



Simple Communications Adjustments Could Supercharge Contact Lens Adoption, According to New Research

Contact Lens Institute™ Previews Latest *See Tomorrow* Consumer Data at Vision Expo East

NEW YORK, March 14, 2024—Simple adjustments to how eye care practices communicate with patients may attract a significantly higher number of contact lens wearers, according to new data from the [Contact Lens Institute](#) (CLI). The industry association is previewing its latest [See Tomorrow initiative](#) consumer research at Vision Expo East this week, ahead of publishing an in-depth report next month.

The findings reveal significant untapped contact lens demand, with almost one in two (47.8%) glasses wearers who have never tried contacts saying they are highly interested. However, only one in 10 (10.5%) said their optometrist or ophthalmologist had recommended they consider contact lenses, with even lower rates for exam staff (6%), optical/eyewear display staff (3%), and administrative staff (2%) within the office.

Significant Untapped Demand for Contact Lenses



Contact Lens Institute research shows widespread consumer demand for contact lenses, with **SUBSTANTIAL OPPORTUNITY** for eye care practices to **ENGAGE POTENTIAL WEARERS**.



AMONG GLASSES WEARERS WHO HAVE NEVER TRIED CONTACT LENSES:

47.8%



ARE HIGHLY INTERESTED IN CONTACT LENSES

ONLY A SMALL PERCENTAGE SAY THAT THEIR EYE CARE PRACTICE RECOMMENDED CONTACT LENS CONSIDERATION:

10.5% Optometrist/Ophthalmologist

6% Eye Exam Staff

2% On-Site Reception Staff

2% Phone/Online Staff

Online fieldwork conducted by Prodege for the Contact Lens Institute. February 1-9, 2024. U.S. vision-corrected adults ages 18-64. Glasses wearers who never tried contact lenses. n=579.

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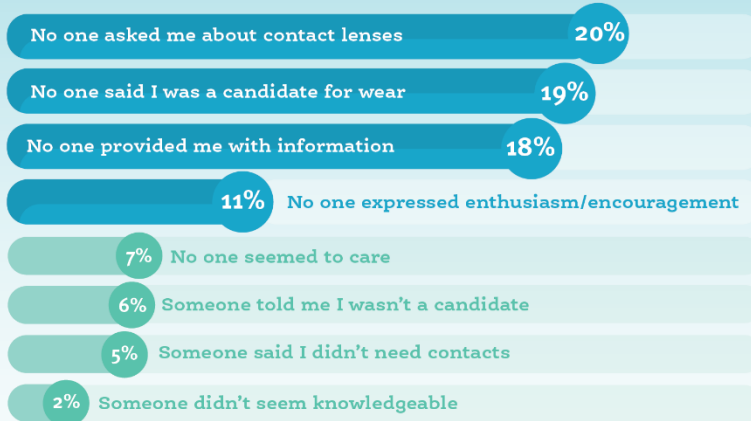
“Our research has consistently shown that vision-corrected adults are waiting for their doctors to raise the possibility of contact lens wear—a straightforward action that enhances patient satisfaction and practice success,” said Stan Rogaski, CLI’s executive director. “This latest work delved even deeper into how that and other behaviors by practice teams play enormous roles in attracting or dissuading consumers from contemplating contact lenses and their many benefits.”

More than half (51%) of glasses wearers said their lack of contact lens trial was directly influenced by in-practice behaviors or lack thereof. Specific detractors included not having been asked about contact lenses (20%), not being told they were a candidate (19%), and not being provided with contact lens information (18%).

In-Office Detractors to Contact Lens Wear



More than half (51%) of GLASSES WEARERS WHO HAVE NEVER TRIED CONTACT LENSES said INTERACTIONS at their eye doctor's office affected their decision.



