



Healthy Sight Counseling In store Dispensing Module



Today I am going to introduce a new integrated approach to eyecare known as Healthy Sight Counseling.



Course Objectives

- Introduce the concept of Healthy Sight Counseling
- Define Healthy Sight Counseling: An Integrated approach
- Provide an understanding of the components of Healthy Sight Counseling and their interrelation in achieving healthy sight
- Provide a checklist for better integrating long-term visual health considerations into the eyecare practice



As we move through our course today, we'll discuss the concept of Healthy Sight Counseling and what it means to the entire practice and to your patients .

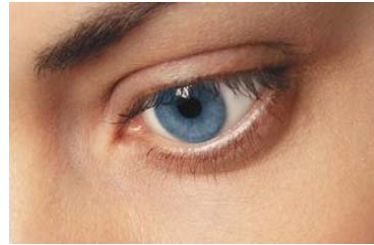
We will introduce an integrated approach necessary for healthy sight.

We will discuss the components for this approach and illustrate how an understanding of these steps and how the advice you offer your patients combined with the advice the doctors in your practice are offering and how they interrelate and are necessary to provide patients with the best possible visual health care.

In addition, this course will reinforce the importance of taking into consideration all the diverse factors that affect sight when a patient's visual function and health are evaluated, and offer you, the eyecare professional, an outline for utilizing Healthy Sight Counseling in assessing and promoting visual well-being.

What Is Healthy Sight?

- **Healthy Sight** is defined as the enhancement of the overall everyday quality of vision and the preservation of long-term ocular health—simply put, seeing well now and in the future



Basic to the discussion of Healthy Sight Counseling is the definition of healthy sight: the enhancement of the overall everyday quality of vision and the preservation of long-term ocular health—simply put, seeing well now and in the future.



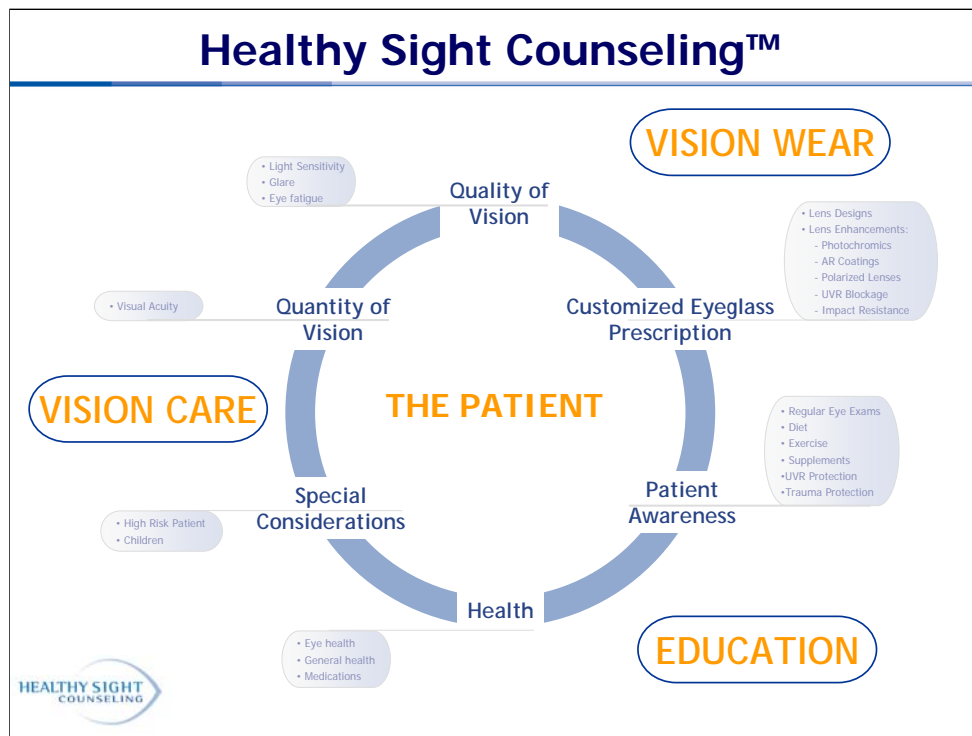
What Is Healthy Sight Counseling?

