



Research Shows Opticians are Vital to Contact Lens Experiences; Profession Wants More Education Opportunities

Patient and Optician Findings Revealed in New *See Tomorrow* Initiative Report; Insights and Implications Discussed at Exclusive CE Panels During OptiCon '26

ORLANDO, March 11, 2026—[Contact Lens Institute™ \(CLI\)](#) and the [United Opticians Association \(UOA\)](#) today announced new consumer and professional research that illustrates opticians' vital roles in optimizing contact lens experiences, including high levels of patient trust. Opticians themselves report having multiple contact lens-related responsibilities, yet also desire additional involvement and education.

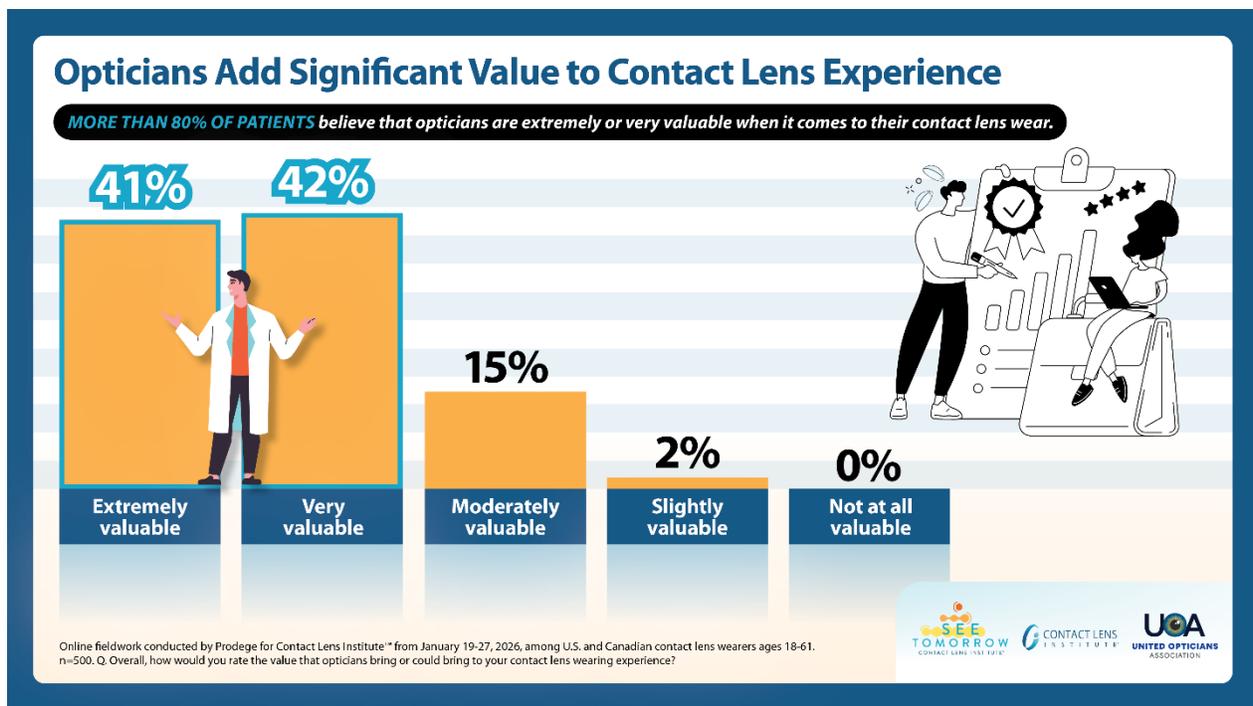
The findings are now available as a free downloadable report from <https://contactlensinstitute.org/resources/see-tomorrow/>, the latest installment in CLI's *See Tomorrow* series. They will also take center stage at [OptiCon '26 @ Vision Expo](#) during the “Vision for Growth: Consumer Perspectives on Opticianry & Contact Lens Success” [expert panels](#) on Thursday, March 12, and Friday, March 13.



Contact Lens Patients Rely on Opticians' Expertise

The January 2026 survey of U.S. and Canadian contact lens patients indicated that 89% believe opticians are important in helping to achieve the best vision possible, with 83% saying opticians were extremely or very valuable to their contact lens-specific experience.

Another 84% of contact lens users indicate their interactions with opticians made them more confident about wear and care. Patients are also likely to turn to opticians for help with a contact lens issue—85% say they definitely or probably would do so.

