

NCC 'GET CONNECTED 2026'

Organization Section: NCC/ BCLA

Paper Abstracts

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Evaluation of patient motivation and decision-making in contact lens trial and uptake

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Purpose: In 2023, a UK survey explored the contact lens (CL) journey, revealing a need to better understand the motivations and decision-making behind uptake in neophyte and lapsed wearers post-trial, including consideration time taken before purchase.

Method: Two-stage mixed-method approach of 7-minute quantitative online surveys and 45-minute qualitative video interviews conducted on UK consumers who had undertaken a CL trial <12 months was conducted in 2025. Topics included reason for trial, expectations, satisfaction and purchase considerations.

Results: 300 consumers (192 neophytes, 108 lapsed; mean age 35, range 18–64; 1:1 male:female) completed the research. They showed high motivation for contact lens (CL) wear (82% keen). Lapsed wearers were more motivated than neophytes (94% vs 78%, $p<0.05$). 26% were prompted by their eye care professional (ECP). Neophytes were more influenced by ads (7% vs 0.9%, $p<0.05$); lapsed wearers by convenience (22% vs 11%, $p<0.05$). Confidence was the top reason for wear (43%). Purchase intent was rapid: 28% on day one, 69% within days, 87% within a week; only 5% waited two weeks. Decision speed was similar across groups (86% <1 week, $p<0.05$), though lapsed wearers converted more (94% vs 84%, $p<0.05$). 57% of patients surveyed who had post-trial support, were contacted to see how they were getting on. Patient confidence of application and removal was high on the day (71%), but 23% of those contacted required further help. After 12 months, continued wear was slightly higher in lapsed wearers (68% vs 54%, $p<0.05$).

Conclusions: Neophytes and lapsed wearers are motivated to try contact lenses, with lapsed wearers showing greater enthusiasm. Their triggers differ, and only a quarter were prompted by their ECP. Purchase decisions were made quickly, suggesting long trials may be unnecessary. Both groups showed similar decision speed and retention, indicating neophytes are as easy to convert as lapsed wearers.

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