



WORLD  
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BOXING

# The Big Astigmatism Battle

**Standard** vs **Individual**

# The Rules

Fight over five rounds  
to  
different topics

After each round,  
you vote  
who gets the point

Punches  
„below the belt“  
are not allowed



**Welcome**

REAL  
BOXING

for the

standard

The Blue Ovals

**Michael Wyss**

Kampferfahrung: 15 Jahren

Erreichte Titel: Master

Kampfgewicht: ca. 70 kg



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BOXING

for the

**Individual**

**The Red Shadows**

**RED SHADOWS**  
**RED SHADOWS**

## **Roger Anhalm**

Kampferfahrung: 15 Jahren

Erreichte Titel: Master

Kampfgewicht: mehr

REAL  
BOXING





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# Round #1: Health

**Standard** vs **Individual**

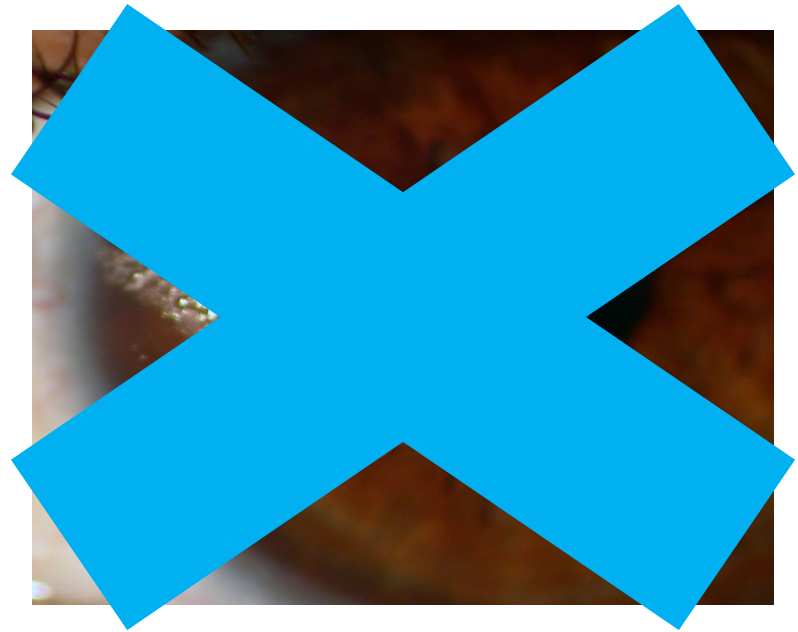
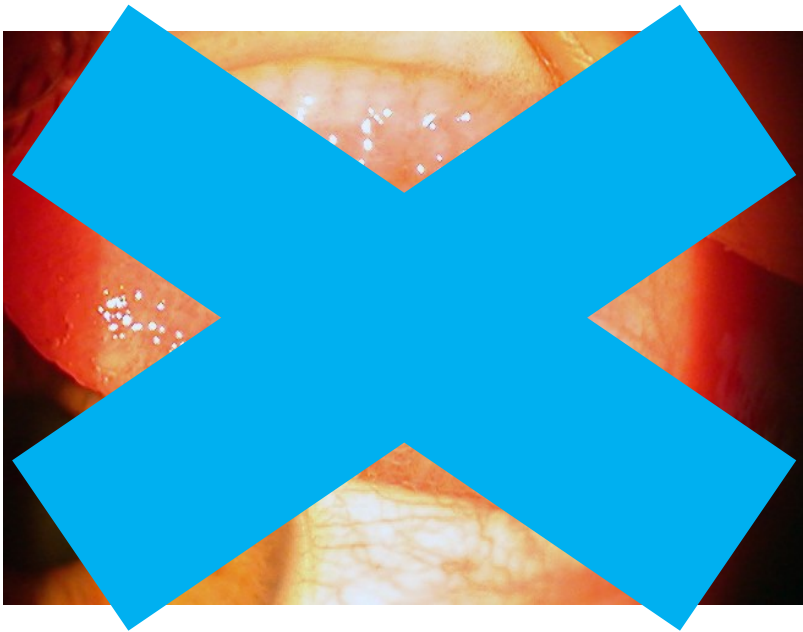
# Topic #1: Health

- Healthy Materials
  - Silicon Hydrogel, FDA Clearance for Continuous Wear
  - Outstanding wettability, providing crisp vision and comfort
  - “New Generation” disposables have a low coefficient of friction (LWE)



