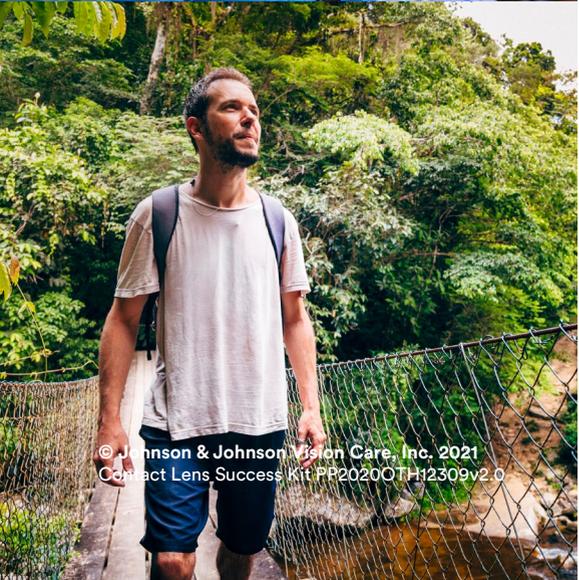


Contact Lens Success Kit

Helpful resources from Johnson & Johnson Vision





Advancing Your Contact Lens Business

Dear Doctor,

This Contact Lens Success Toolkit has been designed to enhance your efforts to encourage more patients to explore the idea of contact lenses. The creative tools will help you and your staff easily identify patients with active interest in contact lenses and those that might never have considered them and turn them into wearers.

We've created over a dozen resources for you in this comprehensive yet simple to navigate toolkit designed to help you **generate patient traffic** and realize your goal of **capturing and retaining those patients** for a lifetime. Recognizing contact lenses can dramatically change patients' lives and they also play a vital role in your eye care business; we hope the information provided in this toolkit allows you to easily engage more patients in meaningful contact lens conversations. Uncovering their desire, and ultimately exceeding their expectations by opening a world of possibilities with a life less dependent on spectacle correction is the goal.

So, download this complete toolkit to customize your approach to contact lens success with your patients and staff. It is organized in sections that are designed to be either patient-facing like wall posters, digital displays and social posts, or employee-facing with key statistics to help practice owners enroll their staff in understanding their specific role in making contact lenses a vital part of the culture in your practice. We invite you to explore every page to amplify your existing efforts to identify and serve the many patients just waiting for you to ask and encourage them to try contact lenses. And as always, if you have comments or questions please contact your sales representative.

Sincerely,

The Professional Affairs Team
Johnson & Johnson Vision Care, Inc.

*As high as 45M CL Wearers according to the CDC

1. Rumpakis J. New data on contact lens dropouts. An international perspective. Rev Optom 2010.147.1 37-40, 2. 2019 US Incidence and Growth Levers Study, 3. J&J Vision CL Path to Purchase Study, 2017 – 60% less likely to research, 50% less likely to ask for specific CL brand, 4. Contact Lens wearers return on average every 24 months compared to consumer wearing just eyeglasses (average 18 months). 2018 Study of the US Consumer Contact Lens Market; Review of Optometric Business <https://reviewob.com/contact-lens-patients-are-more-valuable-than-eyeglasses-only-patients/>



Generate patient traffic



81.4M

vision corrected patients are open to trying contact lenses

yet only

33.4M*

Americans wear contact lenses.²



Capture and retain patients



Patients trust doctors

when it comes to contact lenses³

and

Contact lens patients

return to practices more frequently⁴



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Advancing Your Contact Lens Business

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-  Tell your doctor the whole story
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-  Contacts for teens
-  Contact lenses can improve patient experience
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-  Tips, tricks & tools for new contact lens wearers
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-  Why not ask?
-  Stop the dropout
-  Contact lenses can improve patient experience
-  Prioritize Your Eyes

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Social media guidance

Johnson & Johnson Vision social media links

JJVision.com and JNJVisionPro.com

Use these icons to find the resource that best suites what you're looking for to:

 [Generate patient traffic](#)

 [Capture and retain patients](#)

Patient-facing resources

Use these icons to find the resource that best suits what you're looking for to:



Generate patient traffic



Capture and retain patients

Patient-facing

 CAPTURE AND RETAIN PATIENTS

Dress for the day—when to wear what

Talk to your patients about how to choose contacts or glasses for their day ahead.

Talking points

- If you regularly work in front of computer screens, you need a contact lens that provides consistent moisture and can last throughout the day.
- Enjoy all kinds of activities with freedom of movement, a wider field of vision, and comfort that contact lenses provide.
- Without glasses obstructing your face, contact lenses can make you feel more like yourself, giving you confidence to present your authentic self to friends, colleagues and family.

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Available: Print, Digital, Social



Patient-facing

 GENERATE PATIENT TRAFFIC

Why not ask?

Ask your patients about their interest in contact lenses.

