

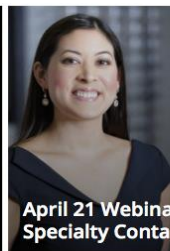


COVID-19: TODAY'S CONTACT LENS CHALLENGES BRING TOMORROW'S PRACTICE ADVANTAGES

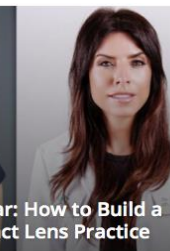
ED BENNETT OD, MSED, FAAO, FSLS
JEFFREY SONSINO, OD, FAAO, FSLS
SUSAN RESNICK, OD, FAAO, FSLS

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**Education by Lens Type:
Webinars, FAQ and Guides to All
Specialty Lenses**



**April 21 Webinar: How to Build a
Specialty Contact Lens Practice**



**2020 GPLI Practitioner of the
Year: Dr. Jeffrey Walline**



**Coronavirus Update: What You
Need to Know About Contact
Lens Wear**



**Educate Your Patients with
Brochures About Wear & Care**



**Sclerals: Download FAQ for
Practical Advice & Problem-
Solving Tips**



**100+ Archived Webinars Will
Hone Your Specialty Lens Skills**



**Coding & Billing: All Your
Questions Answered**

JEFFREY SONSINO OD, FAAO, FSLS



- PARTNER IN A SPECIALTY CONTACT LENS PRACTICE IN NASHVILLE
- FORMER FACULTY MEMBER AT VANDERBILT UNIVERSITY
- PAST CHAIR OF AOA CLCS & RECIPIENT OF AOA'S ADVOCATE OF THE YEAR
- DIPLOMATE IN THE AAO CCLRT
- TOA OPTOMETRIST OF THE YEAR
- 2017 GPLI PRACTITIONER OF THE YEAR

SUSAN A RESNICK OD, FAAO, FSLS



- PRESIDENT & MANAGING PARTNER:
DRS. FARKAS, KASSALOW & RESNICK
IN NEW YORK CITY
- DIPLOMATE IN THE AAO CCLRT
- NOTED AUTHOR & COLUMNIST ON
SPECIAL DESIGN CONTACT LENSES
- 2019 GPLI PRACTITIONER OF THE YEAR



SPEAKER DISCLOSURES

- ED BENNETT IS A CONSULTANT FOR THE CONTACT LENS MANUFACTURERS ASSOCIATION
- JEFFREY SONSINO: CONSULTANT FOR ABB, ART OPTICAL, CONTAMAC, LUNEAU, SIGHT SCIENCES, SYNERGEYES, WEAVE; MEETING SUPPORT FOR QUIDEL & TANGIBLE SCIENCE; CO-FOUNDER AND CMO FOR MYEYERIS, INC.
- SUSAN RESNICK: ADVISOR/SPEAKER FOR ALCON, B + L, SIGHT SCIENCES & VISIONEERING TECHNOLOGIES



ACKNOWLEDGEMENTS

- DRS. TOM ARNOLD, DOUG BECHERER, MILE BRUJIC, CARMEN CASTELLANO, BRIAN CHOU, ROB DAVIS, ROB ENSLEY, ART EPSTEIN, GREG GEMOULES, DEBBY KERBER, JAMIE KUHN, ROXANNA POTTER, STEPHANIE WOO
- **CLMA MEMBER LABORATORIES** INCLUDING: ABB OPTICAL GROUP, ACCULENS, ART OPTICAL, AVT, ESSILOR, METRO OPTICS, TRU-FORM OPTICS, VISIONARY INC., VISIONARY OPTICS, X-CEL
- WINK PRODUCTIONS (URSULA LOTZKAT, JILL LOPA)

A red pushpin is pinned to the top edge of a white, rectangular piece of paper. The paper is slightly wrinkled and has a soft shadow beneath it, giving it a three-dimensional appearance.

What's
the
plan?



THE PLAN IS TO PROVIDE IMPORTANT PRACTICE STRATEGIES TO HELP YOU TODAY AND TOMORROW





COVID-19: TODAY'S CONTACT LENS CHALLENGES BRING TOMORROW'S PRACTICE ADVANTAGES

- CONTACT LENS SAFETY DURING THIS PANDEMIC
- BENEFITS OF GP, HYBRID, AND CUSTOM SOFT CONTACT LENSES DURING AND AFTER COVID-19
- HOW YOUR CLMA MEMBER LABORATORIES BENEFIT YOU DURING THIS CHALLENGING TIME
- **HOW TO COMMUNICATE WITH – AND RETAIN – YOUR CONTACT LENS WEARERS WHEN THE PRACTICE IS NOT OPEN FOR ROUTINE CARE**
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ARE CONTACT LENSES SAFE TO WEAR DURING THIS PANDEMIC ??

A 3D white figure with its arms raised in a celebratory gesture, standing next to the word 'YES!' in large, green, 3D block letters.The word 'YES' in large, bold, black-outlined letters filled with a bright orange and yellow flame texture, set against a solid red background.The word 'YES!' in a white, hand-painted brushstroke font, set against a vibrant green background with a subtle bokeh effect.The word 'YES' in bold red letters with a black outline, centered within a yellow comic book explosion bubble. The background is red with white radiating lines and small white clouds.The word 'YES!' in large, 3D block letters where each letter is a different color (blue, yellow, green, pink) and has a blue outline. The background is light blue with a pattern of small white circles and lines.The word 'Yes!' in large, 3D block letters with a smooth orange finish, set against a plain white background.



