Optometrists and cheer coaches would seem to have little in common, but both groups want to give their patients/athletes the tools to perform to the best of their abilities, and both understand how much happier patients/athletes are when they feel confident in their appearance. Because I have spent nearly 10 years coaching impressionable athletes, I take special pride in applying this unique perspective to my optometric practice. Prescribing contact lenses is an important part of the vision care I provide.

DAILIES® AquaComfort Plus® contact lenses are often my first choice to help patients see, look, and feel their best, particularly for younger patients and those considering contact lenses for the first time. For patients new to contact lens wear, Alcon provides a DAILIES® AquaComfort Plus® New Wearer Kit to help them make the transition to daily disposable lenses. This kit includes, among other things, contact lens application and removal instructions, a mirror, and a lens carrying case (Figure 1). Applying and removing contact lenses can seem daunting to those unaccustomed to it, and this kit goes a long way toward making patients feel confident and comfortable with the process. The kits also include information on an annual supply rebate, which is helpful for demonstrating the value of these lenses to my patients and building long-term loyalty to my practice.

DAILIES® AquaComfort Plus® contact lenses feature a unique design that provides a form of “built-in” compliance. When patients wear DAILIES® AquaComfort Plus® contact lenses, every blink throughout the day provides a sustained release of a moisturizing agent (polyvinyl alcohol) for all-day comfort. In addition, this lens provides built-in compliance to remind patients not to wear them a second day. In fact, a 2009 survey has shown that 93% of patients who wore DAILIES® brand contact lenses were compliant with the wearing schedule. This is particularly important for my younger patients and new wearers who may struggle a bit with compliance issues. Studies have shown that patients are most compliant with a daily disposable wearing schedule, so I’m pleased to be able to offer this modality to my patients, with the additional benefits of blink-activated moisture and built-in compliance.

In my experience, DAILIES® AquaComfort Plus® contact lenses are a great option for patients with an active lifestyle, especially my younger patients and new lens wearers who want to avoid the hassle of spectacles for sports and exercising, and also want to improve their appearance for social activities. Both the optometrist and coach in me (Figure 2) are happy to see how DAILIES® AquaComfort Plus® lenses are helping my patients see, look, and feel their best every day!