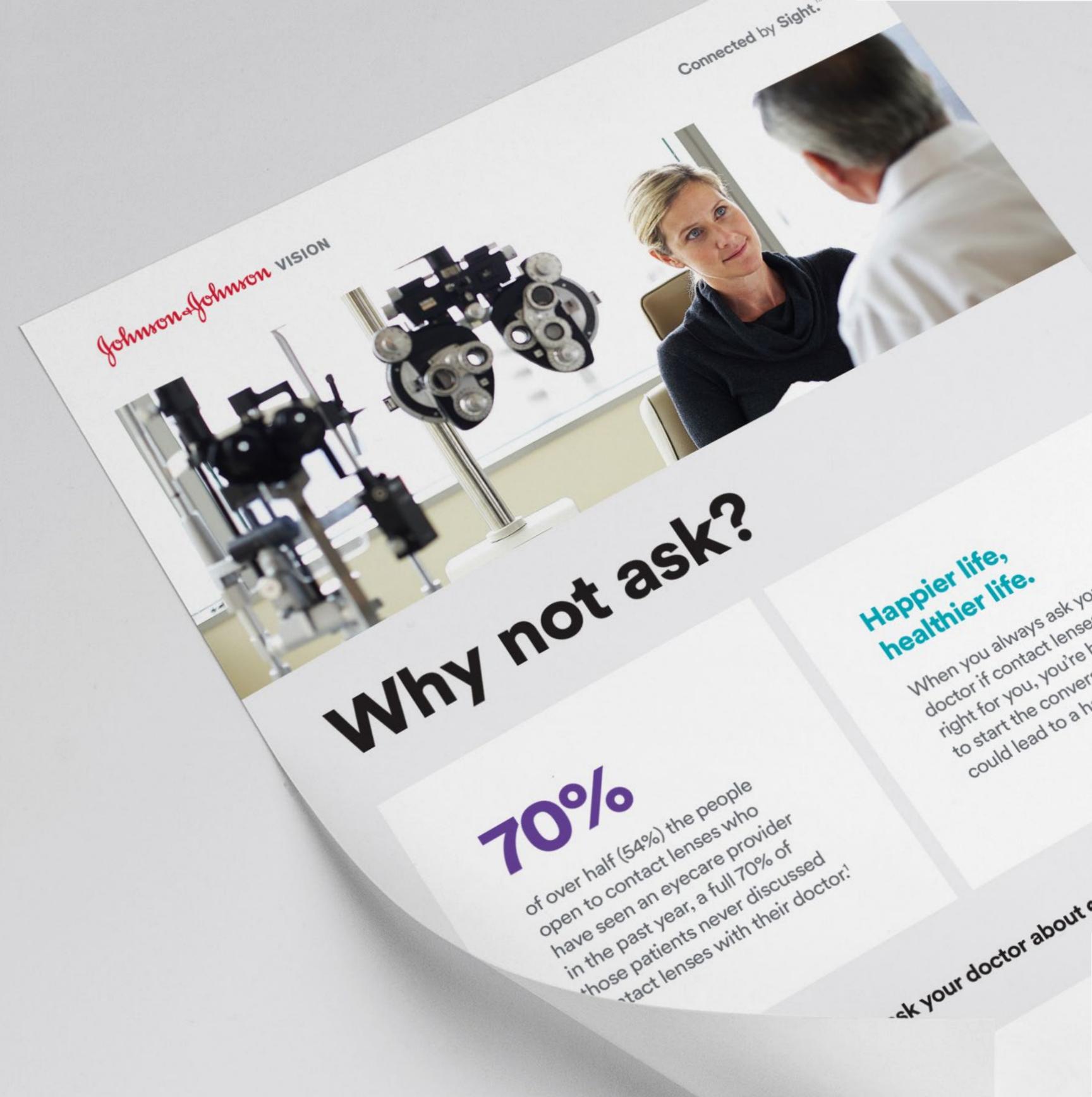
Talking points

- 70% of people who are interested in contact lenses never talk about it with their eye doctor.¹ Would you like to discuss contact lens options that may be right for you?

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Available: Print, Digital, Social

1. 2017 US Path to Purchase Study



Patient-facing

 GENERATE PATIENT TRAFFIC

Interested in contacts?

Ask your patients all the things you'd like to learn:

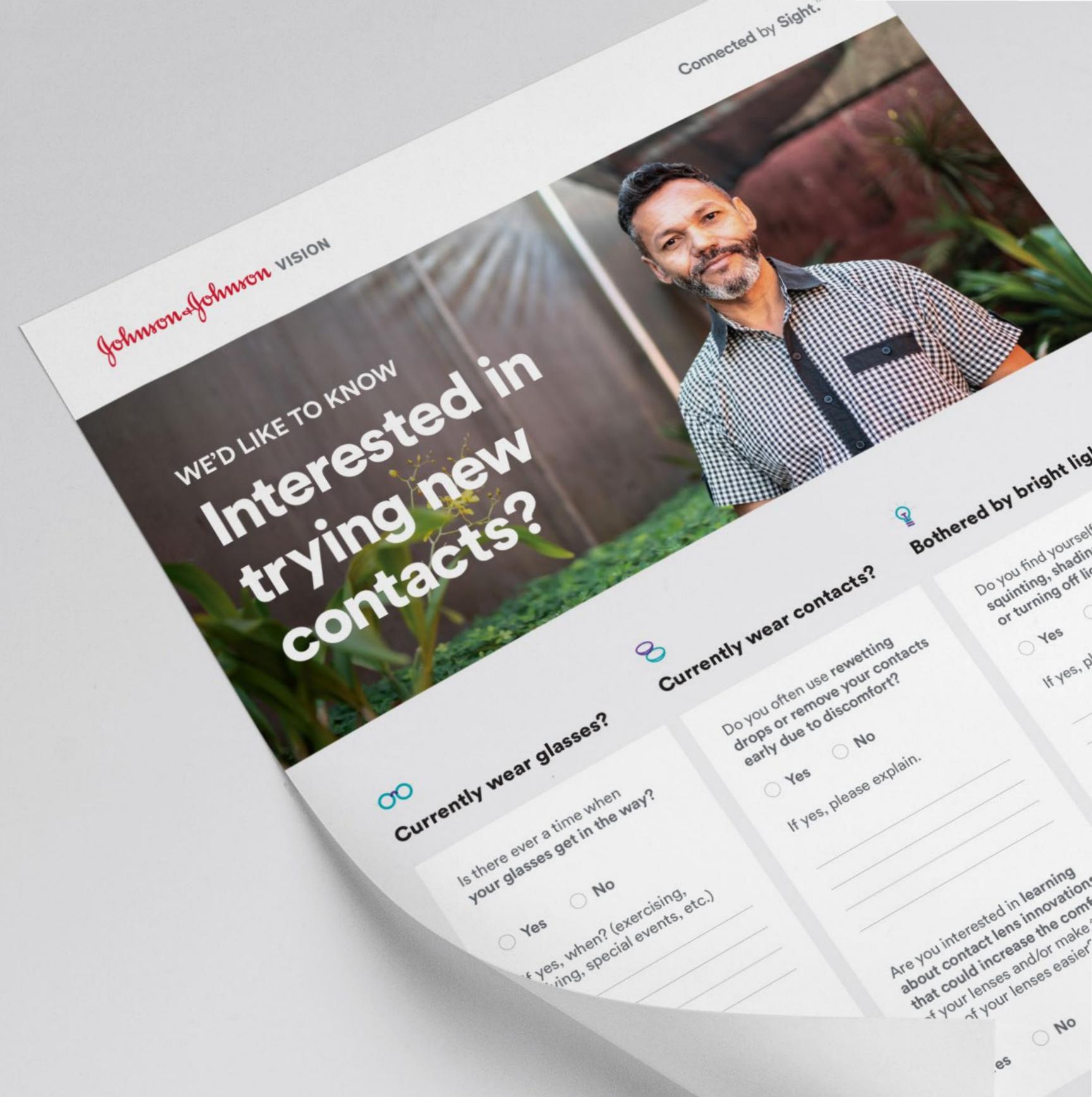
Talking points

- Do your glasses ever get in your way? If so, when?
- Do you use rewetting drops or remove your contacts often due to discomfort?
- Are you interested in learning more about contact lenses innovations that could make your contact lenses easier to deal with?
- Are you bothered by bright light: do you find yourself squinting, shading your eyes or turning off lights?

Talk to your patients about why they should have a contact lens evaluation and what they can expect during the exam.

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Patient-facing

CAPTURE AND RETAIN PATIENTS

Why not now?

There's no better time to try contact lenses for vision correction!

Talking points

- Contacts help you see clearly without fogging or falling off, and provide flexibility for reliable vision.
- Contacts help show the world your most-authentic self and can be a confidence booster.
- Contacts provide you with unmatched freedom, field of vision and comfort. If you're outdoors a lot, make sure to wear a lens that offers UV protection.*^
- Contacts can be worn safely while preventing infection by following proper lens wear and care instructions.