CONTACT LENS SAFETY

- NATIONAL MEDIA REPORTED THAT IT WOULD BE PREFERABLE NOT TO WEAR CONTACT LENSES DURING THIS PANDEMIC
- CDC, AOA, AAO, AND CLMA/GPLI DO NOT SUPPORT THIS
- **CENTERS FOR DISEASE CONTROL AND PREVENTION (CDC):**
 - “CURRENTLY THERE IS NO EVIDENCE TO SUGGEST CONTACT LENS WEARERS ARE MORE AT RISK FOR ACQUIRING COVID-19 THAN EYEGGLASS WEARERS”
 - CONTACT LENS WEARERS SHOULD CONTINUE TO PRACTICE SAFE CONTACT LENS WEAR AND CARE HYGIENE HABITS
 - PEOPLE WHO ARE HEALTHY CAN CONTINUE TO WEAR AND CARE FOR THEIR CONTACT LENSES AS PRESCRIBED BY THEIR EYE CARE PROFESSIONAL”



IMPORTANT TIPS FOR CL WEARERS

- WASH HANDS THOROUGHLY FOR ≥ 20 SEC & DRY WITH A CLEAN PAPER TOWEL PRIOR TO HANDLING CLS
- IF DAILY DISPOSABLES, DISPOSE AFTER USE; IF REUSABLE LENSES, CLEAN & DISINFECT UPON REMOVAL VIA ECP RECOMMENDATIONS
- DO NOT TOP OFF SOLUTIONS & REPLACE CASE MONTHLY
- IF ILL, D/C CL WEAR UNTIL HEALTHY
- THESE STANDARDS PERTAIN TO EYEGLOSS WEAR AS WELL AS COVID-19 CAN REMAIN ON HARD SURFACES FOR HOURS TO DAYS



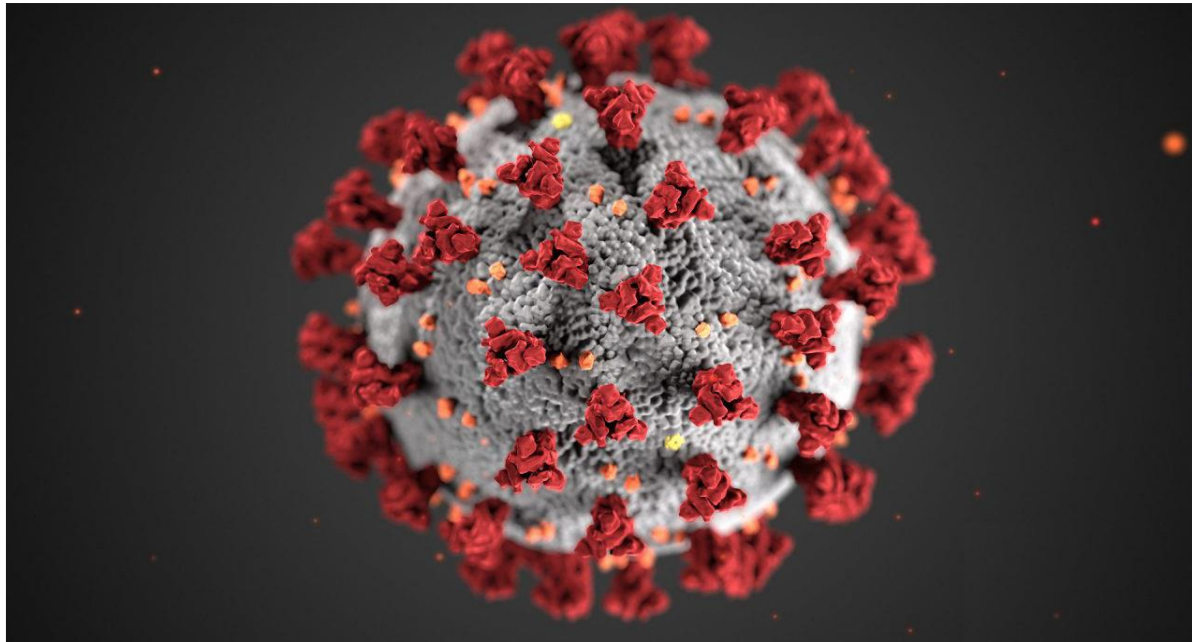
CONTACT LENSES ARE SAFE TO WEAR DURING PANDEMIC!!

- [HTTPS://WWW.CDC.GOV/CORONAVIRUS/2019-NCOV/FAQ.HTML#HOW-TO-PROTECT-YOURSELF](https://www.cdc.gov/coronavirus/2019-nCoV/FAQ.html#how-to-protect-yourself)
- QUINN T. CONTACT LENS WEAR IN THE TIME OF CORONAVIRUS.
AVAILABLE AT: [HTTPS://YOUTU.BE/BUZAABTONKE](https://youtu.be/buzaabtonke)
- [HTTPS://WWW.CLSPECTRUM.COM/NEWSLETTERS/CONTACT-LENSES-TODAY/MARCH-12,-2020](https://www.clspectrum.com/newsletters/contact-lenses-today/march-12,-2020)
- [HTTPS://WWW.CLSPECTRUM.COM/ISSUES/2020/MARCH-2020/WEATHER-THE-COVID-19-STORM](https://www.clspectrum.com/issues/2020/march-2020/weather-the-covid-19-storm)
- AAO C CL & RT SECTION & AOA CLCS SECTION STATEMENT

EXTENSIVELY SOURCED DOCUMENTS

- JONES L, WALSH K, WILLCOX M, MORGAN P, NICHOLS J. THE COVID-19 PANDEMIC: IMPORTANT CONSIDERATIONS FOR CONTACT LENS PRACTITIONERS. CONTACT LENS ANT EYE. AVAILABLE AT:
[HTTPS://DOI.ORG/10.1016/J.CLAE.2020.03.012](https://doi.org/10.1016/j.clae.2020.03.012)
- [HTTPS://WWW.GPLI.INFO/PDF/GPLI-COVID19.PDF](https://www.gpli.info/pdf/gpli-covid19.pdf)

Coronavirus Update: What You Need to Know About Contact Lens Wear



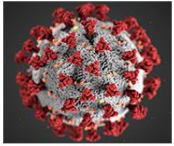
A recent lead story in *AOA First Look* (Wednesday, March 11, 2020) reported that people should wear spectacles instead of contact lenses to minimize the number of times they touch their face. Obviously, this story was not well received by contact lens specialists. In fact, two days later *AOA First Look* published a modification of this story to indicate they had been misquoted by a consumer journal.

