DIGITAL EYE STRAIN DISPENSING "CHEAT SHEET"

unity®

Though digital eye strain is gaining awareness, many patients still don't know about it—and with device use sharply on the rise, patients need your guidance on this topic more than ever. Below are some quick-and-easy tips to help you discuss and dispense for digital eye strain.

EDUCATE ON DIGITAL EYE STRAIN
Research shows that almost 50% of patients don't know what digital eye strain is, where it comes from, how it impacts them, or how they can reduce it. However, 9 out of 10 patients say they want to learn more about limiting the impact of screen time on their eyes. Educating your patients on the problem improves their likelihood of accepting your recommended solution.

GET TO KNOW YOUR PATIENT
Have patients complete a printed questionnaire or online assessment before they see you, so you have information about their current symptoms and device use ahead of time.

DISCUSS AVAILABLE LENS SOLUTIONS
Almost 70% of patients don't realize lenses for digital eye strain exist. Educate them on lenses like Unity® Relieve and Unity Via OfficePro that are designed to help alleviate their symptoms. Patient brochures can be a big help in this department.

OFFER HELP BEYOND LENSES
In addition to lens products, patients can take several other steps daily to combat digital eye strain, including:

1. Follow the 20/20/20 rule: Every 20 minutes, look at something 20 feet away for 20 seconds
2. Increase the font size on their monitor or device
3. Use a blue light-filtering app on their phone or tablet

WEAR WHAT YOU RECOMMEND
If you're wearing what you're recommending, your endorsement gains steam. And sharing your personal experiences and successes with the product helps paint a picture of how their lives could be better with these lenses.

Learn more about digital eye strain and how Unity Lenses can help at UnityLenses.com.