# Topic #1: Health

- Healthy Materials
  - Reduction in Deposits (GPC, Jelly Bumps)





# Topic #1: Health

- Contact Lens Care
  - Avoiding cleaning solution Interaction
  - Eliminating expensive protein removal
  - Replacement schedule „Fresher is Better“
  - Eliminating solution interaction completely with daily disposables



# Topic #1: Health

- Healthy Materials
  - Also in the area of special made designs, Silicon Hydrogel materials are available
  - The more regular exchange of 3 or 6 months allowing a significantly cleaner surface

# Topic #1: Health

- Contact Lens Care
  - Extra cleaning agents to reduce the protein coating
  - Additional surface cleaners are effective against deposits (iClean, Optifree Dailieclean)
  - Use of peroxide systems, no warehousing of unwanted substances in the material

# Vote for your Team!

1 Standards



**RED SHADOWS**  
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# Round #2 Vision Quality

Standard vs Individual

## Topic #2: Vision Quality





# Topic #2: Vision Quality



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# Topic #2: Vision Quality

- Stable and crisp  
Especially with toric lens fitting a stable and crisp visual performance is a basic requirement
- This requires the consideration of anatomical eyelid position and blink dynamics
- Exactly this can be considered with RX lenses by different stabilization systems

# Eyes are Different

- (Information for Translators)  
Here pictures of Varied eyelids positions will be shown)



# Eyes are Different

- Systems require different adjustments
  - Dynamic, prismatic, toric back or front surfaces, combinations,

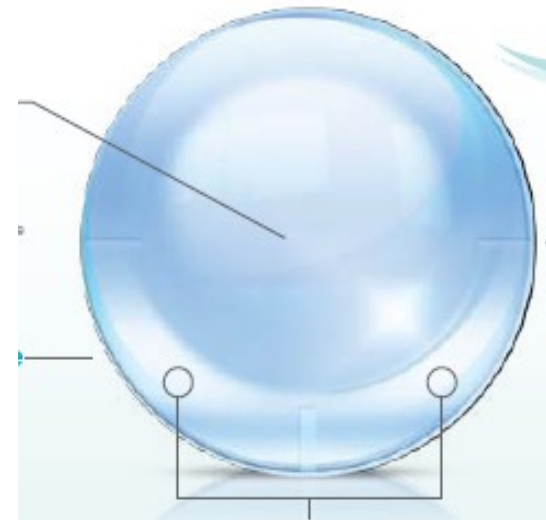


# Topic #2: Vision Quality

- Stabilisation principles  
Classic Prismatic Design



## 8/4 Prismatic Design



8/4 Design



# Topic #2: Vision Quality

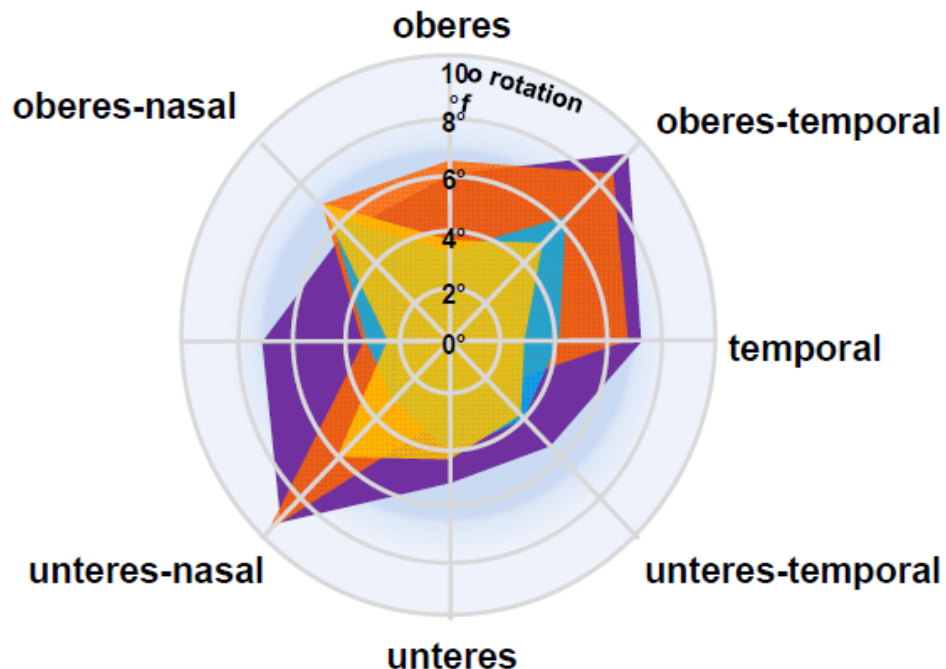
- Stabilisation principles
  - Accelerated Stabilisation Design (ASD)