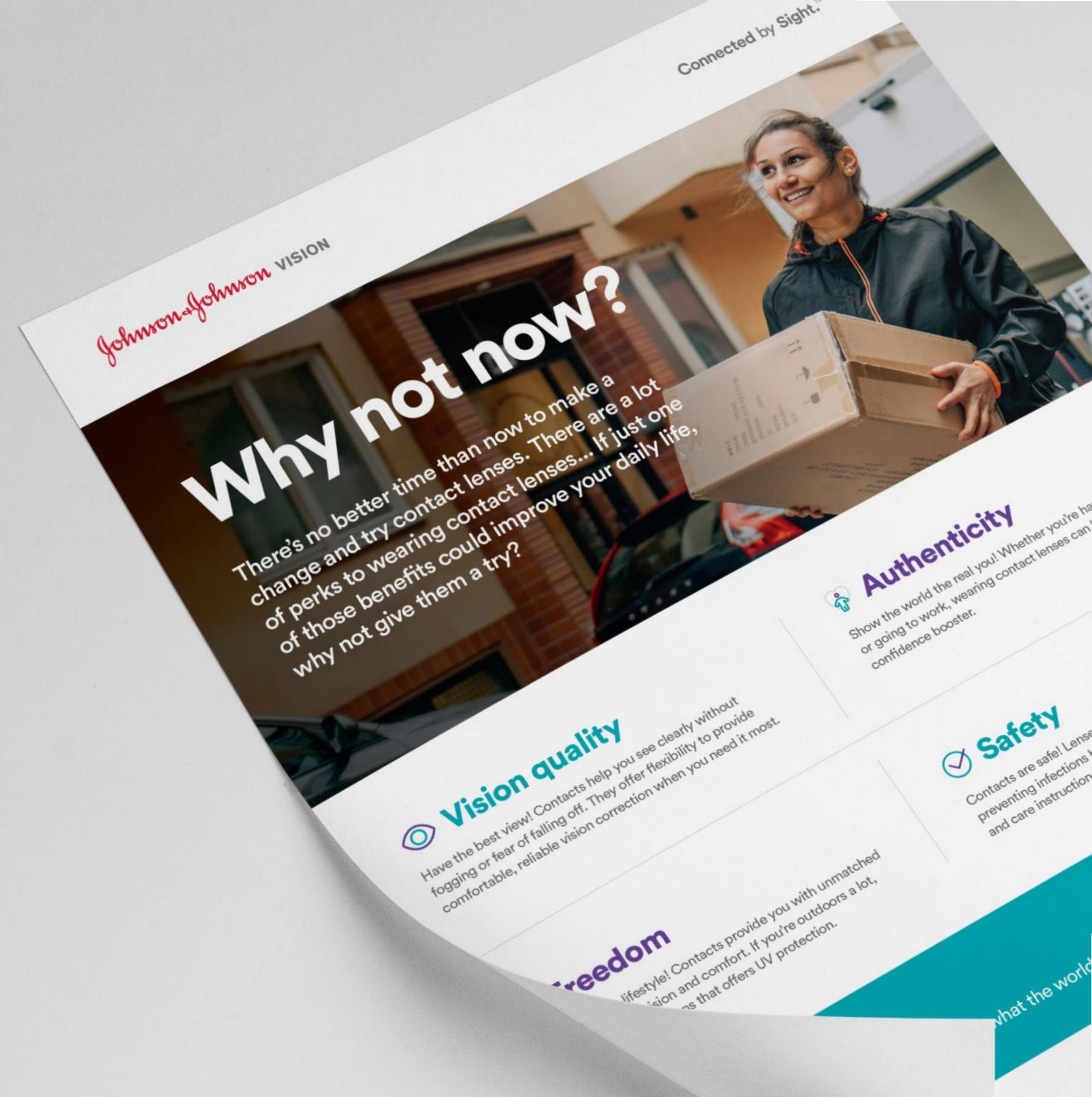
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* Helps protect against transmission of harmful UV radiation to the cornea and into the eye.

^ WARNING: UV-absorbing contact lenses are NOT substitutes for protective UV-absorbing eyewear such as UV-absorbing goggles or sunglasses because they do not completely cover the eye and surrounding area. You should continue to use UV-absorbing eyewear as directed. NOTE: Long-term exposure to UV radiation is one of the risk factors associated with cataracts. Exposure is based on a number of factors such as environmental conditions (altitude, geography, cloud cover) and personal factors (extent and nature of outdoor activities). UV-blocking contact lenses help provide protection against harmful UV radiation. However, clinical studies have not been done to demonstrate that wearing UV-blocking contact lenses reduces the risk of developing cataracts or other eye disorders. Consult your eye care practitioner for more information.

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Contact Lens Success Kit PP2020OTH12309v2.0



Patient-facing

 CAPTURE AND RETAIN PATIENTS

Guard your eyes

Contacts lend eye protection during each season, even winter.

Talking points

- UV rays are strongest when reflected off water, ice or snow. UV-blocking contact lenses, quality sunglasses and a hat can help block harmful UV rays.
- A cold climate combined with your body's heat can cause glasses to fog. During winter outdoor activities, bring an extra pair of contact lenses in case of high winds that can make your lenses uncomfortable.
- Indoor heating can aggravate your eyes, robbing them of the moisture they need.

Educate your patients on the best contact lenses to retain moisture.

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Available: Print, Digital, Social



Johnson & Johnson VISION

Guard your eyes

Connected by Sight.

From mittens to scarves to furry hats, we insulate our entire bodies from winter—that is, except our eyes. It's why protecting yourself from dry eyes, red eyes, or plain discomfort is extremely important during the cold months.

Snow blindness

Yes, it's a thing. The sun's UV rays are strongest when reflected off of water, ice or snow—and winter has all three. This can lead to a painful, temporary loss of vision called snow blindness. So if you're planning to be out in an environment with reflected sun, protect your eyes with a combination of quality sunglasses, UV-blocking contact lenses, and a hat that helps block out the sun. Unfortunately, sunglasses are only partly effective; reflected light comes in from all angles, which means the gap between your sunglasses and your eye is vulnerable to UV rays. But when you use UV-blocking contact lenses, you can help your eyes shield harmful rays entering at any angle.



Outdoor activities

Bring an extra pair of contact lenses just in case you encounter high winds that can make your lenses uncomfortable, and always wear eye protection like goggles or sunglasses to help retain moisture.



Indoors

While cold weather can aggravate your eyes, indoor heating can actually rob your eyes of the moisture they need. That's because indoor heating robs your eyes of the moisture in the air. Also, avoid sitting near direct sources of heat—vents, fireplaces, or radiators. So consider adding a humidifier in your home to help maintain a healthy level of moisture in the air. Always ask your doctor about which contacts are right for you.



Stay out in the cold. If you're prepared for spring—you'll be enjoying it.

absorbing eyewear such as directed. Note: Low altitude, geography, however, clinical studies have shown that a practitioner for more

Patient-facing

 CAPTURE AND RETAIN PATIENTS

Tell your doctor the whole story

Remind your patients that you need to know what's going on in order to help.

