

Presbyopia

the "short arm syndrom"

Michael Wyss

M.Sc. Optometrist FAAO

eyeness ag, Bern / Switzerland

mwyss@eyeness.ch



Disclosure

| Clinical Investigator: | Consulting: |
|----------------------------|----------------------------|
| Abbott | Falco Kontaktlinsen |
| Alcon Vision Care | Haag Streit Diagnostics |
| Bausch&Lomb | Vistakon (Johnson&Johnson) |
| Contamac | |
| Cooper Vision | |
| Falco Kontaktlinsen | |
| Haag Streit Diagnostics | |
| Sensimed AG (Triggerfish) | |
| Tissot Medical Research | |
| Vistakon (Johnson&Johnson) | |

„short arm syndrom“



today's Presbyopes are . . .

- Health-conscious or at least interested
- Interested in maintaining youthful appearance (wellness and lifestyle)
- Physically and socially active
 - Doesn't feel like "old"
 - experienced contact lens wearers
- Financially secure
 - service does matter



Presbyopia is . . .

Status: *I can't see as well as I used to and have to ask people to help me*

Certainty: *I can't always tell how bad it will be. If I'm out in the evening and have forgotten my readers, it can suddenly become a problem putting the key in a lock*

Autonomy: *I don't feel I have the same control over things - texting is hard and light really matters*

Relatedness: *My optometrist is young so doesn't really get what my problems are. She responds to me like I am just like any older person. I don't want to be seen in that way.*

Fairness: *It doesn't seem fair to me to be told there is nothing to be done other than wear glasses. And even then I'm told I have to compromise on what I can really see well!*

Presbyopia is . . .

- It is not only about reading, it is a real life crisis and impacts day-to-day, everyday!!
- Our brain wants to get these needs met, as the need for food and water



Blind Date

- Get in contact with your patients, you have to invest in those „relationships“
 - A good patient history goes a long way and needs a complete Anamnese (online questionnaire)
 - Listen very carefully and active, every single „little something“ or habit is important
 - Give your patient and yourself enough time
 - Ask open questions



Open Questions

- **What** is going on visually for your patient?
- **Why** *they* think this is happening and why *you* think this is happening?
- **How** they feel about all this?
- **So What** are the day to day problems that they *really* want to solve?



Presbyopia Strategy

- multifaced patient strategy
 - including all possible visual concepts, you are uniquely positioned to prescribe the best modality and design
- value oriented communication
 - words serve as the key to unlock the multifocal treasure chest
 - emphasize the benefits of your first lens of choice without suggesting that it will solve all visual needs at all times
 - “sandwich approach” - with this communication method, “meat” is layered between two positive statements

Presbyopia Strategy

- Guidance

- Presbyopia care is a journey and not solved by one single visit
- Let the patient decide, but keep guidance in your hands!
Never let the patient take over the lead, that's a nightmare

- Mental Arson

- If we plant the seed of the presbyopia solutions early on, when the patient starts to experience symptoms they know help is available



Visual concepts

| | Reading Glasses | PAL / Office Glasses | contact lenses |
|--------------------|-------------------------------------|--|--|
| Distance Target | <i>blurry</i> | <i>Clear / in straight gaze</i> | <i>Maybe influenced in the beginning</i> |
| Near Target | <i>Clear, in the right distance</i> | <i>Clear, while in the right gaze</i> | <i>Intermediate distance excellent, may need some support for closer targets</i> |
| Visual Field | <i>below 50cm</i> | <i>Slightly restricted</i> | <i>Wide open</i> |
| Social Interaction | <i>Disturbing</i> | <i>Good solution in wide range of situations</i> | <i>Great solution in all situations</i> |
| Sport | <i>No option at all</i> | <i>No option for a lot of different sports</i> | <i>Great solution in all situations</i> |