# Topic #2: Vision Quality

- Stabilisation principles



- ACUVUE OASYS für ASTIGMATISMUS
- AIR OPTIX TORIC
- PROCLEAR TORIC
- PUREVISION TORIC



# Vote for your Team!

1 Standards



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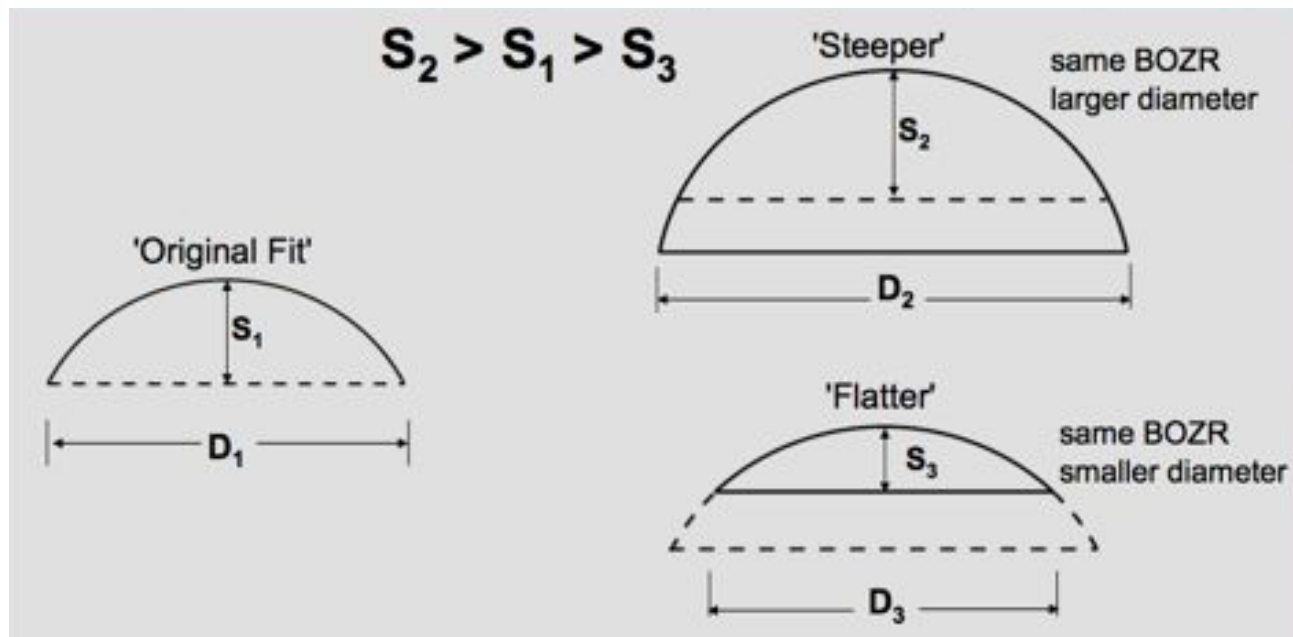
Round #3

Parameter Variety

Standard vs Individual

# Topic #3: Parameter Variety

- Fitting with Sag
  - very weak correlation between the central K readings and the soft lens fit
  - **Sagittal heights** are highly related to Diameter



# Topic #3: Parameter Variety

- Reproduction accuracy
  - Customized hydrogel contact lenses can have some problems in reproduction (Power, Stabilization)
  - Leads to more chair-time and as a consequence, higher costs



# Topic #3: Parameter Variety

- Power Range with monthly replacement CL
  - BC 6.80 to 9.80 (in 0.3mm)
  - +30.0D to -30.0D
  - 0.75 to 8.00 in 0.25dpt steps, all 1°
  - 13.00 to 16.00





