

Prescribe Freedom

Freedom and confidence is the power patients tell us contact lenses give them.

And it's that same freedom and confidence that patients now want at every stage of the contact lens journey.

An average of

69%

of new contact lens wearers are open to using digital technologies

Source: CVI data on file 2020. Technology in the contact lens journey. Verve, November 2020. UK (1699 new wearers).

I'm used to using Zoom and Skype now. I would take this route over a face-to-face appointment if it were an option as we are all well versed now

Female - 18-34 - New wearer

Transactional digital technology in the contact lens journey is used for...

Online research

Book appointments and get confirmation emails and texts

Purchase contact lenses and consumables via e-commerce

Receive reminders for appointments as part of personally defined plans

Your appointment with us is confirmed

Reminder your contact lens aftercare is due

But gaps exist for digital technology to create certainty, more confidence and freedom through the patient journey.

Develop Apps

Create online Guides

Provide digital demonstrations

In and out of practice tele-optometry

Customer Journey

Assessment

Male - 35-54 - Lapsed wearer

I think a phone consultation would be useful before an assessment as it helps to put everything on record and help with the actual assessment at the time.

34%

...of contact lens wearers leave their initial contact lens assessment with a lot of unanswered questions

Source: CVI data on file 2020. Technology in the contact lens journey. Verve, November 2020. UK (2064).

Demonstration

53%

...of contact lens wearers agreed they felt they needed more information and support at the demonstration stage of their contact lens journey

Source: CVI data on file 2020. Technology in the contact lens journey. Verve, November 2020. UK (901).

A video consultation would have been invaluable. I think that's a brilliant idea.

I've learnt a lot of things by watching videos on YouTube.

I'm sure it would be more than enough to have this on video.

Female - 35-54 - New wearer

Trial

We hope you are enjoying your new contact lenses - is there anything we can do to help you?

46%

...of contact lens wearers agreed that they would have liked more contact from the optician during their contact lens trial

Source: CVI data on file 2020. Technology in the contact lens journey. Verve, November 2020. UK (2064).

It would have been great if they texted me and I could just text back saying 'It doesn't seem to be working, what shall I do?' I think that's the most frustrating thing - constantly I was the one having to initiate appointments and say this is not working.

Female - 55+ - Lapsed wearer

Aftercare

There is an openness to receiving information and support via digital technologies and is in line with in-person appointments



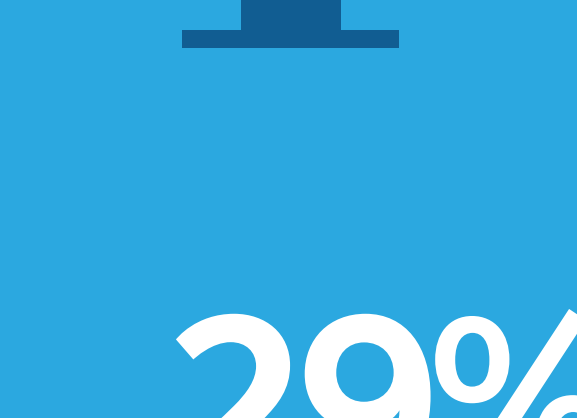
31%

Text messages



30%

E-mail and instructional videos



29%

Video consultation



29%

In-person appointments

Source: CVI data on file 2020. Technology in the contact lens journey. Verve, November 2020. UK (901).

We've carried out consumer research to gauge appetite for innovation in the contact lens journey.

Outright rejection of digital technology use in the contact lens journey is low

4%

New wearers

7%

Lapsed wearers

67%

...of new wearers agreed that digital technology would improve their experience of the contact lens journey

Source: CVI data on file 2020. Technology in the contact lens journey. Verve, November 2020. UK (1699 new wearers).

For people like me that live out of town and don't drive and have a small child, it's useful to do things over the phone. I think this would be really helpful for people like me.

Male - 35-54 - Lapsed wearer

It's this value we can deliver to every eye care practitioner and patient. And technology will help us deliver that promise.



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