Your expectations

- Living a realistic optimism
 - Show **all** compromises of **all** forms of presbyopia management – yes PAL's do have short comings too
 - To cover 80% of the patients needs, leads in 100% success
 - It is normal, to use specialized accessories in unique visual environments – how common are office glasses with “relaxed vision” optics?
 - Ensure your patient, that it was a good idea to get fitted with contact lenses – **never slow down motivation!!**



After Care

- The goal never reached, with the supply of the first pair of contact lenses!
 - Comfort and visual experience in patients real life (profession and leisure activities)
 - Perception will change and adapt in the first 1-2 weeks, never ever change prescription in the first 4-5 days!
 - Reinforce positive experiences and habits (visual fields, light conditions, freedom to see, etc)
 - If patient say “These contacts are great”, consider not making any changes to lens power
 - Turn the visual acuity assessment into a positive experience

Customized Reading Chart @ioptics

0,2
40cm

Bei Ihrem Optiker steht der Kunde mit seinen individuellen Bedürfnissen und Wünschen im Mittelpunkt.

0,25
40cm

Ihr Optiker verbindet die Begriffe Technik, Mensch und Mode auf die modernste Art und Weise und ermöglicht damit perfektes Sehen und Aussehen.

0,32
40cm

Durch die individuelle Fertigung aller Brillen im hauseigenen Labor von Ihrem Optiker können wir schnell und genau auf alle Wünsche und Bedürfnisse unserer Kunden eingehen.

0,4
40cm

Wichtig bei der Bestimmung der Sehstärke ist nicht nur die genaue Messung der Sehleistung Ihrer Augen, sondern auch die Berücksichtigung Ihrer individuellen Sehbedürfnisse und die Anforderungen an Ihre zukünftige Brille.

0,5
40cm

Wichtig bei der Bestimmung der Sehstärke ist nicht nur die genaue Messung der Sehleistung Ihrer Augen, sondern auch die Berücksichtigung Ihrer individuellen Sehbedürfnisse. Genau das macht Ihr Optiker für Sie.

0,8
40cm

Wenn Sie diese Textgröße noch lesen können, dürfen wir Ihnen zu Ihren Augen gratulieren! Ihre Sehleistung ist ausgezeichnet, wenn Sie den folgenden Satz ohne große Anstrengung flüssig lesen können: "Optik Mustermann nimmt sich Zeit für Ihre Augen".

1,0
40cm

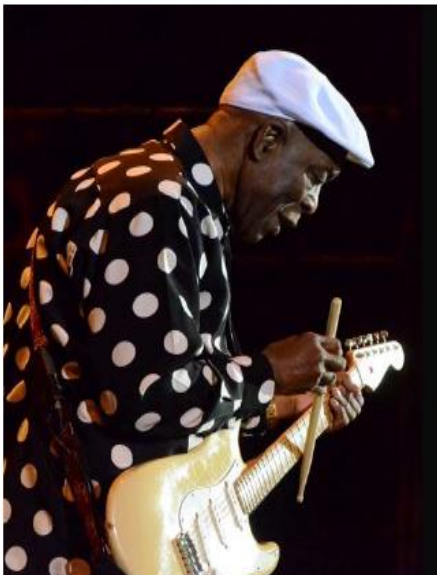
Wenn Sie diesen Text mit der soeben für Sie ausgemessenen Brillenstärke noch lesen können, dann würden wir Sie bitten, diese frohe Botschaft in die weite Welt zu tragen und unsere Leistungen an möglichst viele Personen weiterzuempfehlen. Sollte Sie jedoch in der Lage sein diesen Text ohne Brille zu lesen, dann dürfen wir Sie darauf hinweisen, dass Sie keine Lesebrille benötigen.

Summary

- Presbyopia affects whole life, and not only reading
- Excellent communication skills are key in being successful with contact lenses and presbyopia care



be creative!



“Making the simple complicated is commonplace; making the complicated simple, awesomely simple, that's creativity.”

Charles Mingus



www.eyeness.ch/news/downloads