Coaching for Dry Eye Success: SYSTANE® Complete

Dry eye is more important to your patients than you may realize. In my experience as a Dry Eye Coach, patients with dry eye are very concerned by the effect it has on their vision and ability to function, especially at work. My own history as a dry eye sufferer has helped me to understand its impact. I try to follow a healthy lifestyle that includes daily runs. On those days where I experience dry eye symptoms and don’t have my lubricant eye drops handy, my daily workouts are abbreviated or even cancelled because it’s too uncomfortable to pursue outdoor activities.

Although I’m familiar with the symptoms my dry eye patients may be experiencing, when patients come in for help, I still need to listen and uncover their needs—how long they have been suffering, the remedies they have tried and stopped using, what they would consider successful relief from dry eye all play a part in how I formulate a successful, individualized symptom management plan. I believe SYSTANE® Complete is an excellent option for managing dry eye symptoms in many cases.

SYSTANE® Complete is an important addition to the armamentarium for managing dry eye symptoms because it is formulated to provide relief for every major type of dry eye and supports all layers of the tear film. That is a significant attribute because the recent DEWS II Report described dry eye as a multifactorial condition that can be aqueous deficient or evaporative in nature, but more likely a combination of both. SYSTANE® Complete’s patented formulation is designed to supplement and stabilize the tear film. It accomplishes this through the use of advanced lipid nanotechnology that allows for the optimization of HP-guar concentration and improved cross-linking. This enhanced HP-guar meshwork results in better retention of the active lubricant on the ocular surface vs SYSTANE® Balance which locks in moisture for long-lasting relief.

Managing dry eye symptoms effectively is not just important to your patients, but also to your practice. Happy patients come back. Patients that don’t find dry eye relief will continue to seek out other eye care providers until they do. With SYSTANE® Complete, you can meet the needs of your patients and provide relief for every major type of dry eye and I can keep doing my morning runs.

Whitney Hauser, OD
DryEyeCoach®
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Dr. Hauser was compensated by Alcon for her participation in this advertorial.

References