Talking points

- 73% of patients who wear monthly replacement contact lenses experience comfort-related issues don't plan to tell their eye care professional.¹
- Your doctor doesn't know how to help without knowing what you are experiencing.
- Ask your patients to be specific.

[Download assets](#) →

Available: Print, Digital, Social

1. US Monthly CLW 30 Day Experience (Kadence Survey) 2016



 CAPTURE AND RETAIN PATIENTS

Can you wear contacts?

Help your patients understand contact lenses are available for the most common vision problems.

Talking points

- Sharp and clear vision, or ideal vision, often occurs when the cornea of the eye is spherical like a basketball and the power of the eye system focuses light as a clear image on the retina.

Sometimes the eye system focuses light in front of the retina, which is called myopia or nearsightedness, or may focus light behind the retina called hyperopia or farsightedness and both require correction to obtain ideal vision.

- Presbyopia is an age-related condition where the eye lens becomes less flexible and doesn't change shape as easily as it once did resulting in complaints of near blur.
- Astigmatism is when the cornea is shaped more like a football than a basketball. Multiple focal points form, creating blurry vision at any distance.

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Patient-facing

 GENERATE PATIENT TRAFFIC

Contacts for teens

Explain how contact lenses are a great option for motivated teens looking to take on more responsibility.

Talking points

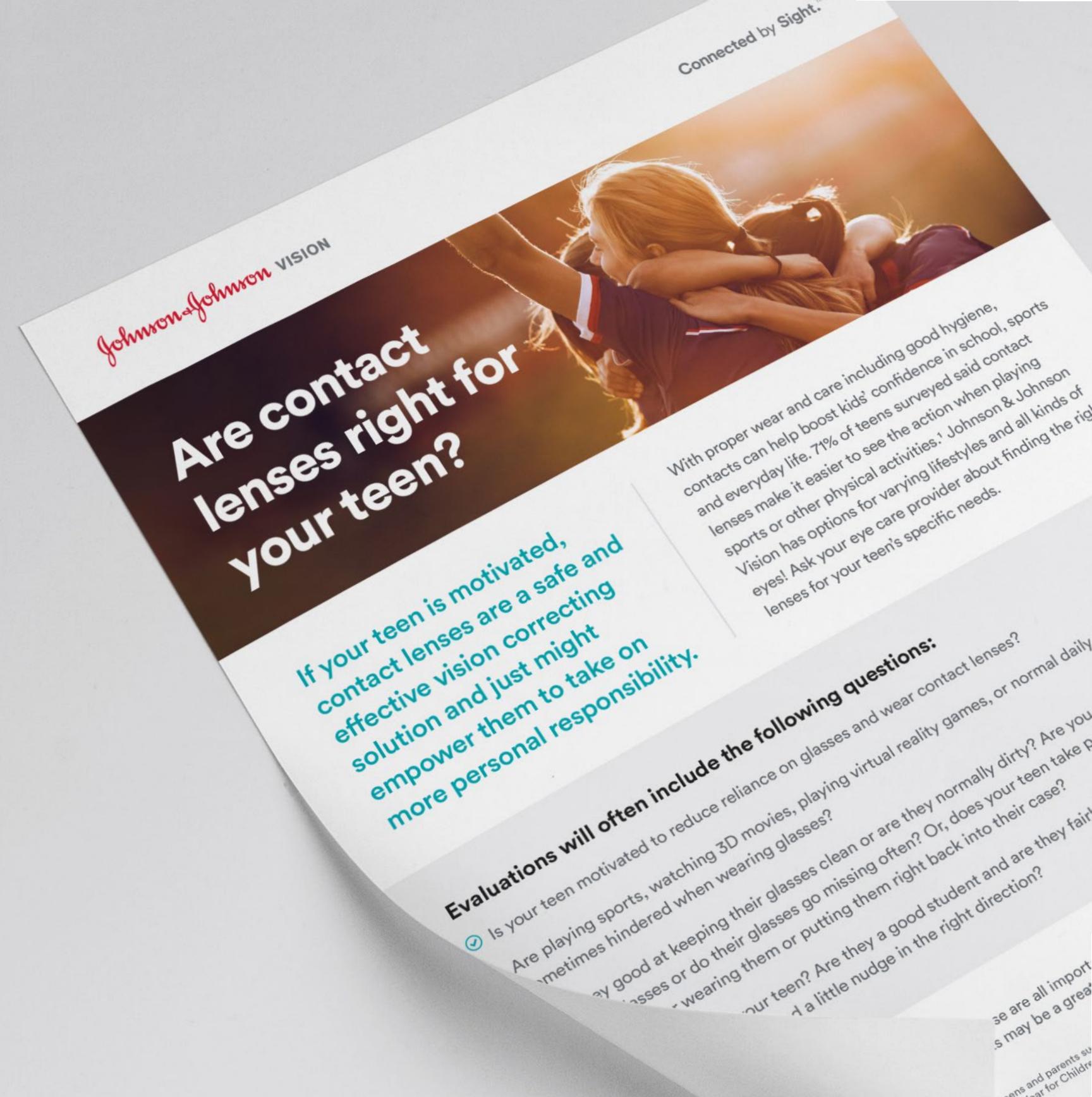
- With proper wear and care including good hygiene, contacts can help boost teens' confidence in school, sports and every day life.
- Teens surveyed said contact lenses make it easier to see the action when playing sports or other physical activities.¹
- Safety, hygiene, comfort and convenience are all important factors when considering contact lenses.

Ask about their teens' habits, motivation and responsibility levels to find out which contact lenses may be right for them.

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Available: Print, Digital, Social

¹ Contact Lenses in Pediatrics ("CLIP") Additional Study Data Post-Study "Lifestyle" Child & Parent Surveys, 2007; Teens said contact lenses made it easier to see the action when playing sports, athletics or other physical activities.



Patient-facing

 GENERATE PATIENT TRAFFIC

Contact lenses can improve patient experience

There's no better time to try contact lenses for vision correction!

