

Build a Successful Myopia Management Practice with MiSight® 1 day, the one for myopia control

CooperVision's MiSight® 1 day is the first FDA-approved* soft contact lens proven to slow myopia progression in children, aged 8-12 years of age at the initiation of treatment.^{1†}



Thinking of implementing the Brilliant Futures™ Myopia Management Program in your office?

Consider these important takeaways from Dr. Carlee Young and Dr. Ashley Tucker, two of the Brilliant Futures™ program's earliest and most successful prescribers.

Educate early and often.

Myopia management education is key to success with the Brilliant Futures™ program. It is especially valuable to start educating families on risk factors for myopia, such as family genetics and environmental factors, early in the process. I often plant the seed during an appointment, send parents home with brochures and educational materials provided by CooperVision, and then follow up with them in a few months to see if they might want to talk more about myopia management.



Dr. Carlee Young
Clarkson Eyecare for Kids

Confidently prescribing MiSight® 1 day is important.

The Brilliant Futures™ Myopia Management Program itself is what sets the MiSight® 1 day contact lens above the rest. Through the support of the CooperVision Myopia Management team and the MiSight® App, I can drive home the point that myopia management goes beyond vision correction. The program is a commitment made by the doctor, parent and age-appropriate patient to improve the patient's lifelong visual health with MiSight® 1 day. I find parents understand the commitment to management better when it is presented in this way. I had to refine my presentation to parents a few times to convey the urgency in a simple and motivating manner. We have such a privilege and responsibility as eye care providers since parents trust us to do what's in the best interest for their children.

There is value in a myopia consultation visit.

Over the last few years, I've noticed that parents have a heightened concern about their child's vision and eye health, particularly with increased screen usage and indoor time. That's why it is imperative that parents get all their questions answered in a non-rushed environment. Use visual aids, such as the levels of myopia poster from CooperVision. For me, the consultation provides an opportunity for the parents and I to get to know each other, and if the child is present, I like to spend some time talking directly to the child as well. By the end of visit, in most cases, we have a plan in place that everyone feels comfortable with.



Dr. Ashley Tucker
Bellaire Family Eye Care

Assign a myopia management go-to team member.

It is awesome to have someone on staff that is appointed AND trained to triage and schedule patients interested in a myopia management program. He/she also answers follow-up questions after visits and is in charge of ordering lenses. In our office, that staff member also periodically reaches out to nearby school nurses, pediatricians, and colleagues providing them information and brochures about myopia management to give out to appropriate families.

Smart communication to parents and patients.

To launch MiSight® 1 day in our practice, we announced it in on social media, such as Facebook or Instagram, added it to the myopia management section on our website, sent out a newsletter, and diligently contacted parents/patients we had on a waitlist. The waitlisted patients consisted of age-appropriate and prescription-appropriate patients who haven't had success with other myopia management options. CooperVision's Brilliant Futures™ Myopia Management Program provides many assets or templates to our practice for patient outreach.

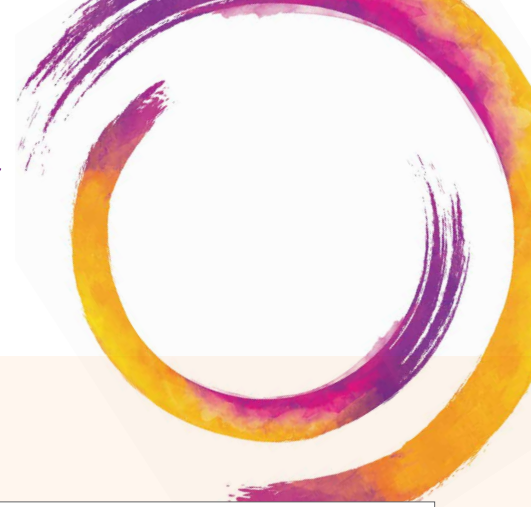
* Indications for use: MiSight® 1 day (omafilcon A) soft (hydrophilic) contact lenses for daily wear are indicated for the correction of myopic ametropia and for slowing the progression of myopia in children with non-diseased eyes, who at the initiation of treatment are 8-12 years of age and have a refraction of -0.75 to -4.00 diopters (spherical equivalent) with ≤ 0.75 diopters of astigmatism. The lens is to be discarded after each removal.

¹ Compared to a single vision 1 day lens over a 3 year period.

Reference

[†] Chamberlain P, et al. A 3-year randomized clinical trial of MiSight® lenses for myopia control. *Optom Vis Sci.* 2019; 96(8):556-567.

Thousands of eye care professionals have prescribed MiSight® 1 day* to thousands of age-appropriate children in the United States.



"CooperVision provided us a tool to help grow our established myopia management program by more than 50% in just one year – a feat which I would have never imagined. We are averaging around two new 'myopia management starts' in any given week and are approaching 300 active myopia management patients. Myopia Management was already a growing specialty within our practice, but this accelerated with all that the Brilliant Futures™ program has essentially brought to the table."

Andrew Neukirch, OD, Carillon Vision Care, Illinois



"I love the reactions from parents – especially those who are high myopes – at follow up visits when they realize their child's myopia hasn't progressed at all or very little since wearing MiSight® 1 day contact lenses^{1+€}. Both parents and patients are so surprised and excited about the program! MiSight® has truly changed the myopia management game."

Aamena Kazmi, OD
Bellaire Family Eye Care, Texas



"I feel like the support system with CooperVision has been excellent, and it's really a very comfortable², very safe lens³ that kids really take to and are really excited and happy^{4§}. So many have thanked me multiple times as they come in for their follow ups."

Paula Mintchell, OD
Vision Art Eye Care, Illinois



"MiSight® lenses were a really great addition to my toolbox of myopia management treatments. The fact that the lens is a daily disposable and has myopia control treatment zones was a win-win for me. We strongly recommend fitting age-appropriate patients with a daily disposable lens for the ocular health benefits."

Brie Hevesy, OD
Acworth Family Eyecare, Georgia



Ask a CooperVision sales representative about becoming Brilliant Futures™ with MiSight® 1 day certified.
Visit [CooperVision.com/practitioner/myopia-management](https://www.cooperlens.com/practitioner/myopia-management).



BRILLIANT FUTURES™
MYOPIA MANAGEMENT PROGRAM

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‡ Children aged 8-12 at the initiation of treatment.

€ No clinically meaningful change in refractive error -0.25D or less from baseline.

§ Overall experience as defined as children's comfort, vision, lens handling, and freedom from spectacles. Children aged 8-15 years.

References

- ¹ Chamberlain P, et al. A 3-year randomized clinical trial of MiSight® lenses for myopia control. *Optom Vis Sci*. 2019; 96(8):556-567.
- ² Sulley A et al. Wearer experience and subjective responses with dual focus compared to spherical, single vision soft contact lenses in children during a 3-year clinical trial. AAO 2019 Poster Presentation. 2019; 96(8):556-567. Compared to a single vision 1 day lens over a 3 year period.
- ³ Chamberlain P, Logan N, Jones D, Gonzalez-Mejome J, Saw S-M, Young G. Clinical evaluation of a dual-focus myopia control 1 day soft contact lens: 5-year results (2019 BCLA Clinical Conference & Exhibition).
- ⁴ CVI data on file 2018. 3- year study report.