

## CONTACTS... *From the GP Lens Institute*



### Presbyopia: The Great GP Frontier

**Edward S. Bennett, OD, MSEd**  
Executive Director  
GP Lens Institute

In it's support of the GP Lens Institute, one of the responsibilities the Contact Lens Manufacturers Association (CLMA) entrusts in myself and our GPLI Advisory Committee is responding to questions from both our consumer website ([contactlenses.org](http://contactlenses.org)) and practitioner website ([rgpli.org](http://rgpli.org)). The most common questions pertain to bifocal contact lenses. Consumers are desiring information about them and who can they go to who will fit them into bifocal GPs. Often they are surprised to hear bifocal contact lenses are both available and present as a viable option to them. Practitioners often desire assistance in the fitting and problem-solving of these designs.

There is no doubt that bifocal contact lenses, especially GPs, represent a very successful option for patients, often meeting all of their visual needs. Various studies report an average of 80% success with this modality. I do not hesitate to refit a soft lens wearer, dissatisfied with their vision, or a spectacle wearer who is receptive to the visual freedom of contact lenses, into a bifocal or multifocal GP design. It is important to present this option to every presbyope or emerging presbyope (actually a good time to mention it is prior to presbyopia such that they will inquire about this option when the time is appropriate). Whereas monovision is an option, studies with both soft and GP lenses

have demonstrated that the overall success and quality of vision is superior with bifocal contact lenses. I always present the options to the patient but emphasize bifocal contact lenses. **I let them know that my goal is to satisfy their primary visual needs;** I do not guarantee them that they will never require spectacles, although the great majority won't need them. Patients need to know that - unlike spectacles - these are dynamic pieces of plastic that move up and down on the eye - therefore, achieving a good fit is important. However, if they are both patient and motivated, it is likely they will be successful. For those of you too young to have experienced this condition, presbyopia is **VERY FRUSTRATING**. However, as a GP multifocal wearer, I can tell you that it is great to have the visual freedom provided by an absence of spectacle wear and you actually feel younger when you are in the presence of a group of spectacle-wearing presbyopes.

*GP bifocal and multifocal lens designs are also surprisingly easy and straightforward to fit.*

Due to improvements in manufacturing technology, aspheric multifocals are now available with surprisingly good optical quality and the ability to provide higher add powers. With the primary decision necessitated by the practitioner pertaining to base curve selection (*i.e.*, the other lens design parameters are standard), they are easier to fit than spherical lenses and - as good centration and limited movement are important - the

initial comfort should be better as well. Several new translating multifocal designs have been introduced that provide intermediate vision capabilities and are ideal for those patients with critical vision demands.

*The GPLI has a number of resources to assist you with the presbyopic patient.*

Our website has a listing of CLMA laboratories and the bifocal GP lens designs they manufacture. Both the "GP Lens Management Guide" and the "Correcting Presbyopia" laminated card are available for downloading off of the website; likewise, the "Gas Permeable Contact Lenses: Your Best Choice for Crisp Vision and Healthy Eyes" (consumer brochure on GP applications for myopia and presbyopia) is available from the website or from the CLMA office. ([CLMAssociation@aol.com](mailto:CLMAssociation@aol.com)) The "GP Bifocal Fitting and Problem-Solving" video is available from the CLMA and a CD-ROM is forthcoming. Over the next two years the GPLI will be producing an entire practice module on GP bifocal practitioner, staff and patient education. **The presbyopic patient represents an opportunity for you to both build your practice and differentiate yourself** from other practitioners. Take advantage of this opportunity and see how enjoyable it can be. Too many patients have been told by their practitioner that "bifocal contact lenses don't exist", "aren't perfected" or "don't work".

**It is true that bifocal contact lenses do not work.....until you fit them!!**



[www.GOS2004.com](http://www.GOS2004.com)  
July 22-25, 2004  
Toronto, Ontario Canada

The member companies of the CLMA provided a *Gold Level* grant to the Global Orthokeratology Symposium to provide registration for one educator from each of the USA and Canadian optometric colleges and universities to attend this premier all inclusive GP contact lens educational forum.

The CLMA/GPLI will be represented in the exhibition hall (**Booth #1**) as well as individual CLMA members will have their exhibition booth and GP product lines on display.

Support the CLMA members who provide the funding and support for the development and educational opportunities with GP contact lenses and custom manufactured contact lenses.

### Pam's Perks

Yes, I wear spectacles!

But I believe in the visual health that GPs provide!!

For a complimentary supply (up to 200) of FAQs about GP contact lenses, order the *Patient Education Brochure* from our website [www.rgpli.org](http://www.rgpli.org).



