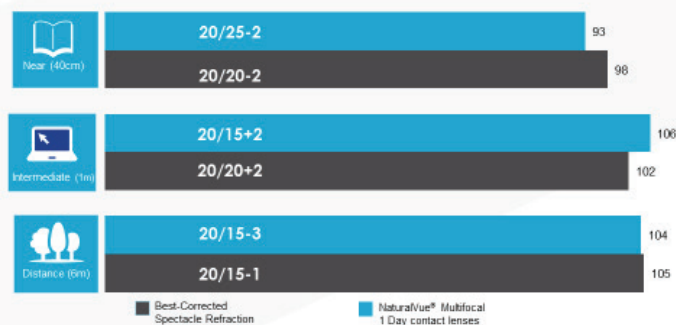
Zonal refractive lenses with higher ADD powers (i.e., +2.50D vs +1.00D) will create larger focal distance discrepancies and result in more severe visual disturbances. As a result, few wearers can tolerate the visual disturbance and adapt to a high simultaneous bi-focal ADD¹. Consequently, other approaches to address presbyopia with contact lenses are needed.

The Neurofocus Optics® technology makes the NaturalVue® Enhanced Multifocal 1 Day contact lens very different from most designs on the market today. Not only does it provide a universal ADD for emerging to mature presbyopes, but it is also independent of the pupil size due to the concentrated EDOF channel. The plus power is in the periphery, and the visual cortex provides whatever the patient needs^{2,3}.

NaturalVue® Multifocal Provides Patients with Excellent Vision at Every Distance

Spectacle-Level Visual Acuity¹ \geq +1.75 and > Age 55

- Vision comparable to spectacles at every distance
- Patients achieved average VA within two letters of best corrected spectacle vision at distance.

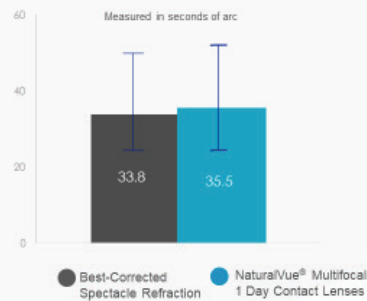


50 1. VTI data on file 2015, n=59. Data assessed after 1 week of wear. At p<0.05, no statistically significant differences were obtained between BCVR and NaturalVue® Multifocal 1 Day contact lenses.

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NaturalVue® Multifocal Provides Patients with Excellent Stereoacuity

Excellent Stereoacuity¹ $\geq +1.75$ and $> \text{Age } 55$



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¹ VTI data on file 2015. n=59. Data assessed after 1 week of wear. At $p < 0.05$. No statistically significant differences were obtained between BCSV and NaturalVue® Multifocal 1 Day contact lenses.

VTI | REDEFINING VISION
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This is important for a group of patients that are often considered more challenging multifocal contact lens patients. That is the group referred to as mature presbyopes. They generally have an ADD requirement of +1.75 and above, and they are frequently 55 and older. In a pre-market study evaluating the Neurofocus® Optics design⁴, the results for this group were equally positive relative to the cohort as a whole. Objective vision was within 2 letters of best corrected spectacle refraction vision, and stereoacuity was nearly the same as BCSR as well.

Subjectively, distance and intermediate vision ranked higher with the NaturalVue Multifocal (90 and 89, respectively) than with their habitual vision correction (86 and 82, respectively). At near the results were even more impressive. NaturalVue® Multifocal ranked 80 versus 60 with their habitual lenses. Lastly, these patients preferred the vision of NaturalVue® Multifocal for very small near tasks by a big margin over their habitual correction.

Thus, the mature presbyope can be made as happy as younger presbyopes. More importantly, the catenary-curve based Neurofocus® Optics design of NaturalVue® Enhanced Multifocal 1 Day lens provides a contact lens that can work for a variety of patients. Emerging presbyopes can continue to wear the same lens as they age without compromising visual clarity. For example, if a 40-year-old is -3.00 OU with a +1.25 ADD, and they have no change in their distance vision over the years, they can wear the same power in their NaturalVue® Enhanced Multifocals no matter what happens with their spectacle ADD. What could be easier?



Doug P. Benoit, OD, FFAO
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Vioneering Technologies, Inc.

