

contact⁺

WHY CONTACT LENSES:
THE PATIENTS' PERSPECTIVE



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At HG, we talk a lot about contact lenses being really important to your practice. But why? Contact lens patients add recurring revenue streams, they increase overall patient spend, and they are, on the whole, extremely loyal. But let's not forget our patients in all of this, because for some of them, contact lenses can be **life changing**. By not offering contact lenses to our patients, we might not be giving them their best visual solution which, in some cases, may prevent them from experiencing that WOW moment.

We've pulled together some research and patient testimonials below, to remind us all exactly how incredible contact lenses can be, and how easily they can **change lives**.

How many lives are you going to change today?

Contact lens wearers are passionate about their lenses!

Fact: 78% of lens wearers say they love their contact lenses

Fact: 62% of lens wearers say contact lenses are part of their personality

Fact: 80% of lens wearers say contact lenses have transformed their life

Source: Greenlight Research, April to June 2018, Base: Solus glasses wearers (221), Contact lens wearers (200) UK data

Contact Lenses really do change lives!

Contact lenses have the power to transform a patient's life in a way that glasses alone cannot, by giving them visual freedom and boosting confidence. By swapping spectacles for contact lenses, wearers are free to take part in almost any activity, without visual compromise.....whatever the weather! Contact lens patients often talk about forgetting they even have a vision correction need and feeling like themselves again. Many contact lens patients don't know what they would do without their contact lenses; they are a part of their life they could not live without.

Source: Consumer Contact Lens Testimonials - Green Light Research April19

Listen to what some real life patients have to say about contact lenses

<https://vimeo.com/575818070/9ae0532fd6>

It's so easy to presume a patient won't want contact lenses or wouldn't be suitable. We're all guilty of this. But wouldn't it be great if we could get to know our patients a little better, to see if their lifestyle really would benefit from contact lenses. All you have to do is ask.

So, let's see how many lives we can change!

#justask





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