EVERY DAY, I SEE PATIENTS OF ALL AGES, so for my practice to be successful, I need to be able to address a wide range of vision care needs, and just as importantly, help patients adapt as their needs evolve. For many of my patients entering their late 30s and early 40s, one of the biggest changes they experience is the onset of presbyopia. Being able to provide vision correction that meets their lifestyle demands is key to keeping my presbyopic patients satisfied and helping my practice thrive.

One of our keys to success with presbyopic patients is our focus on actively engaging to educate them about presbyopia and the vision correction options available to them. Our entire team, from the ODs to the front desk, technical, and optical department staff, is involved in helping our presbyopic patients understand what they are experiencing and how we can successfully correct it. By taking the time to talk through what they can expect from multifocal contact lenses, bifocal spectacles, and progressive spectacles, most of my patients — not surprisingly — are excited about the chance to wear (or keep wearing) contact lenses.

The other key to satisfying my presbyopic patients’ needs is being able to offer them a multifocal contact lens that can meet, and even exceed, their expectations. Presbyopes want and need a lens that provides clear vision and comfort during all of their daily activities. The good news is that DAILIES TOTAL1® Multifocal contact lenses combine the convenience benefits of a daily replacement schedule with truly exceptional comfort3 and seamless vision at all distances.3 By recommending DAILIES TOTAL1® Multifocal contact lenses, my practice has been able to better serve an important and growing part of our patient population.

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References
7. Alcon fitting guide for multifocal contact lenses.

Important information for AIR OPTIX® AQUA Multifocal (Multifocal B) contact lenses:
- For daily wear or extended wear up to 6 nights for near / farsightedness and/or presbyopia. Risk of serious eye problems (i.e., corneal ulcer) is greater for extended wear. In rare cases, loss of vision may result. Side effects like discomfort, mild burning or stinging may occur.
- See product instructions for complete wear, care and safety information.

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