1. Dinardo A, Smiley G. (2016). Causes of Multifocal Contact Lens Dissatisfaction. Presented at the American Academy of Optometry. Program #165109. <http://www.aaopt.org/causes-multifocal-contact-lens-dissatisfaction>. Accessed 19 July 2023.
2. Chima AS, Formankiewicz MA, Waugh SJ. Investigation of interocular blur suppression using luminance-modulated and contrast-modulated noise stimuli. J Vis. 2015 Mar 26;15(3):22. doi: 10.1167/15.3.22. PMID: 25814548.
3. Maiello G, Walker L, Bex PJ, Vera-Diaz FA. Blur perception throughout the visual field in myopia and emmetropia. J Vis. 2017 May 1;17(5):3. doi: 10.1167/17.5.3. PMID: 28476060; PMCID: PMC5425112.
4. VTI data on file 2015. n=59. Data assessed after 1 week of wear. At $p < 0.05$. No statistically significant differences were obtained between BCSV and Neurofocus Optics EDOF 1 Day contact lenses.

NaturalVue® for Presbyopia

by Ashley Tuan, OD, PhD, FAAO — Chief Medical Officer — Visioneering Technologies, Inc.

Enhanced Vision and Comfort: NaturalVue® Multifocal 1 Day™ Lenses

As we age, our vision can deteriorate, affecting our ability to see clearly at various distances. For those aged 40 and above, compromised vision and dryness can be challenging. Fortunately, there's an innovative solution that addresses these issues while providing exceptional visual quality. Introducing NaturalVue® Enhanced Multifocal 1 Day™ contact lenses, powered by Neurofocus Optics®, revolutionizing visual correction.

Balancing Clarity and Comfort

Tailored for those over 40, NaturalVue® lenses use comfortable etafilcon A material. What sets NaturalVue® apart is Neurofocus Optics®, which enhances clear vision and minimizes compromises related to age-related visual changes.

Unlocking Enhanced Vision

Recent studies highlight the benefits of NaturalVue® Enhanced Multifocal 1 Day™ lenses including:

Glasses-Free Freedom: 92% of daily activities can be done without extra glasses, enhancing independence and quality of life.¹

Satisfaction and Repurchase: A 92% repurchase rate reflects high satisfaction among patients benefiting from NaturalVue®.¹

Universal Success: Universal Extended Depth-of-Focus design achieves an 88% success rate, making them effective for various individuals, including mature presbyopes.¹

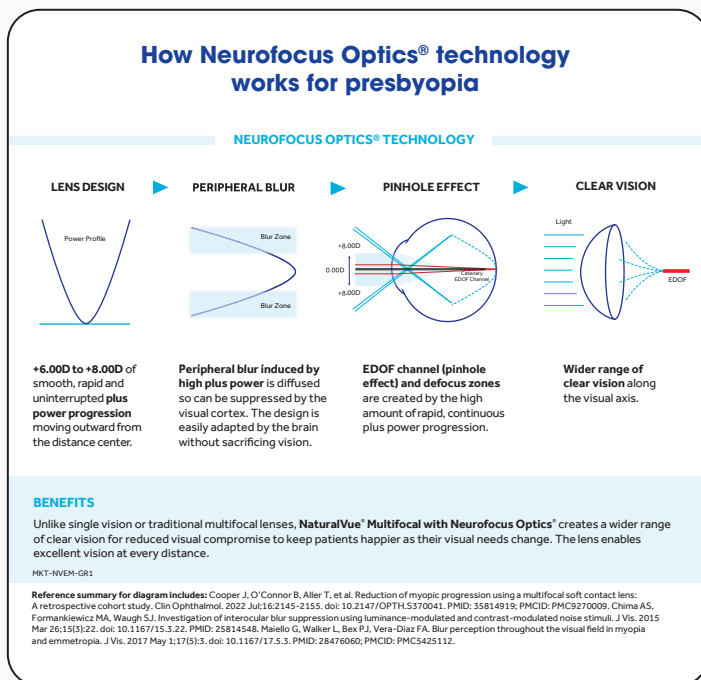
Preferred Choice: Patients prefer NaturalVue® Multifocals 4-to-1 over other lenses.¹

