

From: Optometry Times <optometrytimes@acimarkets.com>

Date: TBD

To: Recipient

Subject: The DAILIES® Choice Program helps get my patients into a healthy and convenient lens wearing schedule that promotes compliance...



Dr. Crooker was compensated by Alcon for her participation in this advertorial.

“The **DAILIES® Choice Program** helps ensure I get my patients into a healthy and convenient lens replacement schedule that promotes compliance”

Jessica Crooker, OD

Optometrist
Scituate Harbor Vision Source
Scituate, MA

When fitting my patients in contact lenses, I always recommend daily disposable lenses first.

- The DAILIES® Choice Program reflects Alcon's commitment to increasing patient access to its DAILIES® portfolio of lenses, which include DAILIES® AquaComfort Plus® offering the widest set of daily disposable parameters readily available to fit nearly every patient.¹

- I use the Alcon DAILIES® Choice Program to overcome any preconceptions about cost and help ensure I get my patients into a healthy and convenient lens replacement schedule that promotes replacement compliance.²⁻⁶ I transitioned many 2-week and monthly replacement contact lens wearers into DAILIES TOTAL1® and DAILIES® AquaComfort Plus® lenses.

Take advantage of this opportunity to help more of your patients become satisfied DAILIES® lens wearers, too!



Check out what switching to **DAILIES TOTAL1®** has meant to James



Learn More about the DAILIES® Choice Program



Prescribing lenses that facilitate compliance with the manufacturer-recommended replacement schedule can mean more frequent annual office visits⁴

Months Between Office Visits⁴

14.5

Patients **compliant** with lens replacement recommendations

17.4

Patients **non-compliant** with lens replacement recommendations



More opportunities to provide comprehensive eye care

Upgrade your weekly and monthly replacement lens wearers to a daily disposable option with the **ALCON DAILIES® CHOICE PROGRAM**

Recommend a healthy choice for your patients and practice

Reduce the price barrier for new wearers with high-value savings* on a year's supply

Give patients a convenient alternative to weekly and monthly replacement lenses

*Savings via mail-in (or online) rebate in the form of an Alcon VISA® pre-paid card. Must be a new wearer to DAILIES TOTAL1® or DAILIES® AquaComfort Plus® lenses and must purchase an annual supply (eight 90-ct boxes) of DAILIES TOTAL1® or DAILIES® AquaComfort Plus® lenses from an eye care professional or participating retailer between 5/1/18 and 8/31/18. An eye exam or lens fitting is required and must occur within 90 days prior to contact lens purchase. Rebate claim must be submitted within sixty (60) days of purchase. Additional restrictions apply. Visit DAILIESCHOICE.com for full Terms and Conditions.



References

1. Based on published manufacturer-provided power availability values in: *Tyler's Quarterly Soft Contact Lens Parameter Guide*. March 2018.
2. Cho P, Boost MV. Daily disposable lenses: The better alternative. *Cont Lens Anterior Eye*. 2013;36:4-12.
3. Efron N, Morgan PB, Helland M, et al. Daily disposable contact lens prescribing around the world. *Cont Lens Anterior Eye*. 2010;33:225-227.
4. Dumbleton K, Richter D, Bergenske P, Jones LW. Compliance with lens replacement and the interval between eye examinations. *Optom Vis Sci*. 2013;90:351-358.
5. Dumbleton K, Woods C, Jones L, et al. Patient and practitioner compliance with silicone hydrogel and daily disposable lens replacement in the United States. *Eye Contact Lens*. 2009;35:164-171.
6. Guthrie S, Dumbleton K, Jones L. Financial implications of patient compliance. *Contact Lens Spectrum*. December 2014;29:42-45.

See product instructions for complete wear, care and safety information. **Fix only**

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From: Paul Farkas, MS, OD, FAAO <paul.farkas@odwire.org>

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