# Topic #3: Parameter Variety



# Topic #3: Parameter Variety

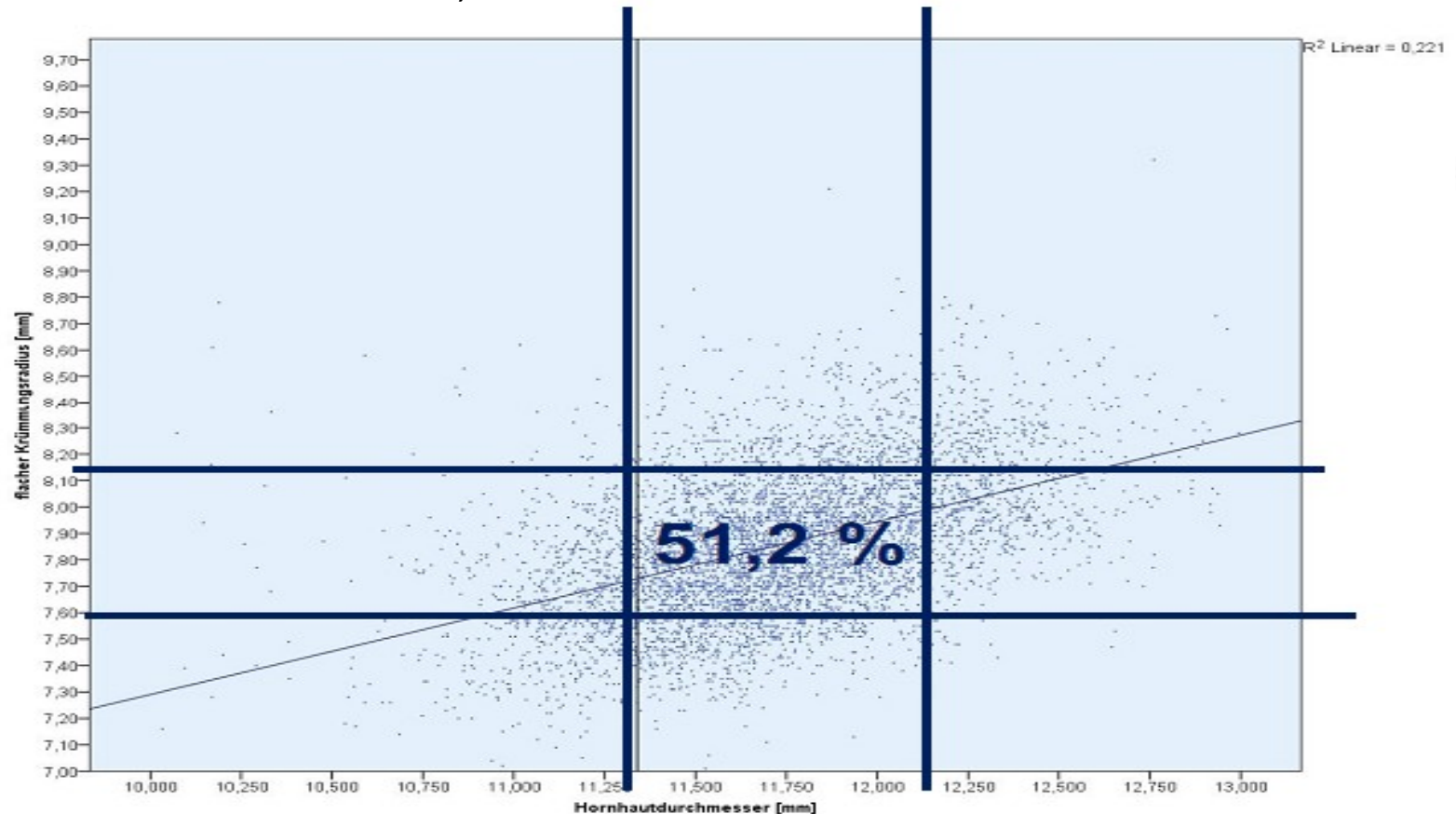
- One size fits all



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# Topic #3: Parameter Variety

