

The Plano Presbyope: A Wealth Of Refractive Opportunities

A Large And Growing Patient Pool

There is a large and growing sweet spot for NearVisionSM CK[®] — presbyopic patients that are emmetropic or have low hyperopia who see well at distance but do not like wearing reading glasses. This group of patients represents a significant opportunity for your practice, an opportunity that is easily within your reach.

It is estimated that about 40 percent of the adult population (based on data from the 1990 Baltimore Eye Survey) falls into the plano and low hyperopic presbyope category. Additionally, with the pervasiveness of vision correction procedures, it is projected that an additional 5 million former refractive surgery patients will develop presbyopia within the next 5 to 10 years. Given that NearVision CK is a market-tested, FDA-approved treatment with high patient satisfaction, these numbers could translate into NearVision CK becoming the highest-volume vision correction treatment performed in many practices across the country.

Presbyopic patients present ophthalmic practices with an opportunity to create an anti-aging niche, whereby NearVision CK can be positioned as a first-line treatment to improve near vision for aging eyes.

The Plano Presbyope Opportunity

Naturally occurring plano presbyopes

37 million

Existing post-refractive plano presbyopes

977,000

Annual additional post-refractive plano presbyopes

226,000

Number of cataract patients treated each year

2.7 million

Identifying The Plano Presbyope

Patients who would be ideal candidates for NearVision CK walk in and out of your office every day. There are 90 million baby boomers (defined as people born between 1946 and 1964) in the United States, and almost half suffer from vision problems that put them in the indicated range for NearVision CK. For most of these people, this is their first experience with any measurable loss of vision quality. The desire

to reclaim their near vision and the demographic profile of this

patient population make treating these patients with NearVision CK a practical, profitable addition to your practice.

When screening candidates for NearVision CK, also keep in mind that potential patients tend to be more risk-averse and apprehensive about refractive surgery. Be sure to reinforce the excellent safety profile of NearVision CK when introducing potential candidates to the treatment.

The most successful NearVision CK practices have turned identifying patients into a

NearVision CK Candidate Profile

Profile	Practice Benefit
40-58 years old	These people have more discretionary income
-0.75 to +0.75 refractive error	Approximately 37 million candidates
Risk-averse	Ideally suited for “no-cut” procedures
Tired of their reading glasses	Motivated to reclaim their near vision

straightforward process. It only takes three simple questions to help patients identify themselves as candidates:

- Are you over 40 years of age?
- Do you have good distance vision?
- Are you frustrated wearing reading glasses?

If the patient answers “Yes” to all these questions, you may have found yourself a NearVision CK candidate.

NearVision™ CK