



CLI Video Series Offers Guidance on Contact Lens Wear and Care for New Patients

Six Contact Lens Institute™ Visionaries Share Tips, Including Adopting The EASY Way

WASHINGTON, D.C., March 31, 2025—[Contact Lens Institute \(CLI\)](#) has published a three-part video series on tips to better educate new soft contact lens patients about healthy wear and care behaviors. Featuring CLI Visionaries, the short segments offer professional perspectives on best practices and call attention to The EASY Way (Eyes, Awareness, Safety & You) program. All are available on the CLI YouTube channel at <https://bit.ly/CLIEASY>.

The recently published CLI [Disrupting Dropout report](#) highlights the vital importance of wear and care training by doctors and exam staff. 67% of new contact lens users (<2 years) said this type of instruction was essential to their decision to continue wear, ranking third among 20 potential influences that mitigate dropout.

Participating [Visionaries](#) include Shelby Brogdon, OD, McFarland Eye Care; Andrew Bruce, LDO, ABOM, NCLEM, FCLSA, ASB Opticianry Education Services; Ryan Corte, OD, Northlake Eye; Jennifer Liao, OD, FAAO, FSLs, New England College of Optometry; Jennifer Stewart, OD, Look New Canaan; and Christopher Wolfe, OD, FAAO, Dipl. ABO, Exclusively Eyecare.

Now in its fifth year, [The EASY Way](#) is used by eye care practices across the U.S., Canada, and worldwide. It includes attention-grabbing infographics and companion digital resources for use in practices, presented in a memorable and straightforward way. All components are available for free download within The EASY Way resource page on ContactLensInstitute.org. At the center of the program are three easy steps:

1. **Think Clean.** Wash and dry your hands every time before touching your lenses or eyes. If you wear reusable lenses, always clean and disinfect them with each removal, and clean your lens case as directed. Keep your lenses and case away from any type of water, which can contain harmful microorganisms.

2. Remember Fresher is Better. Wear your contacts for only as long as your eye care professional says, replacing them with fresh lenses on schedule. Only wear daily disposable lenses once, and always rely on new solution for reusable lens disinfection and storage. Replace your lens case at least every three months.

3. Trust Your Eye Doctor. Listen to your eye care professional, who has specialized training. If you have any questions, contact their office—they care about your health and great vision.

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.

#

MEDIA CONTACT

Aimee J. Lewis, McDougall Communications for the Contact Lens Institute

+1.585.414.9838 or aimee@mcdougallpr.com