Talking points

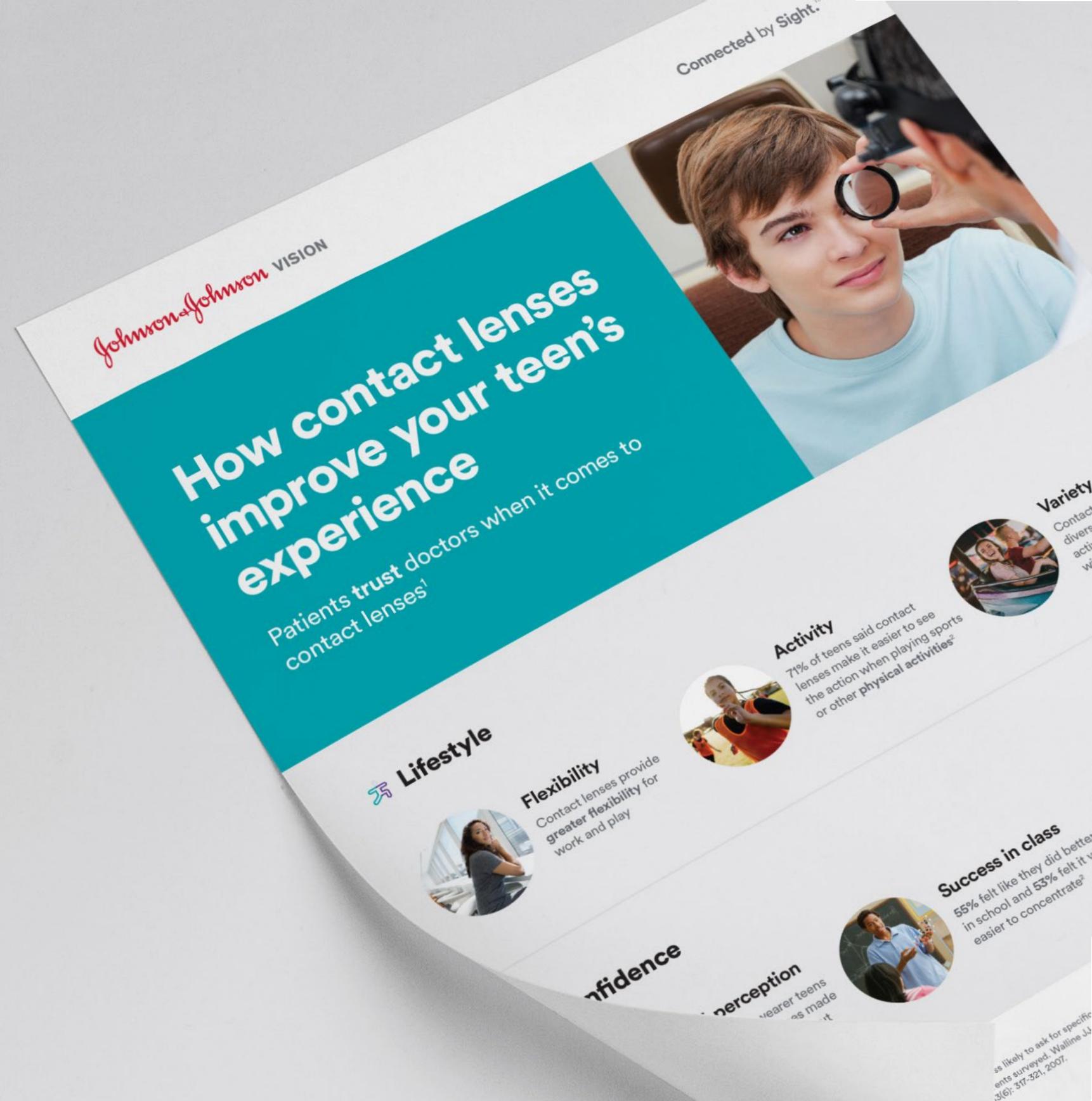
- Contact lenses provide greater flexibility for work and play.
- Teens said contact lenses make it easier to see the action when playing sports or other physical activities.¹
- Contact lenses allow for diverse settings and visual activity, especially for presbyopia and astigmatism patients.
- 61% of new wearer teens said contact lenses made them feel better about themselves.²

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Available: Print, Digital

1. Contact Lenses in Pediatrics ("CLIP") Additional Study Data Post-Study "Lifestyle" Child & Parent Surveys, 2007; Teens said contact lenses made it easier to see the action when playing sports, athletics or other physical activities.

2. Contact Lenses in Pediatrics ("CLIP") Additional Study Data Post-Study "Lifestyle" Child & Parent Surveys, 2007.



Contact lenses: getting started

Help your patients understand the do's and don'ts of contact lenses

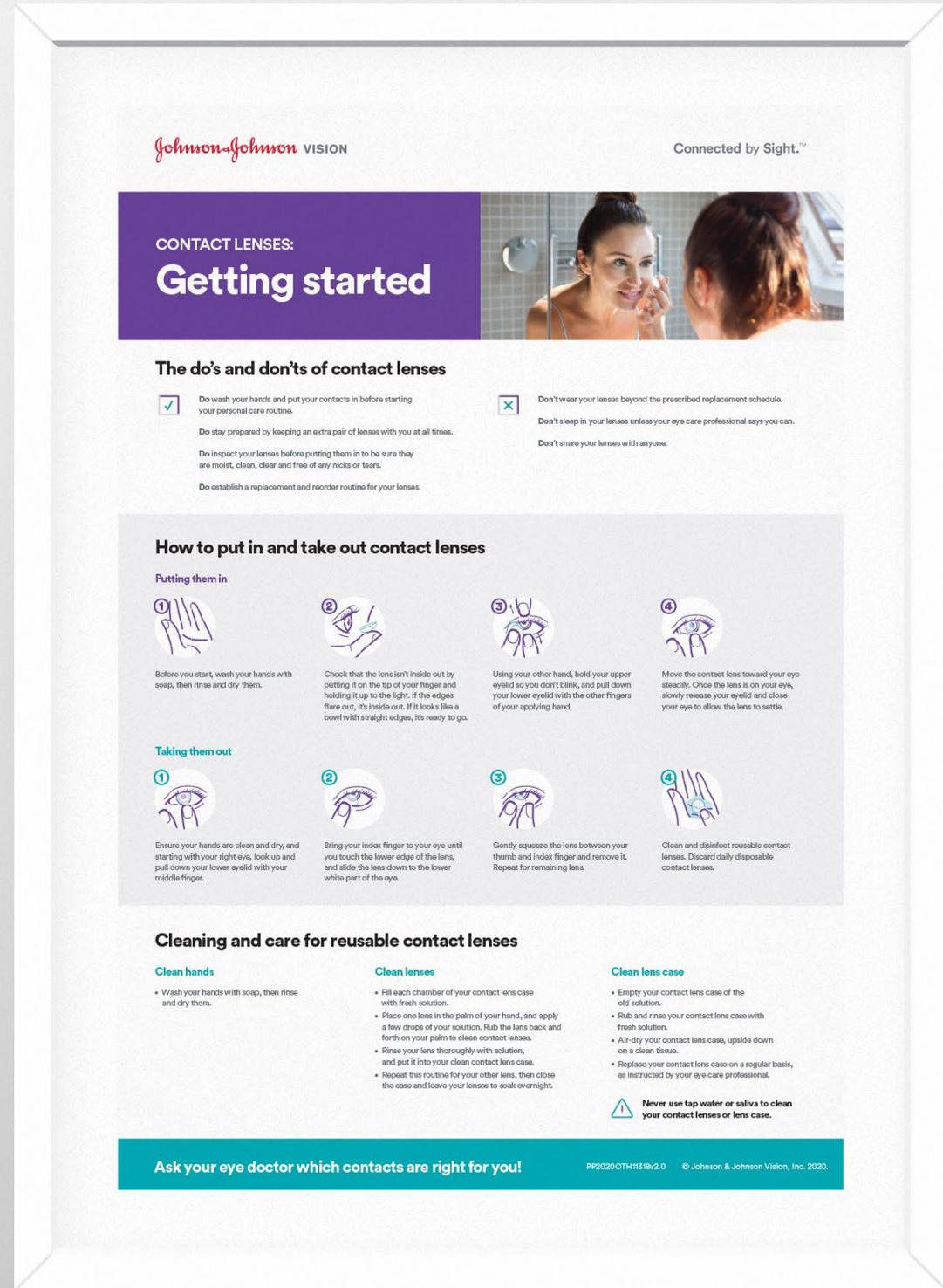
Talking points

- Wash your hands, contacts and contact lens case.
- Always inspect lenses for dirt and tears before inserting into eye.
- Keep an extra pair of lenses, contact lens case, and solution with you.

