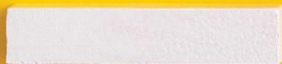


# Visionary Vision

An inside view to what three contact lens experts see as the biggest opportunity in 2023.



**EB reached out to three Contact Lens Institute (CLI) 2023 Visionaries**—eyecare professionals recognized for their commitment to raising awareness of advancements in contact lenses— to ask, “*What is the biggest opportunity in contact lenses this year?*”



**Essence Johnson, O.D., FAAO,**  
*of Black Eyecare Perspective;*  
*Dallas*



“Our biggest opportunity is to talk about contact lens options with our patients. Research [from CLI’s See Tomorrow Now initiative] revealed last spring, ‘ECPs are missing the opportunity to talk about contact lens options with two-thirds of patients (or more)’!

“Even if the patient believes (or we believe) they are doing ‘fine’ with their lenses, let’s not skip the opportunity to talk about what’s newer to the market or simply newer since they were initially fitted with their lenses however long ago. I just had a friend who recently entered their 40s and is now noticing changes, especially with their

near vision, in their current contact lenses. Informing and introducing millennials to presbyopic contact lenses is a big opportunity to increase value (and vision) to patients in 2023.”

**Jennifer Lyerly, O.D.,**  
*of TrueVision Eye Care;*  
*Raleigh, NC*



“For me, the biggest opportunity in 2023 for contact lenses is embracing that there is a [U.S. Food and Drug

Administration]-approved way to slow down how quickly children’s vision worsens each year with a simple-to-fit daily disposable contact lens. I tell parents that when we were growing up, doctors didn’t have access to this technology, so our eyes just got worse and worse every year. We don’t let that happen anymore. By using myopia control contact lenses, we can keep your child’s eye as healthy and clear as

possible so that, as an adult, they have the best possible vision, too.

“There has been a huge increase in doctors bringing myopia control contact lenses into their practice since the FDA approval of the first myopia control contact lens in 2019, and the more optometrists who make this the status-quo treatment approach, the more familiar our patients will be with the concept of using a contact lens to slow down prescription worsening.”

**Andrew Bruce, LDO,**  
**ABOM, NCLE-AC,**  
*of ASB Opticianry Education Services;*  
*Vancouver, WA*



“I believe that the No. 1 opportunity we have in 2023 is for ECPs to increase consumer awareness as to how

contact lenses can enhance an individual’s quality of life—and this begins with a simple conversation. At the same time, however, we must provide every patient with the necessary training and education for handling and caring for their contacts to best promote their long-term eye health and success as a contact lens wearer.” ∞

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