

NCC 'FUTURE GENERATION 2024' PAPER Abstracts
SCIENTIFIC SESSION IN COOPERATION WITH THE BCLA

NCC 'Future generation 2024'

Organization Section: NCC/ BCLA

PAPER Abstracts

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Netherlands, Veldhoven,

NH De Koningshof, Baroniezaal

Understanding the initial patient contact lens journey and consequences of a protracted experience.

Samantha Watson, David Webley, Tomi Durosinmi

Purpose: This unique research was conducted to discover patient (Px) expectations and emotions related to their contact lens (CL) journey, with the intention of supporting new wearer retention.

Method: A two-stage mixed-method approach was conducted by an independent research company (Verve) on new CL wearers (CLWs), fitted within the last 12-months, and potential CLWs willing to try within 12-months. Quantitative online surveys (n= 500) and qualitative video interviews (n =12) were conducted.

Results: The ratio new to potential CLWs was 50:50; mean age was 32 years (18-65), and male:female ratio was 1:3. 84% of patients didn't feel confident on the day of their first CL appointment, yet, prior to their first visit, only 45% were given information about the trial process and CLs by someone in the practice. With potential CLWs, 54% expected to take CLs away on the day of the CL trial. In reality only 37% were able to take CLs away on the same day. 20% CLWs had lifestyle-questions asked in-practice and CL choices discussed prior to the appointment. Concerning diary organisation, 46% Pxs were offered a CL and eye examination appointment for the same day, 83% had to return on another day for the application and removal (A&R) tuition.

63% were instructed in A&R by their eye care professional (ECP). 79% of potential CLWs expected three or fewer visits to be fitted. 67% of potential CLWs would buy online, discontinue, or go elsewhere if it was necessary to return several times during their trial.

Conclusions: To satisfy new wearers, it is essential to minimise the required visits to practice. Ideally, this would mean supplying CLWs with lenses on the day. Protracted CL journeys may increase drop-out. With A&R tuition mainly being conducted by ECPs, multiple visits are likely to cause logistical challenges and reduce practice efficiency.

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