

Bausch & Lomb
Presents

Pearls *from the*

GLOBAL ORTHOKERATOLOGY

SYMPOSIUM 2004

TORONTO, CANADA

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SYMPOSIUM

The second annual Global Orthokeratology Symposium (GOS 2004), held in Toronto in July 2004, brought together 450 eyecare practitioners—contact lens specialists who hail from 34 countries around the globe.

Over four days, GOS 2004 presented lectures, market reports, product updates and open papers from an international array of leading practitioners and researchers. There also were fascinating posters on display, and authors were on hand so that attendees were able to ask questions of these experts. In addition, a full exhibit hall presented hands-on demonstrations of products and services applying to orthokeratology.

At lectures, social gatherings, and in the exhibit hall at GOS 2004, there was an enthusiastic and free exchange of vital research data, as well as applicable clinical techniques and marketing approaches for the eyecare practice involved in this fast-growing field. Throughout the four-day conference, the tremendous potential of orthokeratology to improve the lives of patients of all ages was dramatically apparent.

This event report from GOS 2004 presents some of these vital points of information—pearls that you can apply in your own practice to achieve success in orthokeratology with the use of GP contact lenses.

Fundamentals of Contact Lens Corneal Reshaping

At GOS 2004, the fundamentals of corneal reshaping with contact lenses were presented in a series of lectures that illuminated the technology advances that further the safety and effectiveness of Ortho-k, as well as clinical techniques for achieving optimal success.

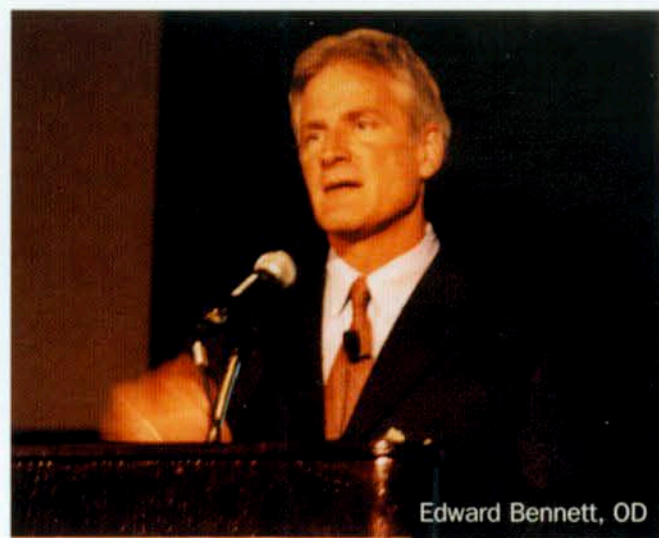
■ Edward Bennett, OD, MSED
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Consumer Interest is High... Preferred Over LASIK

Consumer interest in non-surgical myopia reduction with contact lenses is extremely high. Refractive surgery has escalated consumer interest in methods of eliminating the need for wearing contact lenses or spectacles. However, many consumers are distinctly not interested or willing to undergo LASIK, and Ortho-k represents an attractive alternative to surgery: In fact, 84 percent of those polled prefer it to LASIK, and 93 percent say they are very likely to try it.

Improvements in Ortho-k = Consistent Success

High consumer interest comes at a time when exciting developments in Ortho-k make this vision correction technique simpler and more effective. First, reverse geometry lenses produce very impressive results, studies show the corneal changes to be temporary (and fully reversible), and eyecare practitioners now can routinely achieve great success with a single pair of GP lenses. Further, about 3,000 eyecare practitioners now are trained in Ortho-k techniques, so for the first time there is a substantial installed base of qualified practitioners to address the needs of this growing market. New and wider



Edward Bennett, OD

FDA approvals in Ortho-k will accelerate the growth of this market further.

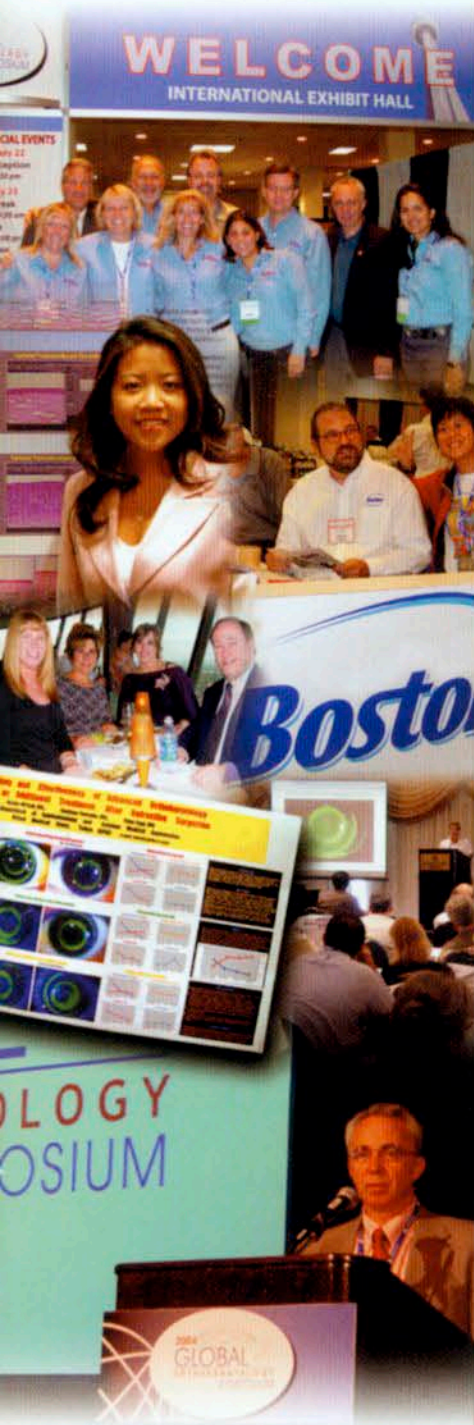
Choose Ortho-k Patients Judiciously

The selection of patients is key to success. When starting out with Ortho-k, look for "slam dunk" candidates who are highly motivated. Best success comes with soft lens patients up to -5.00D of myopia and up to 1.50D or less of astigmatism. Poor results come with unrealistic patients who may seek to regain youthful sight or with patients with against-the-rule astigmatism or lenticular astigmatism greater than 0.75D. Eliminate patients who present complicated issues (keratoconus, post-LASIK patients with thinned corneas, etc.). Follow-up care is vital; make sure that patients are good candidates for this.

Current GP Lens Wearers Less Successful

Current wearers of GP lenses experience lower rates of success with Ortho-k than do soft lens wearers or spectacles wearers. This reduced success rate is likely due to the

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