Basiskurve vs. Durchmesser; Studie FH Jena

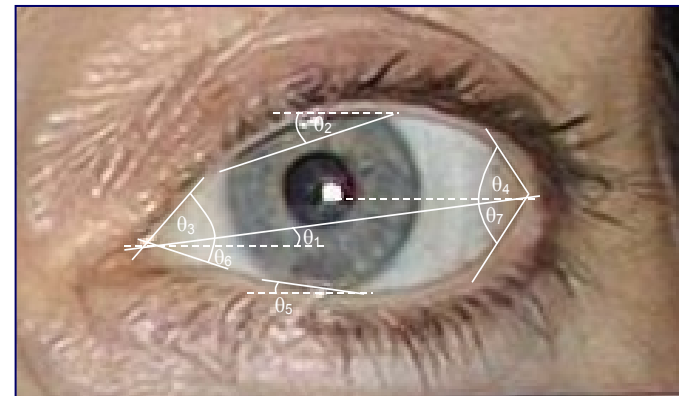
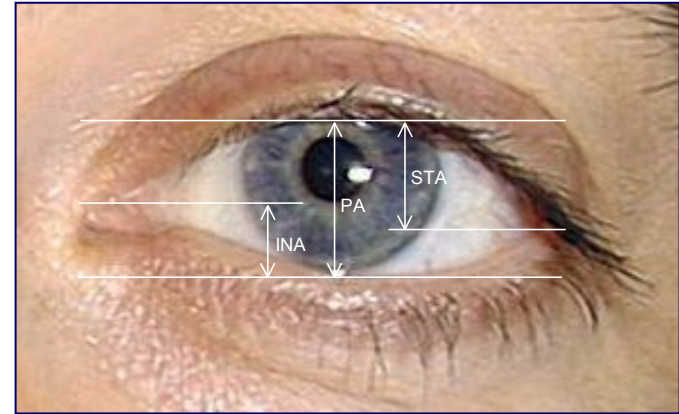


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Blaurock, Sickenberger: Studie EAH Jena, AAO 2012, (n=5827)

# Topic #3: Parameter Variety

- Corneal diameter
- Central Radius
- Periphere Topographie
- Corneo Scleral Profil
- Lid tension
- Lidapertur
- Tear film
- KL material
- Stab Design
- Edge design



# Topic #3: Parameter Variety

Example

F'v

stak

M

X 200



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1'439'910'000'000



# Vote for your Team!

1 Standards



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# Round #4 Marketing

**Standard** vs **Individual**

# Topic #4: Marketing

- Costs and Profit
  - Neophytes fitting chair-time should be similar to customized contact lens fittings (initial fitting, 1 week follow-up, 1 month follow-up)
  - 1 Year **Profit Contribution** (including all material and 6 month follow-ups) reaches around CHF 530 for Torics



# Topic #4: Marketing

- Customer Loyalty Strategies
  - Global Brands ensure the patients in their decision
    - Transparent and comparable pricing increases loyalty
  - Privat Labels as vehicle for your corporate identity
    - Just masking the prices will lead to a boomerang effect
    - If Px discover pricing differences, confidence and loyalty can be destroyed



# Topic #4: Marketing



# Topic #4: Marketing

- Customer Loyalty Strategies
  - ABO system can be used for controlled aftermarket
    - Discounts at purchase within a period, breakage or loss
  - Difficult to compare with other competitors
  - The individual toric contact lenses **cannot** be found **on the Internet**



# Topic #4: Marketing



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# Vote for your Team!

1 Standards



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# Round #5 Professionalism

**Standard** vs **Individual**

# Topic #5: Professionalism

- Image as ECP
  - custom-made contact lens, **just for you**  
how can you be more professional
  - can go into all the needs of the customer
  - Must know what you are doing



# Topic #5: Professionalism

- Image as ECP
  - Global Brands make Inter-Customer-Discussions easier (Ambassador)
  - Professionalism emphasized by global brands
  - Differentiation only by supply of vision care, knowledge and services
  - Trustfull communication with Ophthalmologists, while known brands are involved



# Topic #5: Professionalism

- Customer Compliance
  - Support for Replacement Plan
  - 6 Monthly after care (including CLs and solutions package until next appointment) has the highest effect for customer loyalty



# Vote for your Team!

1 Standards



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THE **WINNER** IS...



## and the Winner is . . .

- Serving our Astigmat's with the “Best Toric Option”, Standard **AND** Individual CLs, both have their place
- To date, we have the tools to **fit all Astigmat's** with CLs— there is no excuse to ignore a cylinder of more than 0.50D

**Thank you for  
your participation**