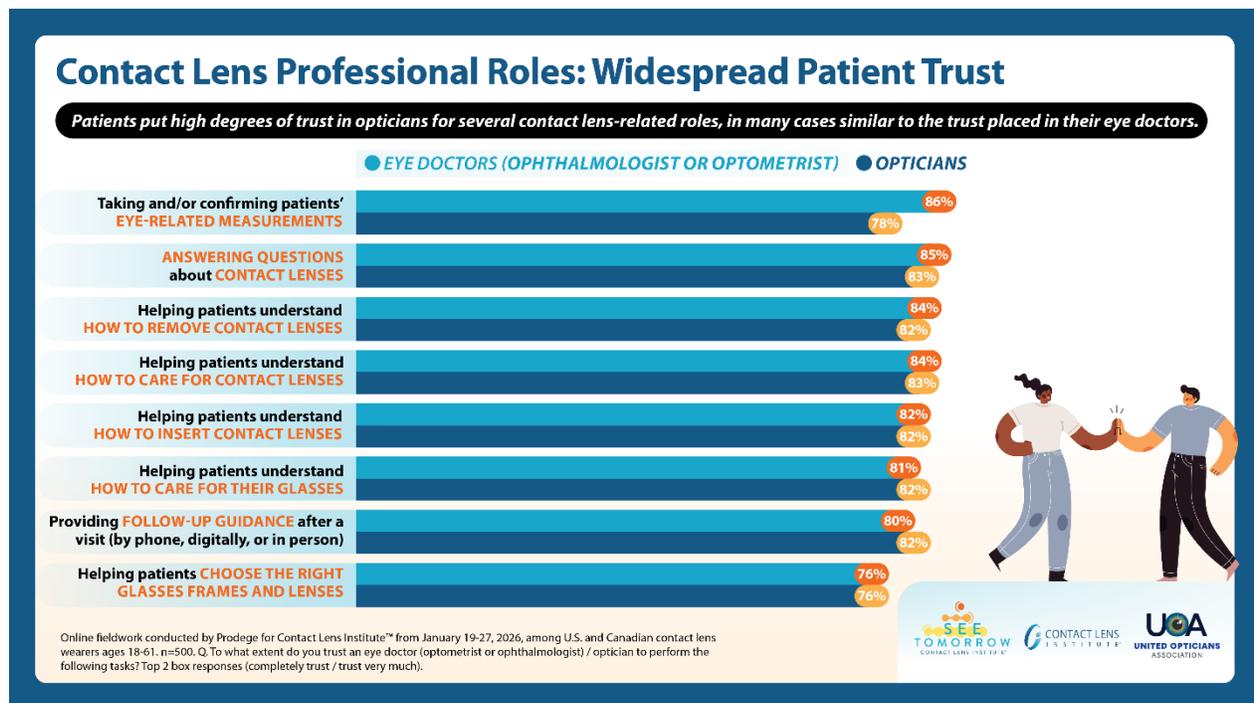


Living Up to Elevated Role Expectations

When asked about multiple contact lens roles relating to instruction and care, about nine in 10 patients were familiar with opticians' undertaking these tasks. More than 80% also expect their opticians to answer questions, provide insertion and removal training, and recommend resources to improve the experience. Approximately two-thirds or more of opticians say they have these responsibilities.

An expectation-to-action outlier was optician-led home follow-up (e.g., via phone, email, or text) following a new contact lens prescription. While 70% of patients expect opticians to do this, only 34% of opticians report conducting such outreach.

Of particular note is patient trust in opticians' performance of contact lens education and related tasks: results were above 80% across the board, on par with how consumers scored ophthalmologists and optometrists.



High Demand for More Contact Lens Education

In relation to their contact lens wear, respondents chose contact lens knowledge as a quality that matters most to them in opticians, followed closely by professionalism. And although 60% of wearers said that they are very satisfied with their opticians' guidance, another 32% said they were only somewhat satisfied, exposing opportunities for enhanced care.

Greater professional education may prove valuable. About half of opticians (48%) say their knowledge of contact lenses is the same as spectacle frames and lenses, although 38% report they know moderately or significantly less. And when given the opportunity, 56% say they would like to be more involved in the contact lens patient wearing experience, yet 28% say they are uncertain.

Importantly, opticians want to learn more. Two-thirds (67%) report a high interest in taking advantage of additional contact lens training if such were accessible. Preference as to where education should take place is split, with 52% requesting online methods and 48% wanting in-person options.



“Success with contact lens wear is a team effort, and opticians play a vital role. Our new research reinforces past CLI See *Tomorrow* findings that every member of the practice contributes to the wearing experience, and it highlights opportunities for practice leaders to better leverage opticians’ knowledge and the trust that patients place in them,” said Stan Rogaski, CLI’s executive director.

“Opticians are visibly proud of their roles in aiding contact lens wearers, and eager to learn and do more. That’s one sign of a healthy profession, and we are focused on identifying new occasions to provide contact lens education that our members want,” said Gwen Cooper, MPA, CFRE, executive director of the United Opticians Association.





About the Research

The consumer online fieldwork was conducted by Prodege for Contact Lens Institute from January 19-27, 2026, among 500 U.S. and Canadian contact lens wearers ages 18-61. The professional online fieldwork was conducted by Contact Lens Institute and United Opticians Association from January 19-February 9, 2026, among 248 U.S. opticians, 72% of whom self-reported as holding a contact lens certification from the NCLE and/or another body.

A consolidated report of the key findings is available at <https://contactlensinstitute.org/resources/see-tomorrow/>.

The United Opticians Association was launched in 2024 and is the only national voice representing 73,000 opticians and 17 accredited college programs across the U.S. Its work advances national policy, expands access to accredited training, and strengthens the workforce behind vision care. Support for the UOA drives innovation in optical technology, frame and lens design, patient support, and professional development. For more information, visit opticians.org.

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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