[Download assets](#) →

Available: Print

Note to the Doctor: This poster is sized at 24in x 36in, it will need to be printed at a local printer. The downloadable file is print-ready for the printer to use.



Johnson & Johnson VISION Connected by Sight.™

CONTACT LENSES: Getting started

The do's and don'ts of contact lenses

- Do wash your hands and put your contacts in before starting your personal care routine.
- Do stay prepared by keeping an extra pair of lenses with you at all times.
- Do inspect your lenses before putting them in to be sure they are moist, clean, clear and free of any nicks or tears.
- Do establish a replacement and reorder routine for your lenses.
- Don't wear your lenses beyond the prescribed replacement schedule.
- Don't sleep in your lenses unless your eye care professional says you can.
- Don't share your lenses with anyone.

How to put in and take out contact lenses

Putting them in

- Before you start, wash your hands with soap, then rinse and dry them.
- Check that the lens isn't inside out by putting it on the tip of your finger and holding it up to the light. If the edges flare out, it's inside out. If it looks like a bowl with straight edges, it's ready to go.
- Using your other hand, hold your upper eyelid so you don't blink, and pull down your lower eyelid with the other fingers of your applying hand.
- Move the contact lens toward your eye steadily. Once the lens is on your eye, slowly release your eyelid and close your eye to allow the lens to settle.

Taking them out

- Ensure your hands are clean and dry, and starting with your right eye, look up and pull down your lower eyelid with your middle finger.
- Bring your index finger to your eye until you touch the lower edge of the lens, and slide the lens down to the lower white part of the eye.
- Gently squeeze the lens between your thumb and index finger and remove it. Repeat for remaining lens.
- Clean and disinfect reusable contact lenses. Discard daily disposable contact lenses.

Cleaning and care for reusable contact lenses

Clean hands

- Wash your hands with soap, then rinse and dry them.

Clean lenses

- Fill each chamber of your contact lens case with fresh solution.
- Place one lens in the palm of your hand, and apply a few drops of your solution. Rub the lens back and forth on your palm to clean contact lenses.
- Rinse your lens thoroughly with solution, and put it into your clean contact lens case.
- Repeat this routine for your other lens, then close the case and leave your lenses to soak overnight.

Clean lens case

- Empty your contact lens case of the old solution.
- Rub and rinse your contact lens case with fresh solution.
- Air-dry your contact lens case, upside down on a clean tissue.
- Replace your contact lens case on a regular basis, as instructed by your eye care professional.

Never use tap water or saliva to clean your contact lenses or lens case.

Ask your eye doctor which contacts are right for you!

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Patient-facing

 CAPTURE AND RETAIN PATIENTS

Tips, tricks & tools for new contact lens wearers

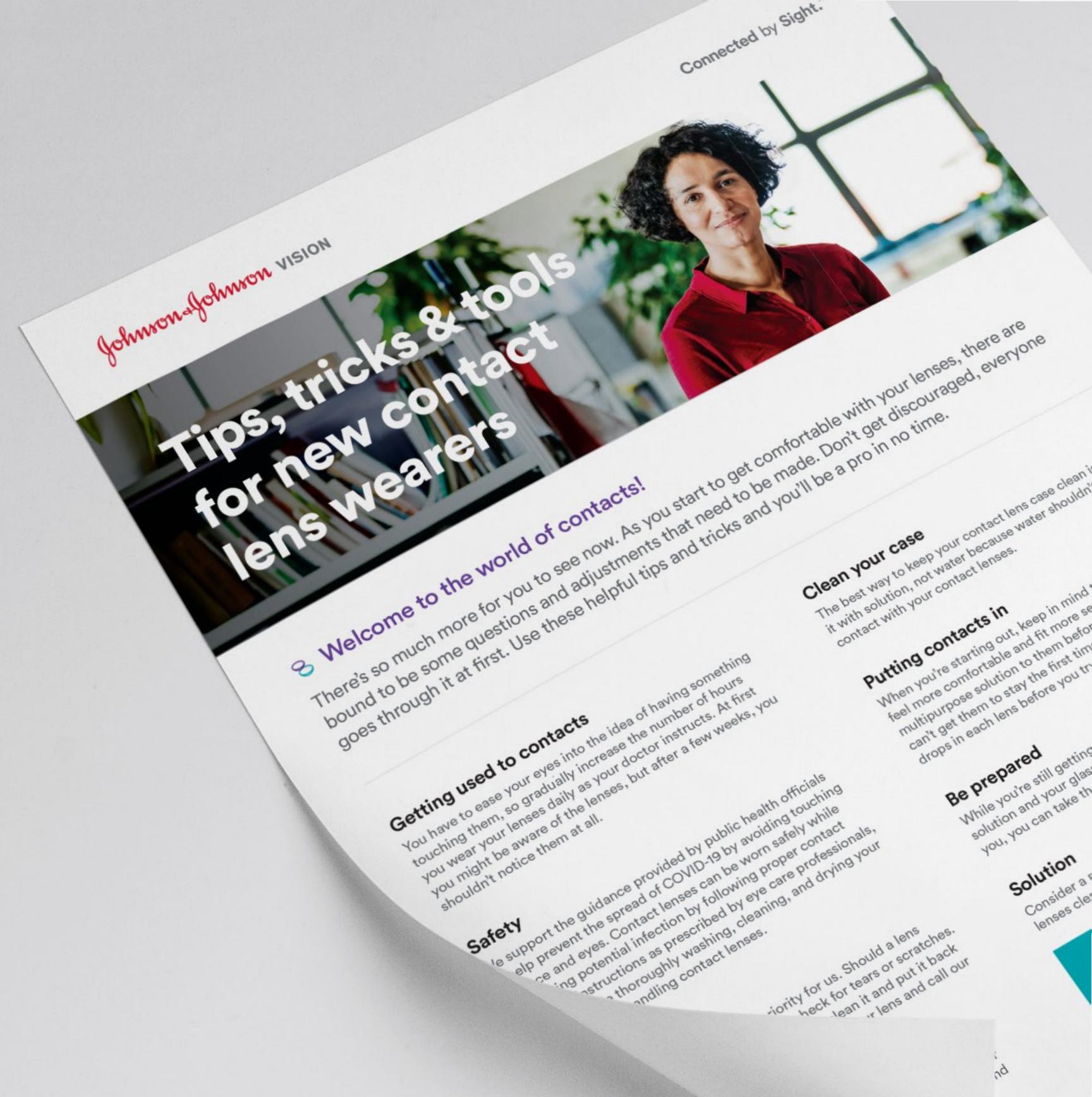
Welcome your patients to the world of contact lenses!

