

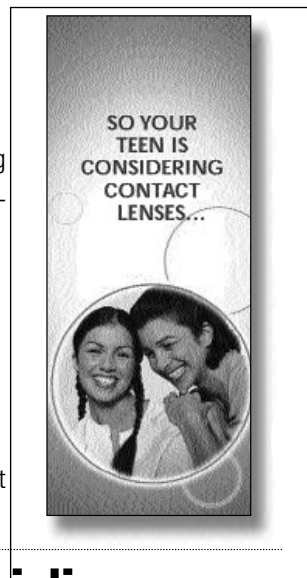
Tune In to Teen Patients

Want to tap into the fast-growing teen contact lens market? Check out Acuvue's Eye Health Advisor Series.

A new two-part brochure, "Hey Teens . . . , Open Your Eyes to a New You"/"So Your Teen is Considering Contact Lenses" dispels some common myths about contact lenses and cites statistics to help you educate teens and their parents about the true benefits of wearing contact lenses. For example:

- The average age of first-time contact lens wearers is 13 years.
- Sports involvement motivated 58% of teens to trade in their glasses for contact lenses, according to one poll.
- Contact lenses are comfortable, easy to care for and, with new disposable modalities, readily replaced if lost or damaged.

To order copies of this brochure for your practice, call your local Vistakon representative or visit www.ecp.acuvue.com.



Pointers from the Professor

As an educator I always enjoy being asked to offer advice. Here are some words of wisdom for new O.D.s.

- **Borrow sparingly.** Optometry is a great profession, but when you have to work long hours to pay back loans you can get very tired very quickly. Avoid burnout at all costs.
- **Your first position may not be your last.** If you aren't happy, don't hesitate to change modes of practice.

- **Network early and often.** Let people know you're an optometrist. As in life, success in optometry is not only what you know, but also who you know!
- **Care for your patients.** Treat each patient like you would treat your mother.
- **Be happy.** Your career is an important part of your life but it shouldn't be your whole life. Reserve some time each week to do something just for you.

Jan Jurkus, O.D., M.B.A., Chicago

Avoiding Eyewear Errors

As a new O.D., you're qualified to detect and treat eye disease, but are you up to the challenge of stocking retail eyewear?

Here's a few tips to help you choose a well-balanced inventory

- **Don't base your buying on personal taste.** Buy with the consumer in mind.
- **Don't limit yourself to "bread and butter" eyewear.** At least 20% of your inventory should be premium frames that reflect current styles and trends.
- **Presentation counts.** Display frames in an appealing environment that features original photography and innovative props. You're offering quality eyewear and your presentation should reflect this.
- **Provide plenty of mirrors.** Patients should have access to hand and floor-length mirrors so they can see how they look in different frames.

*Donna Suter, Practice Consultant,
Apison, Tenn.*

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Dealing With Dry Eye

Your patient comes to you complaining that his eyes are dry and his contact lenses are uncomfortable. How can you tell if his discomfort is related to his contact lenses? The key is to keep it simple.

- Symptoms.** Afternoon symptoms are worse than morning symptoms
 - Inflammation.** Evaluate bulbar and palpebral conjunctiva
 - Meibomian gland dysfunction.** Manage with appropriate therapy
 - Pre-lens fitting tear film.** Assess aqueous production and quality of tears over contact lenses
 - Lens fit.** Consider refit or more frequent replacement schedule
 - Epithelial defects.** Document and monitor change with treatment or over time
- Relieving your patient's contact lens-related dry eye can be as easy as following these intuitive suggestions.

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