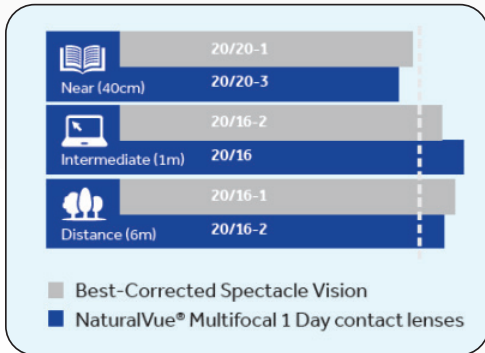
Comparable Clarity: NaturalVue® offers excellent visual acuity comparable to traditional glasses. Patients achieve nearly the same visual acuity as their best corrected vision.¹

Enhanced Depth Perception: NaturalVue® improves stereoacuity by 2x, enhancing depth perception for an immersive visual experience.¹

The Science Behind Success

Neurofocus Optics® is the driving force behind the exceptional performance of NaturalVue® Enhanced Multifocal 1 Day™ contact lenses. This innovative technology expands the range of clear vision, reducing the need for visual compromise as patients' needs evolve over time. The result is happier patients who can enjoy life's moments with enhanced clarity and comfort.





This chart illustrates how NaturalVue® Enhanced Multifocal 1 Day™ contact lenses address the challenges of presbyopia, offering a broader spectrum of clear vision without the need for constant adjustments.

Excellent Visual Acuity Comparable to Spectacle Vision¹

Perfecting Comfort and Precision: TripleTear®, Ultra-Tapered Edge, and Streamlined Design

In the world of contact lenses, comfort meets precision with the NaturalVue® Enhanced TripleTear® Lubrication System, Ultra-Tapered Edge, and Streamlined Design - redefining the contact lens experience. The TripleTear® Lubrication System has three core components for unparalleled comfort: Hyaluronic Acid (HA), Polyethylene Glycol (PEG) and Tween 80.

Precision Redefined with Ultra-Tapered Edge

Working with the TripleTear® Lubrication System, the Ultra-Tapered Edge enhances precision:

- Optimal Fit: Minimizes lens-lid interaction, ensuring continuous moisture and comfort.
- Undisturbed Tear Film: Safeguards tear film, maintaining visual clarity and preventing discomfort.
- Reduced Lens Thickness: Streamlined Design reduces bulk for enhanced comfort.

In Conclusion

NaturalVue® Enhanced Multifocal 1 Day™ lenses with Neurofocus Optics® redefine visual correction for those aged 40 and above. Empowering wearers with clarity, comfort, and adaptability, these lenses enable confidence in life's experiences. Embrace a future of acuity and comfort. Experience the difference today and rediscover a world of vibrant, clear vision.

NaturalVue® Enhanced Multifocal Lens Specifications

Full Power Range: +4.00D to -12.25D (in 0.25D steps over full range)	ADD: Extended Depth of Focus Optics, Universal ADD; ADD power requirements up to + 3.00 D
Design: Extended Depth-of-Focus (center distance), pupil independent	Material: etafilcon A (58% Water)
Base Curve: 8.3	Diameter: 14.5
Visibility Tint: Light blue	Modality: Single-use daily wear
Pack Sizes: 90-pack Revenue, 30-pack Revenue, 10-pack Trial	Replacement Schedule: Daily Disposable
UV Protection: Class 2 UV Blocker. The UV Blocking averages 98% in the UVB range of 280nm to 315nm and 84% in the UVA range of 316nm to 380nm.**	

** UV absorbing contact lenses aren't substitutes for protective UV absorbing eye wear – for example, protective UV absorbing goggles or sunglasses – because they don't completely cover the eye and surrounding area. Patients should continue to use UV absorbing eye wear as directed. Note: Long term exposure to UV radiation is a part of risk factors associated with cataracts. Exposure is according to a number of factors, for instance environmental conditions (altitude, geography, cloud cover) and personal factors (extent and nature of outdoor activities). UV absorbing contact lenses help provide protection against harmful UV radiation. However, clinical studies have not been done to demonstrate that wearing UV-absorbing contact lenses reduces the risk of developing cataracts or other eye disorders. Consult your Eye Care Professional for more information.

