



Prescribing the Right Sunwear Lenses for Your Patients

You know your patients need quality sunwear lenses to protect their eye health, but how do you get them to understand why UV protection is important for their short and long-term ocular health?

DAVID KADING, OD, takes the direct approach. He tells his patients what he sees as he examines their eyes. “You’re not wearing your sunglasses very often are you?” This simple question not only astonishes his patients, but it begins a fruitful conversation about the harmful effects of UV radiation. It also helps him communicate the seriousness of ocular UV radiation damage and makes the case for UV-protective eyewear.

After making his recommendation and discussing why, Dr. Kading personally takes the patient into his dispensary, along with two or three prescriptions, and introduces them to the optician. He believes this level of doctor participation in the recommendation process makes a dramatic difference to patients and ultimately, to a practice’s bottom line.

“I use a couple of perhaps unconventional diagnostic tools to optimize my spectacle lens prescribing,” said **CRAIG THOMAS, OD**. First, he routinely evaluates corneal topography and flags any patient with irregular astigmatism for polarized lenses because of the glare they are likely to experience. Second, he uses specular microscopy to evaluate the endothelium. Research shows that endothelial damage can occur from long-term UV radiation exposure. “In my patients with no history of contact lens wear, cataract, or trauma, and a reduced number of and/or irregular endothelial cells, I suspect some UV radiation damage has been done and talk to these patients about protecting themselves from future exposure.”

JILL AUTRY, OD, concurs. “Demonstrations are always helpful,” she said. “A topography map can pick up irregular astigmatism and ocular surface disease—and it has the added benefit of a relatable image to help patients understand their conditions.”

Personal experience with quality polarized lenses is the approach RON MELTON, OD, takes. “I recently received a pair of Xperio UV™ lenses at a CE meeting on a Saturday morning. I drove home wearing them, and that was the sharpest I’ve ever seen. The experience has absolutely spurred me to share my enthusiasm with my patients—to let them know that there is a simple way to markedly improve their contrast and acuity.”

In addition to sharing his own personal experience, Dr. Melton extends that experience to the patient as well. “I like to show patients the difference between their previous lenses and the ones I’m recommending. I walk them into the hall and have them look around—to show them the difference and see if they can appreciate it. Telling patients about the benefits of a different lens can be impactful, but letting them see the difference ensures that the message is crystal clear.”

KIRK SMICK, OD, feels that UV protection is a necessity, not an option. In his practice, he uses the word “prescribe” rather than “recommend” when he talks to his patients about sunwear lenses. “This raises the level of importance of what I am telling my patients to do,” he said.

With that in mind, Craig Thomas, OD, does feel he has a responsibility to be cognizant of what patients can afford, and

without prejudging their situation, prescribe with care. In the case of patients who are financially disadvantaged, discussing a significant upgrade might sour the relationship. “However, I think effective patient education can take place without the impression of selling.” He went on to say that giving a recommendation and explaining how it relates to the patient’s situation enables them to determine whether they have the ability to pay.

Dr. Kading agrees. “I think the most important question is about a patient’s hobbies. I want to be able to evaluate their needs and goals—and getting to know them helps inform and reinforce my recommendation.”

“I believe the Eye-Sun Protection Factor (E-SPF™) will indeed prove a useful communication tool for us,” said Dr. Smick. Patients understand SPF on a bottle of sunscreen. E-SPF™ will help them not only understand, but persuade them to choose a quality sun lens such as Xperio UV™ superior polarized sun lenses with E-SPF™ 50+.

To protect their patients’ eyes, these doctors prescribe Xperio UV™ superior polarized sun lenses with E-SPF™ 50+, providing them the best visual solution.

Xperio UV™ Lenses:

- + Eliminates 100% of blinding reflective glare
- + Maximum UV protection with an E-SPF™ of 50+
- + Sharpest vision and vibrant colors
- + Scratch-resistant and easy to clean

References:

Bringing Outdoor Eyewear Into the Exam Room: Spectacle Solutions for Enhancing and Protecting Vision, Section II: Pages 9-14

To learn more or download a full transcript of the roundtable discussion, visit XperioUVusa.com/RoundtableReport

