



# Over 40? Contact Lenses For Presbyopia

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In today's competitive eye care environment, the ABBA MVP multifocal is one of the best ways to attract and retain loyal fee-for-service patients. These patients will tell other people over 40 about their new contact lenses and superb vision. If you implement a few easy strategies, in a few months your practice will have plenty of people calling to schedule appointments to try this "new multifocal contact lens technology."

### PATIENT SELECTION

I have had more success with first time fits with the MVP than with any other multi/bifocal modality available. Patient selection is the key to success with the MVP multifocal. With the MVP Dispensing System, a free trial fitting can be offered during routine visits and further selection can be attained for all interested presbyopes.

### INITIAL LENS SELECTION

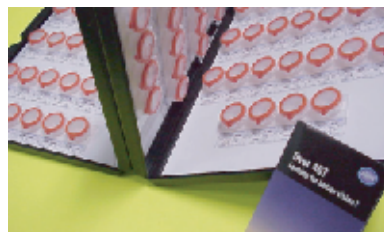
The initial lens selection is based on the flattest K and the spherical refractive error. If properly fit, the distance, intermediate, and near vision with the MVP is unparalleled. The key to getting good vision at all distances is proper centration of the lens. Ideally, the lens should sit slightly high, but not lid attached. Once you have achieved the optimal fit, the refractive power can be refined.

### REFINEMENT

Power refinement is similar to soft multifocal contact lenses:

small changes in power can lead to large changes in vision. With the MVP Dispensing System, powers can be refined without additional charges for warranted reorders and without the inconvenience of additional follow-up visits. For most myopic patients under -6.00, a lens can be found in the dispensing system to dispense to the patient.

If you have to refine the power, always "push the plus" when over refracting and perform a binocular over refraction. If there is a problem, it is most commonly inadequate near vision. I have



The MVP Dispensing System contains 100 lenses that will fit a majority of your presbyopes.

found that increasing the add and/or increasing the OAD (overall diameter) will most likely lead to better near vision. Increasing the OAD will also help with centration, if necessary. Like bifocal spectacles, increasing the add will not affect the distance vision, but it will greatly improve the near.

### PRACTICE SUCCESS

In order to achieve success in your practice with this lens, you must know how to fit the lens and you need to market the lens to patients within your practice. I recommend you have pamphlets

or a sign in your reception area that gives information on the MVP Multifocal. ABBA will provide customized patient brochures with a your picture and testimonial to MVP DS owners at no charge. It's important that all staff members are educated about the lens and they try to identify good candidates. Patients are more willing to try the lens if they have heard about it from your receptionists, technicians, and you, the doctor.

With the MVP Dispensing System, you can present the MVP by offering the patient a "free" in office trial. If they are impressed with the lens performance, then discuss fees. Our office also guarantees the cost of the lenses so patients feel comfortable trying a high-end product.

As most practitioners know, word of mouth is the best marketing tool for your practice. The MVP is a great vehicle to increase word of mouth referrals. It can help establish your practice as a presbyopic contact lens specialty practice that leads to larger patient volume as well as profitability. We all know the baby-boomer generation needs and wants great vision correction for distance, intermediate, and near: what better way to offer it than the MVP Multifocal contact lens that lets them avoid glasses and sets your practice apart from others?

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