Download PDF: GPLI statement on COVID-19 and contact lenses

Coronavirus Update

What you need to know about contact lens wear.

[Learn more.](#)



GPLI Practitioner of the Year – 2020

Congratulations to Dr. Jeff Walline, recipient of the GPLI's highest honor awarded to a practitioner.

[Read more.](#)



Coding and Billing Resources

Get valuable information from coding and billing expert Dr. Clarke Newman.

[Access resources here.](#)



Building Your Practice with GP Multifocals

Fitting & marketing multifocal contact lenses is easier with these free videos and patient materials. [Access here.](#)



Our Newsletter

Contacts is the official newsletter of the GP Lens Institute. [Click here to subscribe.](#)



COVID-19 and Contact Lens Wear: What You Need To Know

GP Lens Institute

Contact lenses can be worn safely during the COVID-19 pandemic.

It is evident that contact lens wear remains a highly effective form of vision correction for millions of people worldwide and, for many, the only viable path to functional vision. Certainly, it is understandable that individuals who depend on their contact lens correction to function visually in their everyday life are concerned about whether contact lenses should be worn during this time. However, there is no scientific evidence at this time indicating that wearing contact lenses increases the risk of contracting COVID-19.¹

The virus is primarily transmitted by being in close proximity to an affected individual who coughs or sneezes and inhaling the resulting droplets. As such, the importance of social distancing cannot be sufficiently emphasized.

The predominant ocular finding, occurring in between 3 – 30% of infected individuals, is conjunctivitis (i.e., “pink eye”)²⁻⁴. However, studies have found that there is very little evidence that COVID-19 is present in the tears, which indicates that while touching the eyes can represent a possible factor in transmission, but it is a fairly weak factor of transmission.^{2,5,6}

There are, however, several factors that are important in minimizing the risk of COVID-19 transmission while wearing contact lenses which have been recommended by numerous sources.^{1,7-11} These include the following:

- 1. The Importance of Proper Hand Washing.** Touching the eyes can represent a factor involved in COVID-19 transmission only if the hands were not washed thoroughly prior to handling the lenses. Prior to the current pandemic, it has been reported that poor hand hygiene is a risk factor in developing sight-threatening conditions such as microbial keratitis (i.e., “corneal ulcer”) and corneal inflammatory events in contact lens wearers.⁷ Therefore, eye care professionals have always emphasized that the hands should be washed thoroughly with soap and water for, at minimum, 20 seconds, and dried with an unused paper towel.
- 2. Proper Contact Lens Care.** Individuals wearing daily disposable lenses should discard their lenses after every use. Lenses that are worn on a two-week, monthly, or longer replacement schedule should be cleaned and disinfected as recommended by the prescribing eye care professional. Likewise, for individuals not disposing of their lenses daily, care solution bottles and storage cases should be discarded, at minimum, every month and good case hygiene should be performed. This includes emptying out old solution nightly, never topping off old solution with fresh solution, as well as cleaning and wiping the case dry every day.
- 3. Discontinue Contact Lens Wear if Ill.** As is consistent with other types of illness, anyone who feels ill with cold or flu-like symptoms should discontinue contact lens wear during this time period.

There is no scientific evidence to support that wearing spectacles provides protection against COVID-19 or other viral conditions.

COVID-19 and many other viruses can remain on hard surfaces for hours to days and can then be transferred to the spectacle wearers’ fingers and face. Therefore, it is also important for spectacle wearers to wash their hands prior to handling glasses or spectacles as well as cleaning and disinfecting their spectacles with soap and water after they have been worn. Likewise, it is

important to report that neither glasses nor contact lenses are approved for use as personal protective equipment (PPE). That said, contact lens wear – especially daily disposable lenses – may make the use of certain forms of PPE, including masks and non-prescription safety eyewear, more convenient and comfortable by providing a wider field of view and avoiding the fogging problems that have been reported with prescription spectacle wear.¹²

The bottom line is that healthy contact lens wearers can continue contact lens wear during this pandemic. It is important, however, to wear and care for the lenses as recommended by your eye care professional.

About the GPLI

The Gas Permeable Lens Institute (GPLI) is dedicated to providing eye care practitioners with educational resources to enable them to fully benefit from the many advantages of GP and custom specialty soft contact lenses. The work of the GPLI has grown to include an extensive school workshop program, monthly online webinars, and an array of educational and practice-building materials for practitioners – most of which are online (www.GPLI.info). The GPLI is an affiliate organization of the Contact Lens Manufacturers Association (CLMA).

