



Why Brilliant Futures™ Myopia Management Program Should be a Part of Your Practice

Myopia is Growing

- More than 40% of Americans have myopia, and that number is increasing at an alarming rate, especially among school-age children.¹
- Two-thirds of Eye Care Practitioners (ECPs) say the prevalence of myopia among children in their practice has increased over the past 5-10 years², and 81% of ECPs agree that myopia is one of the biggest problems impacting children's eyesight today.³



The Risks for Myopia Incidence are Rising

The upward incidence of myopia in today's children can be attributed to different causes and is the result of a combination of genetic and environmental factors.⁴

- The likelihood of children developing myopia is 1 in 3 when one parent is myopic and 1 in 2 when both parents are myopic.⁴
- Insufficient time spent outdoors^{4,5}, prolonged time spent reading and playing with digital devices, like smart phones or tablets^{4,6} and poor lighting levels^{4,5} can have a role.



Brilliant Futures™ with MiSight® 1 day Offers a New Approach to Myopia Management

Brilliant Futures™ Myopia Management Program is built around MiSight® 1 day contact lenses – the first and only FDA approved* soft contact lenses to help slow the progression of myopia in children age 8-12 at initiation of treatment.^{**7}

- All such children with myopia should be given an opportunity to have it slowed for the potential reduced risk of visual impairment in adulthood.⁸
- This innovative program is a comprehensive approach to myopia management specifically designed for busy parents and their children.



*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.

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

1. Cooper, Y. With Childhood Myopia Rates on the Rise, the American Optometric Association Highlights the Importance of Early Intervention through Annual Eye Exams. <https://www.aoa.org/newsroom/myopia-rates-on-the-rise-sym>. Published March 1, 2019. Accessed May 1, 2019. 2. CooperVision data on file 2019. Myopia Awareness, The Harris Poll online survey 6/27/19 to 7/18/19 of n=313 ECPs (who see at least 1/month myopic child, age 8-15) in U.S. Slightly or significantly increased. 3. CooperVision data on file 2019. Myopia Awareness, The Harris Poll online survey 6/27/19 to 7/18/19 of n=313 ECPs (who see at least 1/month myopic child, age 8-15) in U.S. ODs (89%) and MDs (68%) strongly/somewhat agree. 4. Morgan P. C52102: Is myopia control the next contact lens revolution? 2016. Available from <https://www.opticianonline.net/cet-archive/127>. 5. Rose KA et al. Outdoor Activity Reduces the Prevalence of Myopia in Children. *Ophthalmology* 2008;115(8):1279-1285. 6. Wolffsohn JS et al. Global Trends in Myopia Management Attitudes and Strategies in Clinical Practice. *Cont Lens Anterior Eye*. 2016;39(2):106-16. 7. Chamberlain P, et al. A 3-year randomized clinical trial of MiSight® lenses for myopia control. *Optom Vis Sci*. 2019; 96(8):556-567. 8. Tideman JW et al. Association of Axial Length With Risk of Uncorrectable Visual Impairment for Europeans With Myopia. *JAMA Ophthalmol*. 2016;134(12):1355-1363. doi:10.1001/jamaophthalmol.2016.4009

The Brilliant Futures™ Myopia Management Program Gives You the Opportunity to Grow Your Practice and Keep Your Patients Longer

The Brilliant Futures™ Myopia Management Program is a multi-year program that gives you access to a potential new segment of contact lens wearers with the possibility of an additional revenue stream.

- Children 8-12 years at initiation of treatment.
- Potential access to caring for entire family (parents and siblings).
- Referrals from satisfied patients and parents = higher conversion rates.
- Reliable income with annual purchase.

An Opportunity to Grow Practice Revenue Faster

With the Brilliant Futures™ Myopia Management Program, you are offering your patients an annual program versus selling packs of contact lenses or a pair of eyeglasses. Potential revenue to a practice can be 2-4x that of a year's supply sale of 1-day lenses.

BRILLIANT FUTURES™

MYOPIA MANAGEMENT PROGRAM

Current marketplace†

\$1,500 – \$2,500/year



Annual supply contact lenses†

\$200-\$800/year for children



Eyeglasses†

\$100-\$500

†Average price, revenue may vary based on individual office pricing structure.



MiSight® 1 day is Easy to Fit

- MiSight® 1 day is a soft, spherical, daily disposable contact lens that utilizes an optic zone concentric ring design with alternating vision correction zones and treatment zones.
- It's as easy to fit as a single vision daily disposable contact lens⁹.
- If questions should arise, there's a dedicated Myopia Management Specialist assigned to you.



The Tools You Need for a Successful Myopia Management Practice

The Brilliant Futures™ Myopia Management Program supports your practice and patients every step of the way with online tools, marketing and patient educational materials, and live practice support from a dedicated Myopia Management Specialist.

To learn more about the Brilliant Futures™ Myopia Management Program and how you can put myopia management into practice, talk to your CooperVision® Sales Representative or visit [CooperVision.com/practitioner/myopia-management](https://www.cooper-vision.com/practitioner/myopia-management).



Contact Customer Support
at 1-800-341-2020.



⁹ Initial CL BVP selection and observation of fit follows same fitting protocol for single vision CLs; fit success rate same with MiSight® 1 day and Proclear® 1 day. CVI data on file 2018; Chamberlain P et al A 3-year Randomized Clinical Trial of MiSight® Lenses for Myopia Control. *Optom Vis Sci* 2019;96:556-567.