Talking points

- Gradually increase the number of hours you wear your lenses a day.
- If a lens feels uncomfortable, check it for tears or scratches. If it's clean, try to re-insert the contact lens. If irritation continues, contact your eye doctor.
- Put makeup on before inserting lenses and remove your lenses before taking off any makeup.
- Clean your case with contact lens solution, not water. Use a disinfecting multi-purpose solution for your contact lens care.
- Always keep an extra set of contact lenses, case and solution with you.

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Available: Print



Patient-facing

 CAPTURE AND RETAIN PATIENTS

Prioritize Your Eyes

Talk to your patients about eye health being a key to their overall health.

Talking points

- Comprehensive eye exams annually can help detect over 270 systemic diseases.¹
- Make sure to tell your eye doctor about any vision concerns you may have.
- More time on digital devices and screens may make your eyes more dry and tired than normal. Your eye doctor can help!^{2,3}

[Download assets](#) →

Available: Print, Digital, Social

1. Systemic Conditions with Ocular and Visual Manifestations. American Optometric Association. December 2019.

2. Impact of COVID-19 on Consumer Behavior, JJV Bi-Weekly Newsletter, April 24, 2020 and May 8, 2020.

3. GutCheck's Agile Attitudes & Usage, June 21-July 1, 2020 (n=301 US CL wearers aged 18+). Edition 4 of UK COVID-19 newsletter, May 12-20, 2020.



Patient-facing

 CAPTURE AND RETAIN PATIENTS

Prioritize Your Eyes: Take 20 Illustration Video

Giving your eyes the refresh they need is as simple as take 20! Remind your patients about what they can do to counteract digital eye strain.

Talking points

- Every 20 minutes, look at something 20 feet away for 20 seconds and blink 20 times.
- This gives your eyes the time they need to recover and helps to relieve digital eye strain.

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Available: Video file



Employee-facing resources

Use these icons to find the resource that best suits what you're looking for to:



Generate patient traffic



Capture and retain patients

Employee-facing

 GENERATE PATIENT TRAFFIC

Why not ask?

Ask all patients if they are interested in learning about contact lenses.

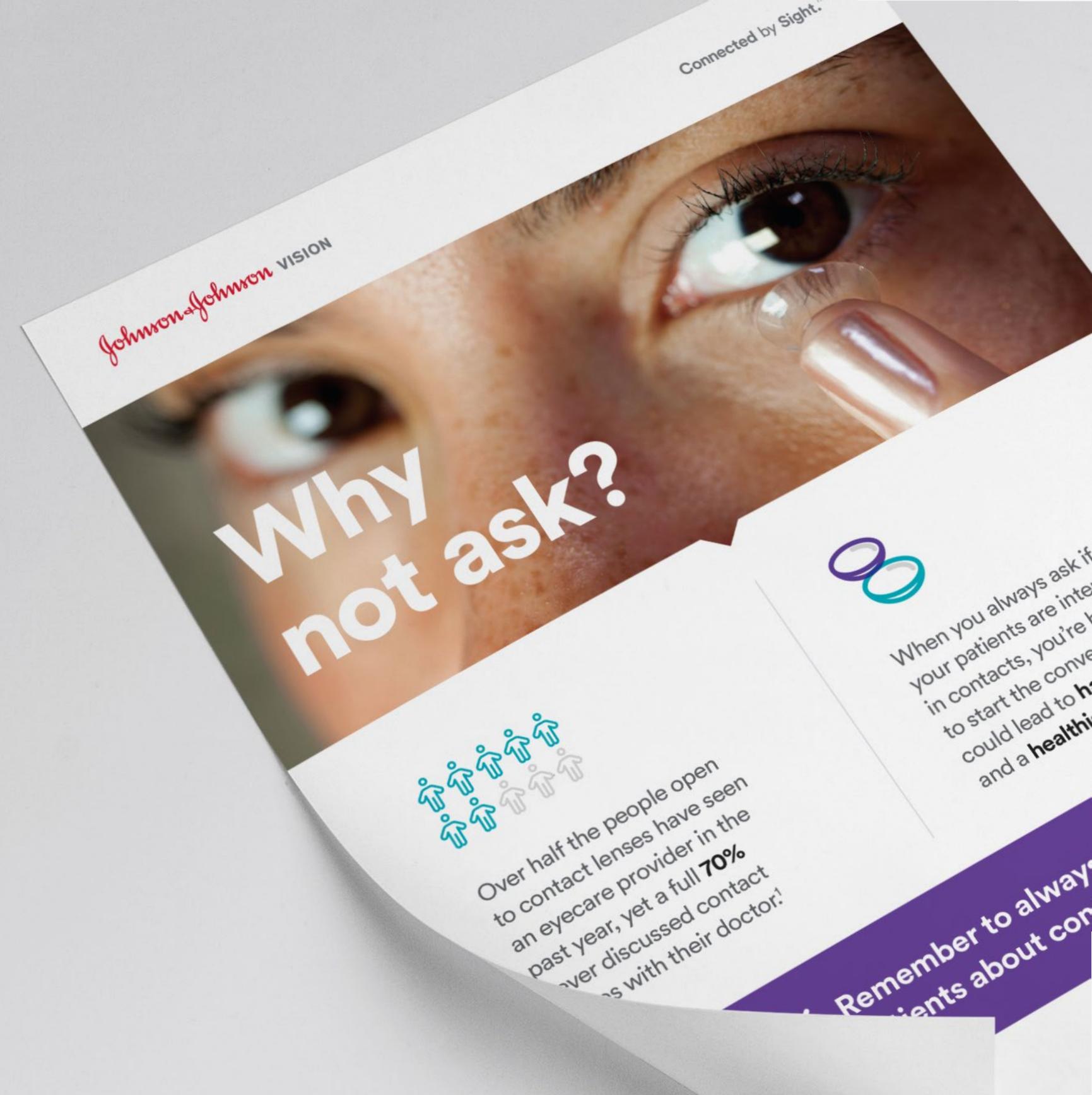
Learning points

- 70% of people who are interested in contact lenses never talk about it with their eye doctor.¹ Would you like to discuss contact lens options that may be right for you?

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Available: Print

1. 2017 US Path to Purchase Study



Employee-facing

 GENERATE PATIENT TRAFFIC

Stop the dropout

Patients need professional help from day one through the first month of wearing contact lenses.