Contact

GP Lens Institute

Edward S. Bennett, OD, MSED, FAAO, FSLs
President and Executive Director
Ebennett@UMSL.edu

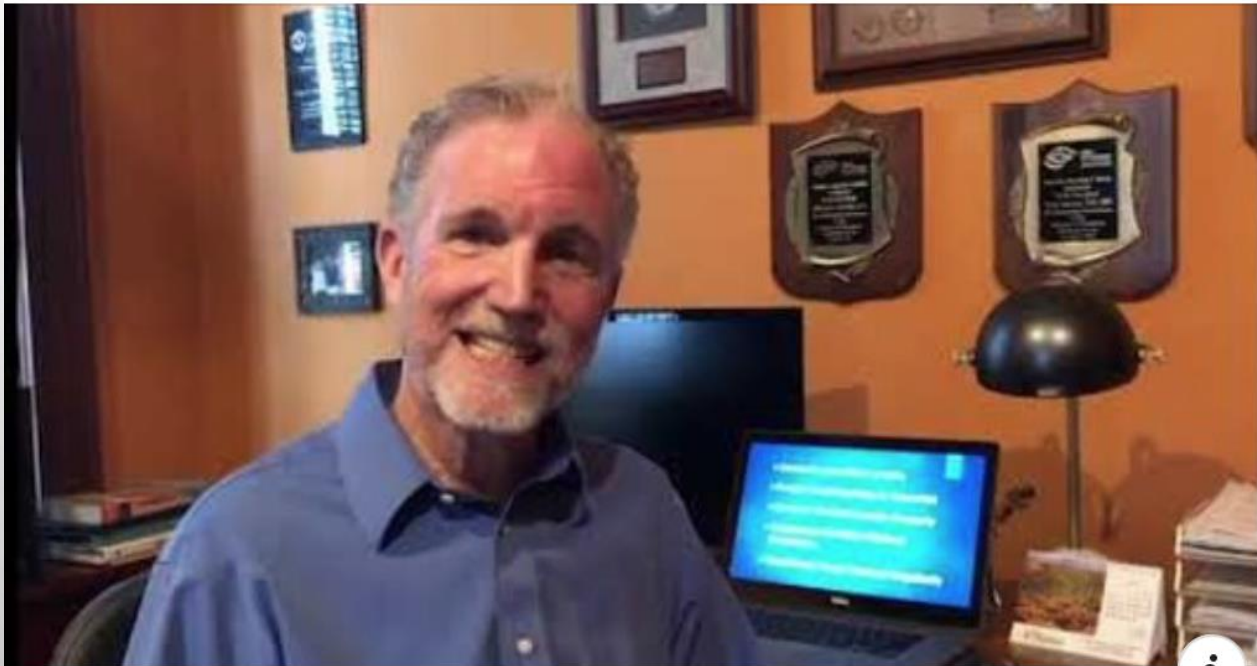
Contact Lens Manufacturers Association

Kurtis Brown
President
johnkurtisbrown@gmail.com

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CONSUMER YOUTUBE VIDEO ON CONTACT LENS SAFETY (DR. TOM QUINN)



YOUTUBE.COM

Contact Lens Wear in the Time of COVID-19

Dr. Quinn describes proper use and care of contact lenses during the...

Please make decisions based on evidence! Glasses are NOT proven effective to aid against coronavirus and healthy contact lens wear does not increase your risk of virus transmission.

COVID-19 & CONTACT LENS WEAR



THERE IS NO EVIDENCE THAT CONTACT LENS WEARERS ARE MORE AT RISK FOR A CORONAVIRUS INFECTION COMPARED TO EYEGGLASS WEARERS. ALWAYS WASH AND DRY YOUR HANDS THOROUGHLY. THOSE WHO ARE ILL, WITH COLD OR FLU-LIKE SYMPTOMS, SHOULD ALWAYS AVOID USING CONTACT LENSES UNTIL THEY ARE HEALTHY.

CONTACT LENSES ARE MEDICAL DEVICES AND SHOULD ALWAYS BE USED WITH PROPER HANDLING AND HYGIENE AS PRESCRIBED BY YOUR EYE CARE PROFESSIONAL.



OTHER CONSIDERATIONS

- THE FACT THAT CONTACT LENS WEAR IS SAFE DURING THIS PANDEMIC – IF CARED FOR PROPERLY – BECOMES OF PARAMOUNT IMPORTANCE WITH THE NUMBER OF INDIVIDUALS IN WHICH CONTACT LENS WEAR IS VITAL TO THEIR QUALITY OF LIFE (I.E., IRREGULAR CORNEA, HIGH ASTIGMATISM, MODERATE DRY EYE, ETC.), NOT TO MENTION FIRST RESPONDERS AND OTHERS WHO WE ARE INDEBTED TO FOR THEIR ASSISTANCE
- A STRONG BENEFIT OF CONTACT LENSES – AND AN EFFECTIVE SELLING POINT TODAY- IS THE FACT THAT SPECTACLES CAN FOG UP WHEN USED IN COMBINATION WITH SAFETY GOGGLES OR OTHER PROTECTIVE EYEWEAR



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SO HOW IMPORTANT ARE GP, HYBRID, AND CUSTOM SOFT LENSES TODAY ?

- IF YOU WANT THE DEFINITION OF WHY FIT SPECIALTY CONTACT LENSES **YOU ARE LIVING IT RIGHT NOW**
- THE PREDOMINANT/ALMOST EXCLUSIVE REVENUE COMING INTO THE OFFICES TODAY IS FROM **CONTACT LENSES !!!**
- THE PRACTICES WHO ARE BEST ABLE TO HANDLE THIS PANDEMIC ARE:
 - 1) THOSE WHO FIT ALL TYPES OF CONTACT LENSES &
 - 2) ARE PROACTIVELY COMMUNICATING WITH & PROVIDING LENSES TO THEIR CL PATIENTS