*Aren't they hard?*

*Won't they hurt?*

*Do they cost more?*

*Ortho what?*

*GP Lenses and Myopia Control*

*GP Lenses and Presbyopia*

*What is astigmatism?*



**Educate your patients  
on the benefits of GP  
contact lenses.**

To Order:

[www.rgpli.org](http://www.rgpli.org)

(800)344.9060 USA &

Canada

(402)465.4122 (Int)

(402)465.4187 (Fax)

## **Fairness -New Rx Laws**

**Robert Davis, OD**

**Oak Lawn, IL**

**GPLI Advisory Committee**

The problem that doctors have with the new prescription laws is fear of communicating to their patients as consumers. We all are consumers at some level. Consumers are looking for value in purchasing products. ***GP lenses are the best value when it comes to contact lenses.*** Lens life is longer although they may be more costly initially, they will become cheaper in the long run. The number of soft lenses in a three year period is more expensive

in comparison to GP lenses for that same period of time. Acute red eye problems are much less frequent with GP lenses in comparison to soft lenses. GP lenses develop less emergency patient visits as well as less complications when compared to soft lenses. Lastly when I compare patient drop outs the percentage of GP lens wearers to the percentage of soft lens wearers will be greater in five years to continue lens wear.

Soft lenses can only be fit from a limited number of parameters, enabling the soft lens design to be inventoried. Rigid lenses are custom made products with an infinite number of parameters. Purchasing GP lenses without proper verification runs the risk of obtaining lenses that may become uncomfortable leaving the consumer with a pair of unusable products. Soft lenses fits are very forgiving. GP lenses can create severe health related problems from lenses that do not fit properly.

Ultimately the fairness to contact lens laws are an attempt to create a convenient and price conscious method of purchasing contact lenses. If doctors would only communicate to their patient base and offer the consumer/patient price point options as well as the convenience equal to alternate sources of contact lens distributions patients would have no reason to obtain lenses elsewhere. No one wants to pay more for a product they can obtain some where else. Although the consumer believes all contact lenses are the same, it is our job as doctors to educate our patients the differences in contact lens products and explain why one product is more expensive than another. We cannot charge patients less than what we pay for a product or else we would go out of business. These basic economic tenants are

universally accepted. So when a patient tells me that they can purchase lenses at a much reduced price I give them a logical explanation why these lenses are more expensive. If a patient informs me that it is not in their budget I will then offer the patient a different lesser expensive product and inform the patient of the wettability, deposit resistance, oxygen permeability and fabrication differences that makes one lens design more expensive. Remember that whether the patient purchases their lenses at my office or from alternate source of distribution I still am paid for my fitting fee.

*Another option for the moderate presbyope who is unable to achieve sufficient add correction in an aspheric multifocal is the "modified bifocal" approach. This would either consist of two different add powers or slightly overplussing one lens to optimize near. The visual results are still much better than monovision.....Ed Bennett, OD*

**Send us your "Fitting Pearls" for GP Lenses.....Questions???.....We'll feature the Best of the Best..... [rgpli@aol.com](mailto:rgpli@aol.com)**

**Consultants  
Corner.....**



**GP Fitting Pearls  
from the Experts!!!!**

**What GP Material Should I  
Prescribe?????**

*Presbyopic patients wearing back surface aspheric lens designs will eventually require more add than the lens can deliver. Placing additional add on the front of the lens in an annular fashion will provide enough add to maintain the lens design during mature presbyopia.....Rob Davis, OD*

Boston XO, Paragon HDS, FLOSI, Hydro2, Optimum Extra, SGP 2....the list goes on. Materials manufactured by CLMA Associate members:

- Contamac US, Inc.**
- InnoVision, Inc.**
- The Lagado Corporation**
- The Lifestyle Company, Inc.**
- Paragon Vision Sciences**
- Polymer Technology**

*Fitting bifocal gas permeable lens designs require a partnership with your patient to reach a successful visual outcome. Discuss the various lens designs options with the patient to prepare the patient of the possible lens designs changes to avoid patient frustration.  
.....Rob Davis, OD*

are featured on the website [www.rgpli.org](http://www.rgpli.org) under the Materials directory. Presently, the Dk values and color availability are given for each material.

Upcoming will be further enhancements to each specific material. We will be adding the wetting angle, method of measurement for the wetting angle, refractive index and specific gravity. With this knowledge and design consultation with your CLMA member laboratory.....

**GP lenses should be the contact lens of choice.**

## **CALENDAR OF EVENTS**

### **July, 2004**

**13 - On Line Symposium** "GP Practice Management" with Ken Maller, OD  
9:00 PM EASTERN USA TIME - [www.rgpli.org](http://www.rgpli.org)

21-25 - **2004 GOS** - Toronto CANADA  
Education and exhibition on  
Corneal Reshaping/Orthokeratology

Visit Booth #1 (CLMA/GPLI) and other CLMA members for your GP contact lens designs and educational resources.

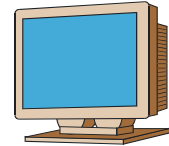
### **August, 2004**

**10 - On Line Symposium** "Corneal Reshaping & Young People" with Marjorie Rah, OD and Jeff Walline, OD  
9:00 PM EASTERN USA TIME - [www.rgpli.org](http://www.rgpli.org)

20-22 - **CLMA/GPLI CL & Cornea, Primary Care Residents Weekend**.....St. Louis, MO.

26-27 - **GPLI Academic "Hands On" Workshop**  
NSU College of Optometry, Tahlequah, OK.

## **How To Contact Us**



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[www.contactlenses.org](http://www.contactlenses.org)  
[www.rgpli.org](http://www.rgpli.org)

This newsletter is finished for all to read  
Coming to you via the internet "feed"  
Working for you is what we do  
Education on GP lenses just for you!!!!

