



CLI Premieres Contact Lens Profitability Video Series

12-Part “Profitability Perspectives with Professors Jones, Morgan & Morgan” Available on YouTube

WASHINGTON, D.C., September 1, 2026—[Contact Lens Institute®](#) (CLI®) has published *Profitability Perspectives with Professors Jones, Morgan & Morgan*, a 12-part short-form video series available at <https://tinyurl.com/CLProfits>. Each one-minute or less segment focuses on a different aspect of CLI’s new research that explains how U.S. soft contact lens patients create a sizable practice profitability advantage compared to equivalent glasses-only patients. The upside ranges from 29% to 86% annually, with substantial potential gains over a lifetime of wear.

Filmed during the recent International Society for Contact Lens Research symposium, the videos feature three of the study’s investigators: Professor Philip Morgan of the University of Manchester, Professor Lyndon Jones of CORE at the University of Waterloo, and Professor Ash Morgan of the Department of Economics at Appalachian State University. Topics include calculating lifetime value, secondary sales, addressing contact lens dropout, building patient relationships, maximizing dual contact lens and glasses wear, and more.

Additional study findings and practical guidance on applying the insights will be made public later this month during the American Academy of Optometry 2026 Annual Meeting as part of an in-depth [CLI See Tomorrow](#) report.

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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PROFITABILITY PERSPECTIVES



PROFITABILITY PERSPECTIVES

12-VIDEO YOUTUBE SERIES

Professors Lyndon Jones, Ash Morgan & Philip Morgan discuss new research on the profitability of soft contact lens patients.



29%–86% ANNUAL PROFITABILITY ADVANTAGE



EXPLORE THE SERIES

1. About the Research
2. Chief Takeaway
3. Calculating Upside
4. Secondary Sales
5. Lens Types
6. Data Validity
7. Biggest Surprise
8. Challenged Assumptions
9. Lifetime Value
10. Contact Lens Dropout
11. Patient Relationships
12. Dual Contact Lens & Glasses Wear



WATCH THE FULL PLAYLIST ON YOUTUBE

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