IMPORTANCE OF SPECIALTY CONTACT LENSES

- PATIENTS REQUIRING MEDICALLY NECESSARY LENSES ARE VERY LOYAL TO THE PRACTICE AND WILL LIKELY RETURN ONCE THE PANDEMIC HAS LESSENNED
- THE REVENUE FROM BOTH DRS. RESNICK AND SONSINO IS PREDOMINANTLY FROM CONTACT LENSES (90% WITH DR. RESNICK) DURING THE PANDEMIC
- SPECIALTY LENSES ARE LESS LIKELY TO BE AVAILABLE FROM ALTERNATIVE/ONLINE SOURCES WHO, IN FACT, ARE IN A POSITION TO GREATLY PROFIT FROM THE PANDEMIC



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YOUR CLMA MEMBER LABORATORY AND YOU DURING COVID-19

- REGULARLY COMMUNICATE WITH THEIR ACCOUNTS
- EXTENDED WARRANTIES
- DIRECT SHIPPING & IN SOME CASES REDUCED SHIPPING RATES
- PROVIDE INFORMATION LISTS ON PATIENTS THEY HAVE MANUFACTURED LENSES FOR
- SOME LABORATORIES PROVIDE A DISCOUNT ON A SPARE PAIR OF GP LENSES
- MAINTAIN STERILE LABORATORY ENVIRONMENT, SOCIAL DISTANCING, DISINFECTION



CLMA LABORATORY BENEFITS

- FOR ASYMPTOMATIC PATIENTS IN NEED OF A NEW PAIR OF LENSES YOU CAN DIRECT SHIP A PAIR OF NEW LENSES IN THEIR PRESENT PARAMETERS AND BILL THE VISION PLAN FOR THE MATERIALS WITH THE PATIENT TO CONTACT THE OFFICE IF THE LENSES ARE NOT OPTIMUM
- “HELPING SPECIALTY LENS WEARERS SUCCEED DURING THE PANDEMIC”
[HTTPS://WWW.CLSPECTRUM.COM/ISSUES/2020/APRIL-2020/LAB-PRACTITIONER-COVID](https://www.clspectrum.com/issues/2020/april-2020/lab-practitioner-covid)
- INSERT (ON NEXT SLIDE) HAS BEEN PROVIDED TO CLMA MEMBER LABORATORIES TO INCLUDE WITH THE DIRECT SHIPMENT OF ANY GP LENSES TO PATIENTS
- OVERALL, THE LABORATORIES HAVE WORKED CLOSELY WITH ECPS IN PROVIDING ASSISTANCE AND SUPPORT TO HELP US THROUGH THIS CHALLENGING TIME



A Message From
The Contact Lens Manufacturers Association
And
The Gas Permeable Lens Institute



CONTACT LENS WEAR DURING THE COVID-19 PANDEMIC

Contact lens wear is safe during the pandemic if you follow the following guidelines:

1. Wash your hands thoroughly for at least 20 seconds and dry with an unused paper towel
2. Unless your lenses are daily disposables, be sure to clean and disinfect your lenses upon removal every night.
3. Do not “top off” your solutions; use fresh solution daily .
4. Replace your lens case and your solutions at least every month.
5. Do not use tap water with your contact lenses
6. If you feel ill with cold or flu-like symptoms, you should discontinue contact lens wear during this time period.

If this is a GP lens that has been direct shipped to your residence, please keep in mind that this is not a customary procedure and be sure to see your eye care professional once routine eye care has resumed.

Always follow the lens care recommendations of your eye care professional.



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1) PROACTIVE COMMUNICATION & REASSURANCE = PATIENT RETENTION

- **HOW DO YOU IDENTIFY PATIENTS WHO MAY BE IN NEED OF LENSES OR WILL BE? (I.E., SOFTWARE, LABORATORIES (VIA WHEN THEY LAST ORDERED LENSES), RECORD/ORDER REVIEW)**
 - DR. SONSINO RELIES ON HIS EMR TO DETERMINE WHICH MEDICALLY NECESSARY PATIENTS WILL BE ELIGIBLE FOR NEW LENSES AND HAS SCHEDULED 30 SUCH PATIENTS WHEN THE OFFICE REOPENS IN MAY
 - IT IS IMPORTANT TO KEEP TRACK OF EVERY PATIENT (NOT LOSE ANYONE!) INCLUDING THOSE WHO WERE CANCELED DUE TO THE DISCONTINUATION OF ROUTINE PATIENT CARE, AND ALL CONTACT LENS WEARERS DUE TO BE EVALUATED

PATIENT COMMUNICATION

- **COMMUNICATING WITH THEM:** [I.E. ENSURE A GOOD PHONE ANSWERING SYSTEM WITH CALLS RETURNED PROMPTLY IF NOT AVAILABLE AT THE TIME OF THE CALL (EXPS. VIRTUALLY THROUGH WEAVE; PERSONAL CELL PHONE USE THROUGH GOOGLE VOICE WHICH TRANSCRIBES THE VOICEMAIL)]
 - DR. RESNICK SENT OUT AN EMAIL BLAST ON APRIL 1ST. SUGGESTING PATIENTS MAY WANT TO ORDER A SUPPLY OF SOFT LENSES, OR SPARE PAIR OF GPS OR HYBRID LENSES; IF THEY HAVE NOT BEEN SEEN WITHIN THE PAST YEAR THEY ARE LIMITED TO A 6 MONTH SUPPLY; IF THEY HAVE BEEN SEEN WITHIN THIS PERIOD THEY CAN ORDER UP TO A ONE YEAR SUPPLY
 - DR. RESNICK SENDS OUT AN EMAIL BLAST TO THEIR PATIENT BASE EVERY 9-10 DAYS; SHE HAS ALSO MESSAGED THAT PATIENTS CAN RECEIVE A DISCOUNT ON NEW SPECTACLES (AS BACK UP TO CONTACT LENS WEAR) WHICH WILL BE DIRECT SHIPPED TO THEIR HOUSE
- **HOW DO YOU REASSURE THEM THEY WILL BE OKAY**
 - EXTEND CL RX, EXTEND WARRANTY, DIRECT SHIPPING