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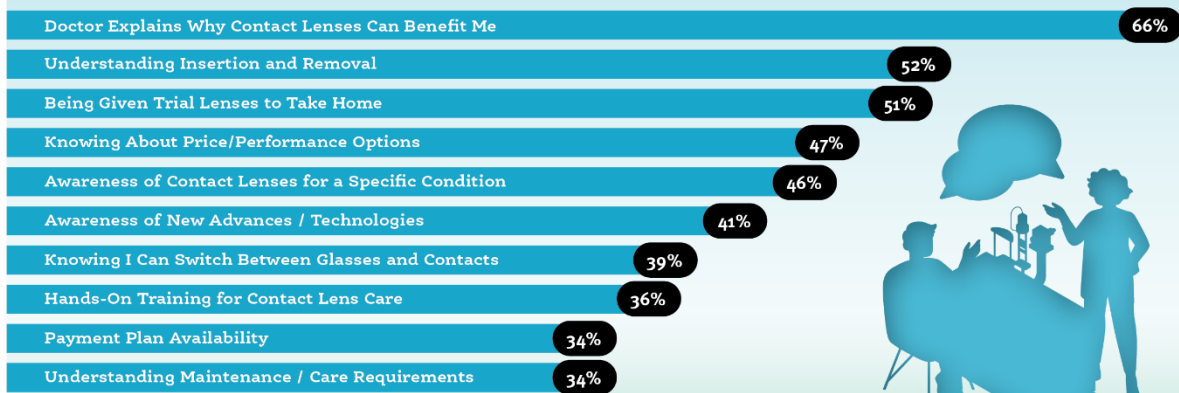
The same respondents were also asked to weigh 25 factors that would influence their consideration of contact lenses—all actions largely within the control of offices. Having their eye doctor explain why contact lenses would benefit the patient ranked first (66%), followed by understanding how to insert and remove lenses (52%), being given trial lenses at their appointment (51%), having a wide range of price and performance options (47%), and being aware of contacts for specific eye conditions (46%).

Communication Drives Contact Lens Adoption



Patients considering contact lens wear can be **SIGNIFICANTLY INFLUENCED** by **STRAIGHTFORWARD COMMUNICATION** from the **DOCTOR** and the **ENTIRE PRACTICE TEAM**.

TOP 10 FACTORS THAT INFLUENCE CONTACT LENS CONSIDERATION AMONG GLASSES WEARERS:



Online fieldwork conducted by Prodege for the Contact Lens Institute. February 1-9, 2024. U.S. vision-corrected adults ages 18-64. Glasses wearers who never tried contact lenses, top 3 box rating. n=579.

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While underlining that the entire practice team should communicate the advantages of contact lens wear, the CLI research highlighted that the optometrist or ophthalmologist must not completely delegate that responsibility. The influence of the aforementioned doctor's recommendation (66%) is markedly more influential among patients than recommendations from exam staff (22%) and from eyewear display staff (8%).

Recommending Contact Lenses Takes a Team



The ENTIRE PRACTICE PLAYS A PART in recommending that patients consider contact lens wear, but optometrists and ophthalmologists should NOT COMPLETELY DELEGATE the responsibility to staff.

ROLES THAT INFLUENCE CONTACT LENS CONSIDERATION:



Eye Doctor Explains Why Contact Lenses Can Benefit Me

66%

Eye Doctor is Enthusiastic

30%

22%

Eye Exam Staff Explains Why Contact Lenses Can Benefit Me

20%

Eye Exam Staff is Enthusiastic

19%

Eyewear Display Section Staff is Enthusiastic

14%

Administrative Staff is Enthusiastic

8%

Eyewear Display Section Staff Explains Why Contact Lenses Can Benefit Me



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Vision Expo East Events

During Vision Expo East's [opening night event](#) on Friday, March 15, CLI and the Bad Habits—the “EyeDocs of Rock”—will strike a unique musical partnership to bring added visibility to the latest research. Show attendees can present their badge for admission at Sony Hall at the Paramount Hotel Times Square, beginning at 9 p.m. ET.

On Saturday, March 16, at 11 a.m. ET, several [CLI Visionaries](#)—eye care professionals who exemplify outstanding contact lens prescribing practices—will discuss the preliminary research findings on the Vision Expo East “The Bridge” main stage, sharing how they work with their teams to instill and reinforce behaviors that attract new contact lens wearers. [“Beyond Vision: Behaviors to Supercharge Your Contact Lens Business”](#) panelists include Jason Compton, OD, FAAO, Sabrina Gaan, OD, Scott Moscow, OD, and Adam Ramsey, OD, with moderation from Andrew Bruce, LDO, ABOM, NCLEM, FCLSA.

“Opportunities to grow contact lens prescribing, with all the positives that brings to patient and practice, are substantial and well within reach of eye care offices. The Contact Lens Institute is excited to put this information into the hands of the eye care community, and offer ideas and insights for easy implementation,” said Rogaski.

The research was commissioned by the Contact Lens Institute and conducted by Prodege from February 1-9, 2024, via an online survey. Respondents included 1,053 vision-corrected adults

ages 18-64 residing in the United States. The sample size for glasses wearers who had never tried contact lenses was 579.

The Contact Lens Institute advances the latest innovations in safe and effective contact lens and lens care products and services that provide unique benefits to patients while satisfying the evolving needs of eye care professionals. CLI undertakes activities that properly assess, enhance, promote, and balance contact lens and lens care industry welfare and growth, including the safe use of products in the marketplace. Its members include [Alcon](#), [Bausch + Lomb](#), [CooperVision](#), and [Johnson & Johnson Vision](#). For more information, visit contactlensinstitute.org.

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