

SUCCESS STORIES

The Alcon DAILIES® Choice Program is a Win for Patients and Practices

For many eye care professionals (ECPs), helping patients see, look and feel their best means being able to offer their patients daily disposable contact lenses. The **DAILIES® Choice Program** is an opportunity to provide patients with a convenient alternative to weekly and monthly replacement lenses by reducing the price barrier for new wearers with up to **\$200 in savings** on a year's supply of DAILIES TOTAL1® lenses (or up to \$150 in savings on a year's supply of DAILIES® AquaComfort Plus® lenses) via rebate.*



Jessica Crooker, OD
Director
Scituate Harbor Vision Source
Scituate, MA

“The DAILIES® Choice Program helps ensure that I get my patients into a **healthy, convenient, and replacement compliant** lens wearing schedule”

Dr. Jessica Crooker notes, “Whenever fitting patients for contact lenses, I always recommend daily disposable lenses first. The DAILIES® Choice Program has allowed me to move many 2-week and monthly replacement contact lens wearers into DAILIES® contact lenses because of the great value.”



Jeffrey Frank, OD
Optometrist
Spex Expressions
Sycamore, IL

“I’ve experienced **improved patient and practice** outcomes with Alcon DAILIES® lenses due to the DAILIES® Choice Program!”

Dr. Jeffrey Frank also uses the program to help get his patients into DAILIES® contact lenses: “DAILIES TOTAL1® is my go-to lens, and with the DAILIES® Choice program, it offers excellent value to my patients and practice.”¹



Douglas J. Bosner, OD
Director
Northwest EyeCare Professionals
Columbus, OH

“The DAILIES® Choice Program **lowers the cost barrier** to daily disposable lens adoption”

Dr. Douglas J. Bosner says, “My patients are able to enjoy the comfort and convenience benefits of DAILIES® AquaComfort Plus® and DAILIES TOTAL1® lenses at a price point that can rival and often beat the cost of 2-week or monthly replacement lenses.”



Pamela Lowe, OD, FAAO
Director
Professional Eye Care Center
Niles, IL

“It’s a win on every front: **patient satisfaction, practice revenue, and patient retention**”

For Dr. Pamela Lowe’s practice, the DAILIES® Choice Program has helped to increase annual supply sales of DAILIES® lenses. Incorporating the DAILIES® Choice Program into her practice has been easy: “Patients handle the rebate themselves via the online portal, so there is no extra paperwork for my staff!”

Alcon is committed to improving access to its DAILIES TOTAL1® and DAILIES® AquaComfort Plus® contact lenses so that patients can experience the benefits of a daily disposable wearing schedule.^{2,3}

Daily disposable contact lenses are an opportunity to provide patients with the lenses they want.

80% of patients agreed they are more interested in wearing daily disposable lenses when recommended by the eye care professional⁴

99% of eye care professionals want to fit more of their patients in daily disposable lenses⁵

The featured optometrists were compensated by Alcon for their participation in this advertorial.

*Savings via mail-in (or online) rebate in the form of an Alcon VISA® pre-paid card. Must be a new wearer to DAILIES TOTAL1® or DAILIES® AquaComfort Plus® lenses and must purchase an annual supply (eight 90-ct boxes) of DAILIES TOTAL1® or DAILIES® AquaComfort Plus® lenses from your eye care professional or participating retailer between 5/1/18 and 8/31/18. An eye exam or lens fitting is required and must occur within 90 days prior to your contact lens purchase. Rebate claim must be submitted within sixty (60) days of your purchase. Additional restrictions apply. Visit DAILIESCHOICE.com for full Terms and Conditions.

References

1. Dumbleton K et al. Compliance with lens replacement and the interval between eye examinations. *Optom Vis Sci.* 2013;90:351-358. 2. Cho P, Boost MV. Daily disposable lenses: The better alternative. *Cont Lens Anterior Eye.* 2013;36:4-12. 3. Efron N, Morgan PB, Helland M, et al. Daily disposable contact lens prescribing around the world. *Cont Lens Anterior Eye.* 2010;33:225-227. 4. Alcon data on file, 2015. 5. Alcon data on file, 2016.



Visit **DAILIESCHOICE.com** for more information

See product instructions for complete wear, care and safety information. 

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