2) CONTACT LENS ORDERING & PICK-UP

- **WHAT METHODS OF ORDERING:** PHONE, EMAIL, INTERNET?
 - DR. RESNICK USES ALL 3 METHODS; THERE ARE ABOUT 20 ORDERS PER DAY WITH 10 VIA PHONE, 2 – 3 VIA EMAIL AND THE REST VIA THE WEBSITE. SHE HAS A WEBSTORE ON HER WEBSITE AND SHE ENCOURAGES PATIENTS TO ORDER VIA THE WEBSITE AND USES FORMSITE FOR SPECIALTY LENS ORDERS.
- **ARE MOST SOFT AS WELL AS GPS – INCLUDING SCLERAL LENSES - DIRECT SHIPPED?**
 - BOTH DOCTORS DIRECT SHIP, ESPECIALLY ALL SOFT LENSES; DR. RESNICK WILL DIRECT SHIP SCLERALS/OTHER GPS AS LONG AS THERE ARE NOT PARAMETER CHANGES NECESSARY
- CURBSIDE PICKUP/HAVING A SIGN ON THE DOOR TO CALL OR TEXT & LENSES WILL BE BROUGHT OUT IF THIS IS PATIENT PREFERENCE ARE OPTIONS FOR PICKUP



OTHER CONSIDERATIONS

- DR. SONSINO RECOMMENDED DR. BRIANNA RHUE'S **DR. CONTACT LENS SERVICE** (WWW.DRCONTACTLENS.COM) WHICH ALLOWS PATIENTS TO ORDER IN 1-CLICK DIRECT FROM THEIR DOCTOR'S OFFICE. BECAUSE IT SYNCs WITH THEIR MEDICAL RECORDS THERE IS NO NEED TO VERIFY THE LENSES



3) COMMUNICATING WITH CONTACT LENS PATIENTS IN GENERAL

- **HOW FREQUENTLY DO YOU COMMUNICATE?**
 - DR. RESNICK COMMUNICATES EVERY 8 -10 DAYS AND BOTH DR. SONSINO AND DR. RESNICK RECOMMEND NOT TO BUNDLE MESSAGES BUT PROVIDE ONE PRIMARY MESSAGE PER EMAIL
- **WHAT MEDIUMS OR COMBINATION ARE YOU USING?** (I.E., EMAIL/EMAIL SOFTWARE DRIVEN, SOCIAL MEDIA, WEBSITE, ETC.)
 - DR. SONSINO KEPT HIS STAFF AT A REDUCED SALARY DURING THIS TIME BUT FOR HIS STAFF WORKING AT HOME THEY HAVE BECOME EXPERTS AT SOCIAL MEDIA AND THEY PROVIDE NUMEROUS FACEBOOK POSTS PERTAINING TO THE PRACTICE PER WEEK; THIS IS A VERY EFFECTIVE AND INEXPENSIVE FORM OF COMMUNICATION WITH PATIENTS
 - DRS. SONSINO AND RESNICK BOTH EXTENSIVELY TEXT WITH THEIR PATIENTS; DR. RESNICK USES PRIME NEXUS AS THEIR PRIMARY METHOD FOR PATIENTS TO TEXT THE OFFICE

COVID Alert: we are continuing to provide services throughout this time; please call for any urgent needs.

Protecting our Patients from Coronavirus


Steps our Practice is taking:

- Any team member who is sick has been told to stay home.
- We sanitize all equipment and patient contact surfaces after every use and again at the end of the day.
- Our team members wash their hands after contact with each patient and throughout the course of the day.
- We have sanitizing stations in our office.

To our Patients:

- If you have recently traveled outside of the country, or have had close contact with someone who has, or if you have a fever, cough or other symptoms of acute respiratory distress, please call our office to reschedule your visit.
- We do expect this to be an ongoing situation in our area for an extended period of time and do not want our patients to neglect their eye care needs during this time.
- Please call us with any questions or concerns, and if you feel it is best for you or your family member to reschedule your appointment, feel free to do so.



日本の ウェブサイト 



Manhattan: Call 212-355-5145



Request an Appointment



Roslyn: Call 516-365-4500



Request an Appointment

Our Mission ▼

Meet Our Doctors

Eye Care Services ▼

Contact Lenses ▼

Frames and Lenses ▼

Solutions & Supplies

Hours & Location



4) TELEMEDICINE FOR FOLLOW-UP ON CL PATIENTS

- **TRIAGE CL PATIENTS WITH SYMPTOMS;** VIA PREVIOUS GPLI ZOOM CONFERENCE WITH PROMINENT CONTACT LENS SPECIALISTS: USES INCLUDED: SCLERAL AND OTHER SPECIALTY DESIGN PATIENTS WHO HAVEN'T COMPLETED FITTING PROCESS AND/OR RECEIVED GPS VIA DIRECT SHIP FROM THE LAB
 - DR. SONSINO: BE CAREFUL ABOUT DEVIATING FROM STANDARD OF CARE; HE AND DR. RESNICK RECOMMEND TELEMEDICINE FOR CASES SUCH AS STYES OR SUBCONJUNCTIVAL HEMORRHAGE NOT NECESSARILY FOR CONTACT LENS EVALUATION



