

A Win-Win Proposition

*The latest feedback from doctors and patients reveals that **Biofinity® toric** contact lenses are surpassing expectations.*

In all areas of healthcare, patients rely on professionals for their knowledge and guidance. The eye care industry is no different. Patients look to eye care professionals to fit them in the best and healthiest lenses possible. So what do you recommend to astigmatic patients?

It's true these patients add a new layer of complexity to fitting contact lenses. From your perspective, the variables of fitting a toric lens can be challenging. For patients who may be used to their existing contact lenses, being fit in new lenses can be nerve racking. Finding a proven, reliable toric lens that satisfies you and patients can be a game changer for your practice. That's where CooperVision's Biofinity® toric comes into play.

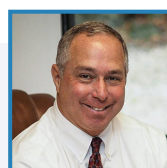
The latest feedback reveals that both doctors and patients are extremely happy with Biofinity® toric contact lenses. Not only do eye care practitioners prescribe Biofinity® toric contact lenses more than any other toric lens in the United States today,¹ but survey findings show that 94% of patients are happy with their overall vision in Biofinity® toric contact lenses.²

A Reliable Fit

Biofinity® toric's design has set a high bar for toric lenses. The contact lenses feature Optimized Toric Lens Geometry™, which provides uniform ISO thickness, an optimized ballast band design, large toric optic zone, and a smooth, continuous surface to ensure the lens is easy-to-fit³ and stable.

The unique design is reducing patient chair time and delivering greater visual acuity, faster lens settling, and excellent rotational recovery, according to doctors who are fitting the lenses.⁴ This is translating into long-lasting comfort and a better visual experience for patients. A recent survey found that 91% of patients said their Biofinity® toric lenses were comfortable throughout the day,² and **80% agreed that their vision remained clear and stable throughout the day.**²

"I chose **Biofinity® toric as my toric lens of choice** because it has the highest success on initial fitting, and my patients love the lens," said Ethan E. Huisman, OD, FAAO, an optometrist at Elite Eye Care in West Des Moines, IA. "Biofinity® toric's design has superior stability, and quickly settles into alignment with minimal rotation. The Biofinity® material is very comfortable and gives patients all-day comfort in a monthly modality that increases patient compliance."



Paul Bernstein,
OD, FAAO, FCOVD



Melanie Frogozo,
OD, FAAO



Casey L. Hogan,
OD, FAAO, FSLs



Ethan E. Huisman,
OD, FAAO

Biofinity® toric is the most prescribed toric contact lens on the market.¹

Added, Paul Bernstein, OD, FAAO, FCOVD, "Biofinity® toric lenses have proven to be a predictable lens which can be **fit on the majority of my patients.**"

The 'WOW' Factor

It's not surprising that Biofinity® toric is the **most prescribed toric lens on the market**¹ when you hear what your peers and patients are saying about the contact lens. Beyond its extraordinary design, Biofinity® toric's remarkable performance is grabbing the attention of patients.

"My patients report that Biofinity® toric lenses provide the **best vision and all-day comfort**," said Casey L. Hogan, OD, FAAO, FSLs. "But it's the optical quality that is the 'wow factor.' They are often **'wowed'** by the crisp vision as soon as they insert their diagnostic lenses."

With Biofinity® toric and Biofinity® XR toric, there are more than 20,000 SKUs available, which means you have a multitude of options to choose from—increasing the chances of a perfect match when it comes to contact lens



selection. This wide range is driving success for those who try the lens. More than **93% of Biofinity® toric wearers in the U.S. have chosen to stay in the brand,**¹ and upwards of **91%** of wearers of the lens say they are **happy** with it.²

The fact that many patients who try Biofinity® toric contact lenses are remaining loyal to the brand makes the decision to recommend Biofinity® toric a “no-brainer.” You can relax, knowing that the contact lens will meet or exceed your patients’ expectations.

“Biofinity® toric is my **lens of choice** for astigmatic patients,” said Melanie Frogozo, OD, FAAO. “Due to its stability and comfort, my patients are happy with Biofinity® toric. They experience sharp vision and can wear the lenses all day. The wide lens selection combined with the comfort and performance makes Biofinity® toric an easy choice.”

Patient Satisfaction

As an eye care professional, you have a lot riding on your ability to please astigmatic patients. A successful contact lens fitting can create a lifelong patient, but a failure will make it harder to build trust with the patient, and may even mean that the patient goes elsewhere to get their contact lenses.

So, knowing that **87%** of patients surveyed planned to tell their doctor at their next visit that they wanted to **stay in Biofinity® toric contact lenses,**² and that **84%** agreed or strongly agreed that Biofinity® toric lenses were the **best contact lenses they had ever worn,**² you can be confident in fitting your patient in Biofinity® toric lenses.

“The immediate comfort as described by my patients, coupled with superior optics make the lens an easy recommendation,” said Dr. Bernstein. “The high rate of patient acceptance in conjunction with the sophisticated silicone hydrogel material make the Biofinity® toric lens a **healthy toric lens option.** The lens is a **winner for both the patient and the practitioner.**”

Added Dr. Hogan, “With Biofinity® toric, I can be confident that the lens design will offer the best fit possible and excellent optics, which leads to **greater patient satisfaction.**”

The Time is Now

The latest feedback from everyone is clear: Biofinity® toric contact lenses are a win for doctors and patients around the country. By prescribing Biofinity® lenses, you are likely to create satisfied, long-time wearers.

For your 1-day patients, you can still get the same proven design features as Biofinity® toric with MyDay® toric. For more information, visit PrescribeMyDay.com/toric.

Just Listen to Wearers

Patient Satisfaction

91% of patients surveyed **agree** they are **happy** with their overall vision in Biofinity® toric²

90% of patients surveyed **would recommend** Biofinity® toric to family and friends²

84% of patients surveyed agreed or strongly agreed that out of all the contact lenses they've worn, Biofinity® toric lenses are **the best**²

Comfort

More than 91% of patients surveyed said their Biofinity® toric lenses are **comfortable** throughout the day²

73% of patients surveyed said their Biofinity® toric lenses **don't dry out** during the day²

66% of patients surveyed agreed that their eyes feel as **good** at the end of the day as they did at the beginning of the day with Biofinity® toric lenses²

Vision

More than 80% of patients surveyed **agree** that their vision **remains clear and stable** throughout the day with my Biofinity® toric lenses²

Ease of Use

93% of patients surveyed said their Biofinity® toric lenses are **easy** to handle²

Eye Health

89% of patients surveyed **agree** that they believe their Biofinity® toric contact lenses are **healthy** for their eyes²

Visit OnlyBiofinity.com/toric to learn about the unparalleled advantages of fitting your patients in Biofinity® toric contact lenses.

1. US industry data on file.

2. The results of an online survey involving patients who wear Biofinity toric contact lenses. January 2018 Biofinity toric wearer online survey. Data on file.

3. Results based on 144 participating eye care professionals in a multi-national online survey, 2016.

4. Comparison of fitting stability of the different soft toric contact lenses. Contact Lens & Anterior Eye 37 (2014) Hamed Momeni-Moghaddam et al. Optimised Toric Lens Geometry™ compared to available prism ballast, precision balance and accelerated stabilization toric lens designs.