- **Healthy Sight Counseling** provides the eyecare professional with a integrated approach to promoting healthy sight in the everyday office or clinic practice
- The standard medical/primary care model is adopted to:
 - expand on the refractive eye exam
 - incorporate quality of vision and ocular health concerns
 - generate an “customized” eyeglass prescription™
- **Healthy Sight Counseling** is based on the premise that healthy sight is something that can be achieved through a combination of:
 - customized vision correction, and maintenance and preventive eyecare
 - increased professional and patient awareness of the importance of healthy sight and how to achieve it



Healthy Sight Counseling takes a integrated approach to eyecare and adopts the standard medical/primary care model to expand on the refractive eye examination. It advocates incorporating quality of vision and ocular health concerns to generate an “customized” eyeglass prescription™.

Healthy sight is something that the doctors in your practice and you can promote to your patients through a combination of customized vision correction, maintenance and preventive eyecare, and increased professional and patient awareness.



Healthy Sight Counseling (Healthy Sight Counseling) is a patient-centered approach based on primary care-medical methodology. Crucial to the successful implementation of Healthy Sight Counseling is the integration of the three key components of Healthy Sight Counseling: Vision Care, Vision Wear, and Education. Healthy Sight Counseling addresses both quantity and quality of vision issues, leading to what is called the customized eyeglass prescription™, where specific eyewear recommendations are made taking into account the individual patient's specific visual needs, occupational and recreational requirements, ocular and systemic health issues, risk factors, and lifestyle.



The Components of Healthy Sight Counseling

Vision Wear



Vision Care

Education



To make things simple, we might think of Healthy Sight Counseling as having three essential components: Vision Care, Vision Wear, and Education. We'll discuss each of these in greater detail.



 Vision Care

Vision Wear



Vision Care
Maintenance &
Preventive Eyecare

Education



The first component of healthy sight Counseling is Vision Care. If the aim of Healthy Sight Counseling is healthy sight now and for the future, maintenance and preventive eyecare must be a vital element of the Healthy Sight Counseling formula. It is where you, the dispenser, can play a vital role in helping to promote preventive eyecare.



Vision Wear Customized Vision Correction
Quantity & Quality of Vision



Vision Care

Education



The second component of Healthy Sight Counseling is Vision Wear. For the majority of patients seen in the eyecare practice or clinic, satisfaction with the level of care rendered by the eyecare professional depends on how well they see with the vision wear prescribed. Healthy Sight Counseling seeks to expand the traditional function of vision wear beyond simply correcting vision in the less-than-20/20 eye to providing what we like to call “customized vision correction,” in which both lifestyle, demographics and quantity and quality of vision become important and recognizes the potential role of vision wear in promoting healthy sight.



 Education

Vision Care



Vision Wear

Education

**Heightened ECP
& Patient Awareness**



Finally, if Healthy Sight Counseling is to be successful, it is critical that both professionals and patients must be educated about the elements of good vision and eyecare, potential risks to healthy sight, and ways to help ensure both good ocular health and good general health. However, incorporating Healthy Sight Counseling into the practice and during the consultation is equally critical.



Vision Care

Vision Wear



Vision Care

Education



So, then, we have the three components of Healthy Sight Counseling: Vision Care, Vision Wear and Education. Let's start off with a discussion of Vision Care and see how this figures into the Healthy Sight Counseling equation you can help implement in your practice, helping your patients achieve a lifetime of healthy sight.

Maintenance Eyecare

Preventive Eyecare

Healthy sight is the goal for now and for the future. Healthy sight depends on healthy eyes. Without healthy eyes, there can be no healthy sight and to help your patient have Healthy sight it requires both maintenance and preventive eyecare.