TELEMEDICINE

- **SYSTEMS:** DOXY.ME (MOST POPULAR VIA SURVEY WITH GPLI KEY OPINION LEADERS), EYECARELIVE, FACEBOOK MESSENGER, GOOGLE DUO, GOOGLE HANGOUTS, ZOOM, SKYPE, ALTAPOINT
- DR. RESNICK INDICATED THAT MOST ALLERGY PATIENTS (HISTORY OF ALLERGIES) CAN BE PRESCRIBED PHARMACEUTICAL AGENTS BASED ON TELEMEDICINE AND SHE HAS ALSO LIKEWISE WITH CONJUNCTIVITIS BUT ALSO WARNS THEM TO BE SEEN IF SYMPTOMS INCREASE AND WARNS THEM THAT THIS IS A SYMPTOM OF COVID-19
- DR. SONSINO WARNED THAT THERE ARE UNSCRUPULOUS TELEMEDICINE VENDORS THAT PROMOTE PLATFORMS THAT HAVE NOT BEEN SUFFICIENTLY TESTED AND MAY CARE MORE ABOUT SELLING A PRODUCT THAN PATIENT HEALTH CARE.



COVID-19: TODAY'S CONTACT LENS CHALLENGES BRING TOMORROW'S PRACTICE ADVANTAGES

- CONTACT LENS SAFETY DURING THIS PANDEMIC
- BENEFITS OF GP, HYBRID, AND CUSTOM SOFT CONTACT LENSES DURING AND AFTER COVID-19
- HOW YOUR CLMA MEMBER LABORATORIES BENEFIT YOU DURING THIS CHALLENGING TIME
- HOW TO COMMUNICATE WITH – AND RETAIN – YOUR CONTACT LENS WEARERS WHEN THE PRACTICE IS NOT OPEN FOR ROUTINE CARE
- **HOW TO BE PREPARED FOR OPTIMUM SUCCESS WHEN YOU RESUME CONVENTIONAL CONTACT LENS PATIENT CARE**



RESUMING REGULAR CONTACT LENS CARE

- **WHICH PATIENTS TO SEE INITIALLY?** (I.E., MEDICALLY-NECESSARY, OUT OF LENSES AND NEED PC EXAM, INCOMPLETE FITTINGS?)
 - DR. RESNICK: NEED TO USE “INTELLIGENT SCHEDULING”. HIGHEST PRIORITY: URGENT PATIENTS; NEXT PRIORITY: THOSE SPECIAL DESIGN PATIENTS WHO HAVE NOT BEEN SEEN IN THE PRACTICE IN THE LAST YEAR OR SCLERAL/SPECIAL DESIGN FITTINGS THAT ARE STILL IN PROGRESS.
 - DR. SONSINO: FIRST PATIENTS TO BE SEEN WILL BE MEDICALLY NECESSARY/SPECIAL DESIGN PATIENTS BECAUSE OF THEIR VALUE TO THE PRACTICE TO INCLUDE THOSE SEEKING NEW FITS AND THOSE WHO HAVE NOT YET COMPLETED THE FITTING PROCESS.



RESUMING REGULAR CONTACT LENS CARE

- **ARE YOU SCHEDULING NOW (I.E. FOR MAY/JUNE?)**
 - DR. RESNICK: WILL BEGIN MAY 15 WITH LIMITED HOURS (10AM – 3PM) FOR THE BENEFIT OF STAFF WHO NEED TO TAKE THE SUBWAY. PATIENTS WILL BE SEEN AT 30 MINUTE INTERVALS
 - DR. SONSINO WILL BEGIN SEEING PATIENTS IN EARLY-MID MAY AND WILL EXTEND HOURS TO ACCOMMODATE MORE PATIENTS BUT WILL NOT OVERBOOK AND SCHEDULE EVERY 30 MINUTES TO PROVIDE THE SAFEST ENVIRONMENT



SOCIAL DISTANCING

- **PATIENTS SCHEDULED FURTHER APART;** FEWER PATIENTS IN OFFICE AT SAME TIME
- **RECEPTION ROOM:** CHAIRS 6' APART; EVERY OTHER CHAIR NOT USED
 - DR. SONSINO'S OFFICE ALREADY HAS THIS MODEL WITH FEW CHAIRS IN THE RECEPTION ROOM AND FEW PATIENTS WAITING (IN PART DUE TO THE EMPHASIS ON MEDICALLY NECESSARY FITS)
- **DECREASE STAFF MEMBERS:** TO EASE INTO STAFFING, DR. RESNICK SURVEYED HER STAFF AS SOME MAY PREFER NOT TO COME BACK AT THE BEGINNING DUE TO CHILD CARE (OR CARING FOR GRANDPARENTS) AND FOUND THAT SHE COULD BRING THEM BACK IN 3 SHIFTS, INCREASING EVERY TWO WEEKS



OFFICE HYGIENE AND STERILITY

- **DOCTORS AND STAFF WEAR (N95) MASKS AND GLOVES**
 - DR. SONSINO WILL ALSO HAVE THE PATIENT WEAR A CLOTH MASK
- **LIMITED ROOMS IN USE AT SAME TIME**
 - WITH DR. RESNICK NO PATIENTS WILL BE SEEN CONSECUTIVELY IN THE SAME ROOM TO ALLOW FOR DISINFECTION
- **HANDWASHING AND WIPING DOWN COUNTERS, CHAIR HANDLES, EQUIPMENT ETC. DONE IN FRONT OF PATIENT (IMPORTANCE OF PERCEPTION!!)**
 - DR. SONSINO: EACH ROOM WILL BE SCRUBBED PRIOR TO PATIENT ENTERING AND THEY WILL BE ABLE TO TELL WHEN THEY ENTER THE ROOM
- **BREATH GUARD/FACESHIELD ON SLIT LAMP, EXCHANGE/DISINFECT TONOMETER TIP AFTER EACH USE (OR USE OF DISPOSABLE TIPS)**