Learning points

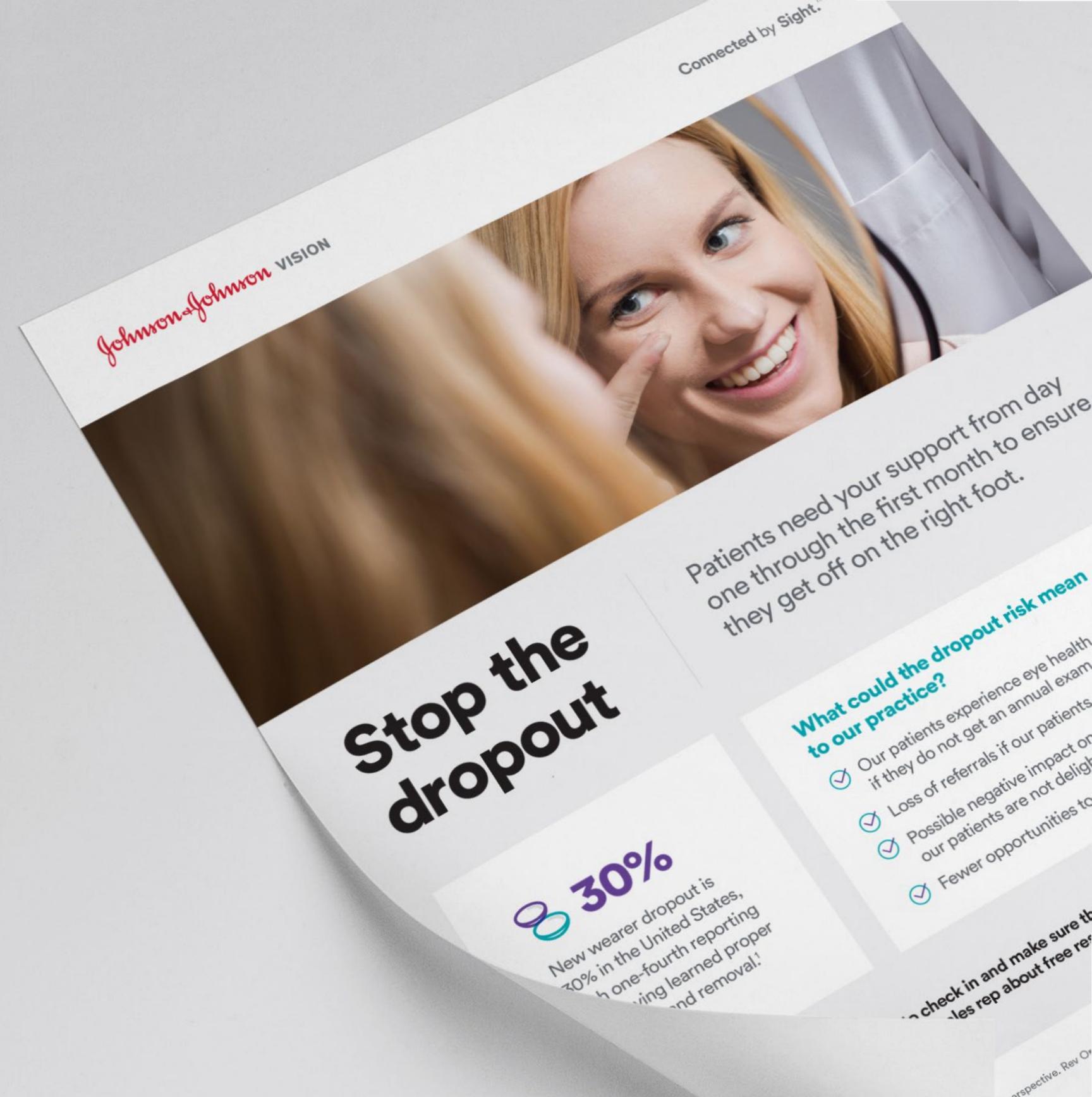
- New wearer dropout is 30% in the United States, with one-fourth of patients reporting not having learned proper insertion and removal of their contact lenses.¹
- The potential loss over the lifetime of a single patient who drops out of contacts is significant!²

Download assets →

Available: Print

1. 2017 US Path to Purchase Study.

2. Rumpakis J. New data on contact lens dropouts. An international perspective. Rev Optom 2010;147.1 37-40.



Employee-facing

 GENERATE PATIENT TRAFFIC

Contact lenses can improve patient experience

Explain to your staff why contact lenses are important for your practice.

Learning points

- Patients trust doctors when it comes to contact lenses.¹
- Contact lens patients are more satisfied with their vision correction.²
- Contact lenses are flexible fitting a variety of activities and lifestyles, and may help to boost confidence in school, work and play.

[Download assets](#) →

Available: Print

1. J&J Vision CL Path to Purchase Study, 2017 – 60% less likely to research, 50% less likely to ask for specific CL brand

2. Contact Lens wearers are most satisfied with their vision correction (87% T2B satisfaction) compared to consumer wearing just eyeglasses (65% T2B satisfaction). Citation: 2018 Study of the US Consumer Contact Lens Market, conducted by Multi-sponsor Surveys, Inc.



 CAPTURE AND RETAIN PATIENTS

Prioritize Your Eyes

Your patients are spending a lot more time in front of digital devices. An annual eye exam can help detect over 270 medical conditions¹ affecting a patient's overall health.

Learning points

- There's been a 70% increase in kids' traffic on digital devices, an extra 8 hours streaming, and an additional 3 hours a day working since COVID-19.²
- 80% of digital device usage is tied to tired eyes.³
- 63% of patients agree they are more concerned about their eye health now, and 73% are more concerned for their child(ren)'s eye health.³

[Download assets](#) →

Available: Print

1. Systemic Conditions with Ocular and Visual Manifestations. American Optometric Association. December 2019.

2. Impact of COVID-19 on Consumer Behavior, JJV Bi-Weekly Newsletter, April 24, 2020 and May 8, 2020.

3. GutCheck's Agile Attitudes & Usage, June 21-July 1, 2020 (n=301 US CL wearers aged 18+). Edition 4 of UK COVID-19 newsletter, May 12-20, 2020.



Resources



Johnson & Johnson Vision resources

Please refer to the below resources as often as you need. Your Johnson & Johnson Vision sales representative can also answer any questions you may have.

Social media guidance

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Johnson & Johnson Vision social media links

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[View our page here](#)

Facebook

[View our page here](#)

Websites

JNJVisionPro.com

JJVision.com

Important safety information: ACUVUE® Contact Lenses are indicated for vision correction. As with any contact lens, eye problems, including corneal ulcers, can develop. Some wearers may experience mild irritation, itching or discomfort. Lenses should not be prescribed if patients have any eye infection, or experience eye discomfort, excessive tearing, vision changes, redness or other eye problems. Consult the package insert for complete information. Complete information is also available from Johnson & Johnson Vision Care, Inc., by calling 1-800-843-2020, or by visiting www.jnjvisionpro.com.

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