1. VTI data on file, 2015. N=59. Data assessed after one week of wear.

How to Beat Online Retailers with an Enhanced 1 Day Multifocal CL

by Kenneth Daniels, OD, FAAO, Dipl. ABO — February 22, 2023

Presbyopia is an inescapable fact of life that afflicts everyone, but it creates an opportunity for the clinician to assist the patient in multiple ways. With the proper patient selection and education this opportunity allows us to provide enhanced visual function and versatility, via glasses and/or contact lenses. As one of the many with presbyopia, I can empathize and, therefore, can present the various options from my own perspective and clinical experience.

I utilize daily disposable multifocal contact lenses to enable me to have better visual function in the office and various activities, complemented with eyewear for other times. For myself, and a majority of my presbyopic patients, I have found that the **NaturalVue Enhanced Multifocal 1 Day Contact Lenses** have become a significant first-choice option and a practice differentiator.

We use a philosophy of fitting the “3 Ps” (pediatrics, the parents of the peds and presbyopes). As such, not only can the NaturalVue Enhanced Multifocal work for myopia management (another topic), but it yields a more balanced binocular vision for presbyopes with its EDOF (extended depth of focus) design. The unique optics of the lens allows for a high level of fitting success for hundreds of my patients, which, in turn, leads to word-of-mouth referrals.



Dr. Daniels works with a contact lens patient. He says that NaturalVue Enhanced Multifocal 1 Day Contact Lenses have elevated care and profitability in his practice.

A Lens that Keeps Patients In Your Practice & Reordering from You

Two important key performance indicators we track are patient retention and contact lens reorder rate. Both of those crucial metrics are helped by prescribing NaturalVue lenses. In all cases, we will provide adequate trial lenses to assure patient acceptance and adaptability to the lens design. Once we finalize the fitting, which is an easy process, with reduced chair time with the NaturalVue Multifocal lenses, we try to encourage annual supplies. We encourage annual supplies with all our contact lens fits, thus, we can monitor individual patient activity and know if they are ordering through our office or from alternative sources.

We work diligently to retain orders from patients, but online retailers remain a challenge, especially as we enter a likely recession where patients are more attuned to cost. For every online authorization that we might receive, we proactively check vision plan benefits and available rebates and then communicate this information to the patient prior to completing an authorization request. In many of these cases, we have found the request was never made by the patient, and if it was, we have been able to educate the patient to utilize our office for purchasing with an equal or better cost, and ordering ease, via **our website**.

NaturalVue is a great help in boosting our ability to compete with online retailers, as it cannot be purchased online, due to the business policies of Visioneering Technologies, Inc., the manufacturer of NaturalVue Multifocal. **VTI believes** in protecting product integrity, the eyecare practitioner (ECP), and patient health. Our process allows the patient to utilize our office services to re-order lenses by calling (24/7) or by using our website to complete a contact lens order request. These orders are tended to immediately upon receipt, even on weekends.

To make this work, we will educate the patient at the fitting, and upon dispensing, about the various ordering options, as well as about the competitive pricing and cost savings we can offer, and most importantly, professional services for all of their eye health needs. We avoid “selling the patient,” but instead, are “educating the patient.” The high quality of the NaturalVue lens, which makes it impressively comfortable, combined with the inability to order the lens from an online retailer, means that patients return to us for long-term care.

Present Annual Supply as Cost-per-Day Vs. Cost-per-Year

The potential cost of multifocal lenses is significantly higher than spherical or toric lenses. When presented in terms of an annual cost, which is a major mistake, it can seem financially forbidding. However—and this is for all lenses—when presented as “cost per day,” it is much more palatable.

For example, for patients with no insurance coverage: If you present the patient's annual supply cost as \$920, even after subtracting the manufacturer's rebate (\$100), the total is \$820, so many patients may think twice before purchasing. However, if you present their daily cost as approximately \$2.25 per day, noting how many days per week the patient wears the lenses, you will have greater success at getting that patient to make a purchase.

For patients with vision plan benefits: If you present your patient's annual supply cost as \$920, then subtract their vision plan benefit (for example \$150), and the manufacturer's rebate (for example \$100), you have \$670 per year. The patient may still be hesitant to buy a year's supply. But, if you present their daily cost as approximately \$1.80 per day, noting again how many days per week they wear the lenses, this will allow you to be much more likely to capture that purchase.