OFFICE HYGIENE AND STERILITY

- **PLEXIGLASS SCREENS AT RECEPTION WINDOW**
- **DISPOSABLE PENS** OR (PER DR. SONSINO) SEPARATE BINS OF USED AND UNUSED PENS
- **DO NOT TOUCH FACE, EYES, ETC.** IN FRONT OF PATIENT
- **PATIENTS WASH HANDS** ENTERING AND LEAVING
- **NO MAGAZINES** IN RECEPTION AREA (PER DR. RESNICK)
- PATIENT GIVEN A **HAIRNET** FOR SPECIAL TESTS (OPTOMAP, VISUAL FIELDS) WHERE CONTACT IS POSSIBLE (PER DR. RESNICK)



ADDITIONAL CONSIDERATIONS

- **WHAT ABOUT PRE-TESTING?** ANY CHANGES IN TESTS AND WHO PERFORMS THEM? WHAT ABOUT APPLYING CLS ON A PATIENT (< 6' AWAY)?
 - DR. RESNICK: WILL ONLY PERFORM THE ESSENTIAL PRETESTS TO NOT KEEP THE PATIENT LONGER THAN NECESSARY AND PREVENT THE NEED FOR THEM TO BE EXAMINED IN MULTIPLE ROOMS



STAFF ISSUES

- **WHAT ABOUT STAFF?** NUMBER OF STAFF (TOTAL AND AT ANY ONE TIME). CHECKING TEMPERATURE OF STAFF; NOT ALLOWING STAFF TO BE PRESENT IF COUGH, FEVER, ANY FORM OF ILLNESS PRESENT. MAY CONSIDER THE SAME WITH PATIENTS WHO ENTER THE OFFICE
 - DR. SONSINO: USE OF A NON CONTACT THERMOMETER WITH STAFF, DOCTORS, AND PATIENTS UPON ARRIVAL. IF A POSITIVE FINDING, THEY WILL BE ISOLATED FROM PRACTICE FOR 10 DAYS (SIMILAR TO VANDERBILT UNIVERSITY MODEL)
 - DR. RESNICK HAS STAFF WEAR CLEAN SCRUBS EVERY DAY INSTEAD OF LAB COATS THAT ARE NOT CLEANED EVERY DAY



FINAL QUESTIONS AND COMMENTS

- **RECOMMENDING HYDROGEN PEROXIDE AS CARE SYSTEM**

- DR. SONSINO USES H₂O₂ EXCLUSIVELY; DR. RESNICK USES IT WITH 75% OF PATIENTS
- AOA/AAO/GPLI/CLMA HAVE DEVELOPED AN IN-OFFICE DISINFECTION CARD DOWNLOADABLE AT WWW.GPLI.INFO AND SHOWN ON NEXT SLIDE

- **SEEING MULTIPLE CHILDREN FROM SAME FAMILY**

- MAY WANT TO MINIMIZE “GUESTS” ARRIVING WITH THE PATIENT BUT BOTH DR. SONSINO AND RESNICK WOULD SEE MULTIPLE FAMILY MEMBERS BUT A GOOD STRATEGY WOULD BE TO SEE THEM AT THE END OF THE DAY

- **APPLYING CONTACT LENSES ON A PATIENT (NOT SOCIAL DISTANCE)**

- DR. RESNICK HAS PATIENTS WATCH A VIDEO ON INSERTION AND REMOVAL. THE STAFF MEMBER WILL BE MASKED AND GLOVED IF THEY DO ASSIST ON PATIENT EDUCATION

IN-OFFICE DISINFECTION OF MULTI-PATIENT USE

Diagnostic Contact Lenses

GAS PERMEABLE

1

Place 3% hydrogen peroxide with gas permeable lens in non-neutralizing case.

2

Disinfect lens for 3+ hours.

3

Rinse gas permeable lens with multipurpose solution (MPS).

4

Pat dry, store dry.

HYBRID & SOFT

1

Place 3% hydrogen peroxide with soft or hybrid lens in non-neutralizing case for 3+ hours.

2

Transfer soft or hybrid lens to a neutralizing case. Fill with fresh 3% hydrogen peroxide. Add neutralizing disc or tablet as recommended by manufacturer.

3

Neutralize lens for 6+ hours, or as directed by manufacturer.

4

Rinse with MPS. Store in a disinfected case with MPS.

- Multipurpose solutions are acceptable for rinsing.
- ISO recommends this process every 28 days for soft or hybrid diagnostic lenses if they have been opened and not re-used and subsequently re-disinfected in that time period.

These methods have been approved by the American Academy of Optometry Section on Cornea, Contact Lenses & Refractive Technologies and The American Optometric Association, Contact Lens & Cornea Section adapted from the Standard of the International Organization for Standardization (ISO); ISO 19979:2018(E).



AMERICAN ACADEMY
of OPTOMETRY



AMERICAN OPTOMETRIC ASSOCIATION
CONTACT LENS AND CORNEA SECTION



THANK YOU FOR ATTENDING !!!



GP Lens Institute™
The Educational Resource For Custom Manufactured Contact Lenses

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April 21 Webinar: How to Build a Specialty Contact Lens Practice

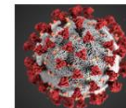


This webinar will be presented by Stephanie Woo, OD, FAAO, FSLs and Elise Kramer, OD, FAAO on Tuesday, April 21, starting at 8:00 pm Central Time.

[Sign up here to attend this live webinar at no cost >](#)

Coronavirus Update

What you need to know about contact lens wear.
[Learn more.](#)



GPLI Practitioner of the Year – 2020

Congratulations to Dr. Jeff Walline, recipient of the GPLI's highest honor awarded to a practitioner.
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