



Experts Address Consumer Contact Lens Online Search Habits

WASHINGTON, D.C., March 4, 2025—A recording of the [“Digital Discovery: Consumer Searches Reveal Contact Lens Realities”](https://bit.ly/DigitalDiscoveryPanel) panel from Vision Expo East 2025 is now available for viewing at <https://bit.ly/DigitalDiscoveryPanel>. Presented on the conference main stage in Orlando, the discussion delves into new [Contact Lens Institute](#) research surrounding consumer search habits and subsequent opportunities for enhanced practice management and patient experiences.

The fast-paced conversation touches on the top 20 contact lens searches on Google, the majority of which were purchase driven; a revelation that consumers are seeking contact lens removal advice far more than insertion guidance; and continued opportunity to raise the benefits of both glasses and contact lens use with patients.

Panelists include Roxanne Achong-Coan OD, FAAO, FIAOMC, FSLs, Dip CCLRT, of Coan Eye Care and Optical Boutique in Ocoee, Fla.; Ryan Corte, OD, of Northlake Eye in Charlotte and Asheville, N.C.; and Nishan Pressley, OD, of Essential Eyecare & Optical in Apopka, Fla. Contact Lens Institute Chairperson Charissa Lee, OD, MBA, FAAO, moderates the conversation.

With run time of under 20 minutes, the video is ideal for use with individual and group staff training. It complements a range of additional reports and training tools developed through CLI’s [See Tomorrow initiative](#), all accessible to the eye care community at no cost from contactlensinstitute.org.

CLI conducted the digital search research using Google “contact lenses” auto-complete results for U.S. and Canada, and TikTok auto-complete results in English, sourced via AnswerThePublic.com, with data collected weekly from January 3-31, 2025. Auto-complete suggestions employ language, location, and trending user behaviors to suggest the most searched phrases over the past several weeks. In addition, CLI analyzed Google Trends data for December 1, 2024, to January 31, 2025. Google Trends reports relative rankings of search terms over a defined period, using completed user behaviors, plus rank-ordered related topics and searches from the same user sample.

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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Left to Right: Charissa Lee, OD, MBA, FAAO; Nishan Pressley, OD; Roxanne Achong-Coan OD, FAAO, FIAOMC, FSLs, Dip CCLRT; and Ryan Corte, OD. [Download high-resolution version here.](#)



Left to Right: Charissa Lee, OD, MBA, FAAO; Nishan Pressley, OD; Roxanne Achong-Coan OD, FAAO, FIAOMC, FSLs, Dip CCLRT; and Ryan Corte, OD. [Download the high-resolution version here.](#)

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