When the patient says that they would prefer to go online or to a big-box store, you can feel secure that you will capture the sale if the patient is wearing NaturalVue lenses.

Some patients may argue, or still wish to seek purchasing alternatives, but when they find that NaturalVue lenses cannot be obtained outside your office, they will be back. According to the rules of the Fairness to **Contact Lens Consumers Act (FCLCA)**, the patient has the right to seek products from other vendors, but VTI's policies limit the availability by non-authorized vendors.

A Lens With Optimal Vision & Comfort that Patients Are Happy They Purchased

Not only is it likely that patients will purchase, and reorder, NaturalVue lenses from you; they will be happy that they did. We use NaturalVue Multifocal as a first-choice lens in the majority of cases for presbyopes for the simple reason that it is not a modified "me too" design. The vast majority of lenses on the market utilize aspheric, concentric or annular, designs. NaturalVue was the first to incorporate an extended depth of focus (EDOF) design into a daily disposable modality.

NaturalVue Multifocal is also a more favorable choice because it enables us to serve the needs of our patients with a large range of power options: +4.00 to -12.00 in 0.25 diopter steps. Importantly, this lens can address the needs of the low toric patient. When there is an astigmatic need in the range of 1.00 to 1.25 cylinder, the majority of spherical based multifocal designs cannot address the issue, unlike the EDOF (extended depth of focus – virtual pinhole) effect of Natural Vue, which minimizes this disparity. We explain EDOF as a large wave going through a wide pipe where the edges are out of focus.

The virtual aperture/pinhole effect of the NaturalVue Multifocal compresses the wave into a thin beam to reduce peripheral defocus, but refines the focusing with enhanced clarity at distance while providing consistent enhancement at intermediate and near. EDOF is not unique to the NaturalVue Multifocal contacts lens, but it is also used in astronomical telescopes and intraocular lenses due to the enhanced optics. To further educate the patient, we will also have them view an eyechart uncorrected and then place a pinole occluder in front of them to demonstrate the clarity achieved, which enhances the discussion and the concept.

The cutting-edge technology behind NaturalVue Multifocal makes this a lens our patients love to wear due to the enhanced quality and versatility of their vision for everyday activities, as well as its tremendous comfort. The VTI policy of commitment to independent practitioners also encourages patient retention.



Kenneth Daniels, OD, FAAO, Dipl. ABO, is past president of New Jersey Society of Optometric Physicians (2017-2018), Adjunct Assistant Clinical Professor: PCO, member of the AOA Strategic Communications Committee and owner of **Hopewell-Lambertville Eye Associates**. Dr. Daniels is a paid consultant for Visioneering Technologies.

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The Multifocal that's Perfect for Younger AND Older Presbyopes

by Jennifer A. Dattolo, OD, FCOVD — June 7, 2023

As patients age and presbyopia progresses, the multifocal contact lens that worked like a charm when they were younger often no longer delivers superior vision near and far. My patients and practice are fortunate to have a multifocal, NaturalVue[®] Enhanced Multifocal 1 Day[®] Contact Lens, that gives both younger and older presbyopes what they need to live their best lives.

A Lens that Accommodates the Changing Needs of Presbyopes Over Time

I have been using NaturalVue Multifocal in my practice for the past seven years. I started using this lens for a few reasons. I love that it is a daily disposable, which I believe is the healthiest modality for my patients, especially for those who suffer from allergies and dry eyes. I also love that this lens is a distance-center multifocal.

In multifocal contact lenses that have near-center designs, patients lose some of their distance to achieve the near vision they want and need. Patients are forced to decide which is more important and deal with the other vision being slightly blurrier than they would like.

In addition, this lens only has one, universal ADD, which makes it easy for patients to stay in this lens as they age. There is no need to keep changing lenses/powers. There are 6 to 8 diopters of plus power in the periphery of this lens and the plus starts building close to the center, so patients can easily transition from computer to near and all distances in between.

With the plus power transition in the periphery, a virtual/optical pinhole effect is created, giving optimum vision at all distances. The brain figures out how much of the plus it needs and suppresses the rest. This is also why they don't need multiple ADDs, because as the patient ages and needs more plus for near, it is already in the lens for the brain to use.

