



**EYES
AWARENESS
SAFETY
YOU**

Partner Implementation Guide

Fall 2020

An initiative of



Alcon

BAUSCH+LOMB
See better. Live better.



CooperVision

Johnson & Johnson VISION

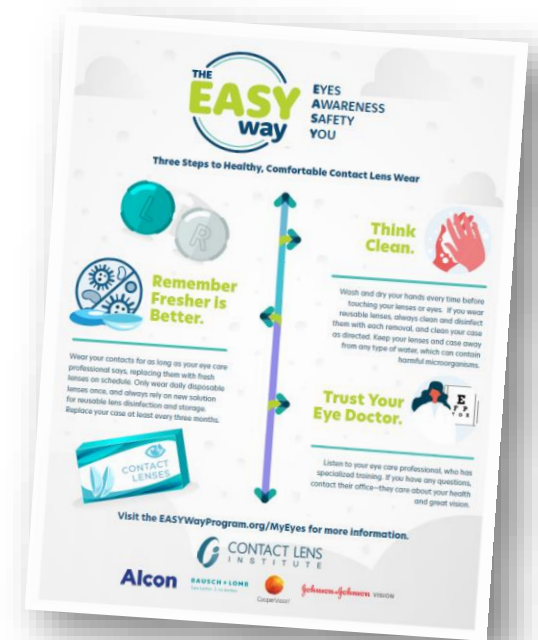
The EASY Way

is your path to
simplifying contact lens
wear and care tips
for patients year-round.

Let's go!

The program focuses on three easy steps to healthy, comfortable contact lens wear:

- 1 Think Clean.** Wash and dry your hands every time before touching your lenses or eyes. If you wear reusable lenses, always clean and disinfect them with each removal, and clean your case as directed. Keep your lenses and case away from any type of water, which can contain harmful microorganisms
- 2 Remember Fresher is Better.** Wear your contacts for as long as your eye care professional says, replacing them with fresh lenses on schedule. Only wear daily disposable lenses once, and always rely on new solution for reusable lens disinfection and storage. Replace your case at least every three months.
- 3 Trust Your Eye Doctor.** Listen to your eye care professional, who has specialized training. If you have any questions, contact their office—they care about your health and great vision.



Why Should We Use The EASY Way?

Contact lens wearers often have good intentions to follow instructions from their eye care professionals. With so much else happening in their lives, people may forget at times—but together we can help change that.

A specially-commissioned September 2020 survey of U.S. adults ages 18-54 determined that:

- ✓ People **don't follow guidelines** when using a new product because they're too difficult (28%), misplaced the instructions (25%) and are in a hurry (31%).
- ✓ 63% of people **search online for information** about how to use a new product.
- ✓ The EASY Way was **well understood** plus **more memorable** and **easier to follow** compared to current contact lens instructions from a major professional association.
- ✓ Approximately 4 in 5 people want their doctor to **alert them to new information** that could make them healthier.
- ✓ About 7 in 10 people want their doctor to **reinforce best practices** that are proven to be healthier.

How Do We Participate?

Taking part in The EASY Way is, dare we say it, easy!

Get the Tools. The Contact Lens Institute has developed a collection of attention-grabbing tools for use with your contact lens wearers in the office and online. Infographics, animations, email templates, social media graphics and more are available at no cost from EASYWayProgram.org.

Get Familiar. Take a little time to understand our three steps to healthy, comfortable contact lens wear. Practice staff can take the optional knowledge assessment available on EASYWayProgram.org to earn a personalized certificate and badge.

Get Started. Put the tools and your irreplaceable knowledge to immediate use by talking about The EASY Way with new and existing contact lens wearers when they visit the office, during telemedicine check-ins and between appointments.

Download The EASY Way Tools

Visit EASYWayProgram.org today to access these tools and more at no cost.



Infographic

- Waiting area and exam lane display
- Patient handout and mailing
- Practice website and social media



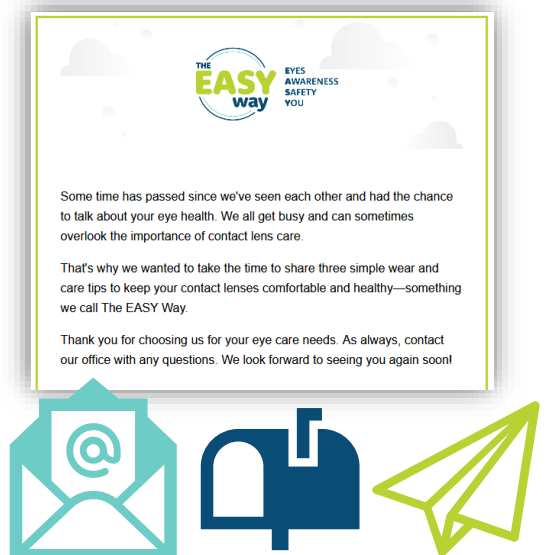
Digital Media Graphics

- Repeatable social media content
- In-practice digital screens display
- Incorporation into practice website



Knowledge Assessment

- Test staff readiness with a quick quiz
- Display your personalized certificate
- Download the EASY Expert badge



E-Mail / CRM Templates

- Share The EASY Way with patients
- Integrate messages into your CRM/EHR
- Customize to fit your practice needs

Who is Sponsoring The EASY Way?

The Contact Lens Institute (CLI) advances the latest innovations in safe and effective contact lens and lens care products and services that provide unique benefits to patients while satisfying the evolving needs of eye care professionals.

CLI undertakes activities that properly assess, enhance, promote and balance contact lens and lens care industry welfare and growth, including the safe use of products in the marketplace. Its members include Alcon, Bausch + Lomb, CooperVision, and Johnson & Johnson Vision.

For more information, visit contactlensinstitute.org.



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Welcome to The EASY Way

Get tools to share healthy contact lens wear and care tips that your patients can remember.