My older patients have noted that their distance vision is better in NaturalVue Multifocal than in previous lenses, especially driving at night (less glare and haloing effect at night.) They also comment that their exams are a breeze because their prescription doesn't have to be changed every year.

It is not uncommon with other brands of multifocals to have to switch a patient to a different brand altogether because the higher ADDs cause more aberrations and distortions with patients' vision. This can frustrate the patient, having to try multiple lenses and discovering that what they have happily worn for the past few years no longer works. NaturalVue Multifocal, by contrast, is good for the long-haul.

Successfully Address the Challenges of Older Presbyopes

I would consider an "older presbyope" to be anyone who needs over a +2.00 ADD. Sometimes, especially if these patients are still working and heavily use electronic devices, it is difficult to achieve clarity at all distances. NaturalVue Multifocal helps solve this problem with the amount of plus power the lens offers.



Dr. Dattolo in an exam room in her practice. She says that having a multifocal like NaturalVue Enhanced Multifocal 1 Day Contact Lenses allows her to fit presbyopes of all ages in contacts.

VTI (Vioneering Technologies, Inc.), the makers of NaturalVue Multifocal, conducted a study to see if they could make the lens more comfortable and enhance vision. As a result of what they learned, the edges of the lens were thinned and hyaluronic acid was added to the saline solution in the lens blister pack, making the lens more comfortable and better for patients with dry eyes.

Dry eye is a huge challenge, especially for women. As we age, we make less tears and our eyes become dryer. Add medications, electronic devices and menopause to the list, and our eyes aren't feeling so great.

The addition of hyaluronic acid to the lens packaging solution adds a layer of moisture to the eye, enabling patients to successfully wear the lens for at least eight hours a day. My older patients have mentioned a high level of end-of-day comfort and less drying out of their eyes with NaturalVue Multifocal.

Make Dropouts Much Less Likely

It is huge for a practice to have a lens that makes dropout less likely. Patients will return year after year, and continue to purchase from you, and hopefully buy glasses/sunglasses as well when they can happily stay in the same multifocal contact lens for years. And to have a lens that makes patients happy results in them telling their friends and families about you, which adds patients to your practice! Around 85 percent of my patients who I started in NaturalVue Multifocal are still wearing it today, and still love it.

Keeping Patients AND Practice Happy

NaturalVue Multifocal is just as good for your practice as for your patients. Patients cannot shop around for this lens. In order to help promote the safety and integrity of their products, VTI sells only to private practitioners. I had a handful of patients want to switch to a lens they can buy cheaper online, and every patient I fitted a different lens on hated their vision and stayed with NaturalVue Multifocal and purchased from me. VTI is very much there for the private practice owner and wants us to succeed.



Jennifer A. Dattolo, OD, FCOVD, is the owner of **Eyes on Towne Lake** in Woodstock, Ga.
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2X better

**NaturalVue® Multifocals deliver
two times better stereoacuity
than other lenses tested.¹**



With 2X the stereoacuity of other select multifocal lenses, **NaturalVue® (etafilcon A) Enhanced Multifocal 1 Day™ contact lenses** also demonstrated stereoacuity within 4 seconds of arc of BCSV.² As an eyecare provider, you understand the importance of depth perception for gross and fine motor tasks.³ The end result? Strong patient retention, long after the first fitting.

See the facts for yourself at vtivision.com
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1. VTI data on file 2021. n=53. 2. VTI data on file 2015. n=59. Data assessed after 1 week of wear. At p<0.05. No statistically significant differences were obtained between BCSV and NaturalVue® Multifocal 1 Day contact lenses. 3. Compiled with data from: Saladin JJ. Stereopsis from a performance perspective. Optom Vis Sci. 2005; 82(3): 186-205. Karpecki P & 'Durocher R. Multifocal: The new standard of care for presbyopes. Retrieved April 2014, from <http://bausch.com>. Gupta N, Naroo SA, Wolffsohn JS. Visual comparison of multifocal contact lens to monovision. Optom Vis Sci. 2009; 86(2): 98-105. O'Connor AR, Birch EE, Anderson S, Draper H, FSOS Research Group. The functional significance of stereopsis. Invest Ophthalmol Vis Sci; 2010; 51(4):2019-2023.

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