That is ensuring we address issues that will affect sight today, but also providing means to help protect sight for the future.

The choice made by you and the doctors in your practice of eyeglass lenses and lens treatments prescribed for your patients to meet their specific and unique needs allows vision wear to do more than simply correct vision, serving to enhance sight and the overall visual experience and helping protect the eyes for a lifetime of healthy sight.



Elements Of A Prescription

Adopting the Medical/Primary Care Model for Eye Care

History

Ocular Examination

Special Considerations



Since Healthy Sight Counseling makes vision care a part of eyecare, and both a part of overall medical/primary care, it is recommended that the doctor in your practice adopt the medical/primary care model for vision—and eye—care. The prescription should take into account the patient's history, the ophthalmic examination, and any special considerations that may adversely affect ocular health or sight.



Special Considerations

- Risk Factors
- Heredity
- Preexisting Ocular Disease
- Preexisting Disease
- Medications
- Occupational Hazards
- Recreational Pursuits
- Age
- Recent Surgeries



The doctors in your practice should know that there are a number of special considerations in choosing the customized eyeglass prescription™ for a particular patient. This makes the expanded ocular history an important part of Healthy Sight Counseling.



Special Considerations: Children's Eyes

Childhood and a Lifetime of Healthy Sight

Protection from Impact Injury

Ultraviolet Radiation (UVR) Exposure

Refractive Errors



The best health care is preventive care, particularly in the case of children's eyes. Preventive care—medical and ophthalmic—must start early in life to be effective. This makes children an important focus for Healthy Sight Counseling. There are certain threats to healthy eyes and healthy sight to which children are more susceptible than adults. Impact injury and ultraviolet radiation (UVR) exposure are prime examples. You might consider discussing these issues with your adult patients who have children. It will help them to help practice preventive eyecare for their children's eyes.



Ocular Trauma In Children

Nearly Half of Traumatic Eye Injuries
Related to Ball Sports

45% of These Occur in Children
Under Age 14

90% Are Preventable



Did you know that trauma—primarily sports-related ball trauma—is an important ocular risk factor for children? According to Prevent Blindness America, 90% of traumatic eye injuries in children are preventable with correct use of safety eyewear. This makes the use of eye protection during sports and impact-resistant materials in children’s eyeglasses—eg, polycarbonate or Trivex™ lenses—mandatory. It is important to communicate this information to your adult patients who have children.



UVR And Children's Eyes

The average child receives three times the annual UV exposure as an adult

Increased UVR Transmission Through the Young Lens

Importance of Cumulative Effects of UVR on the Eye

Most Children Do Not Wear Eyeglasses

Most Children Do Not Wear Prescription Sunglasses



Something else you will want to communicate to your patients with children is the other important risk factor for damage to the young eye: UVR.. A strong body of laboratory and epidemiologic data links UVR exposure to ocular disease. Both acute and chronic exposure are important. Children's eyes are particularly susceptible to the adverse effects of UVR for three reasons:

1. The average child receives three times the annual UV exposure as an adult .
2. The clear lens of the young child (10 years or younger) transmits 6.5 times more incident UVR than the adult lens.
3. While approximately half of adults in the Western world wear prescription eyeglasses (some of which provide good UVR protection for the eye), less than 20% of children under the age of 18 wear prescription eyeglasses. This means that while children stand to benefit the most from ocular UVR protection, they are the least likely to get it.



UVR Absorption

All Lenses Should Block
UVR

Should Meet Internationally
Accepted Standards

- ANSI
- ISO
- AS/NZS
- EN

ACCEPTED

Global Commission on
Ophthalmic Standards



**WORLD COUNCIL
OF OPTOMETRY**

Therefore, an important function of eyeglasses is UVR protection. While crown glass is not an efficient UVR absorber, more modern spectacle lens materials are available that generally offer excellent UVR protection for the eye. It is recommended that all spectacle lenses prescribed should meet the internationally recognized standards for UV blockage and absorption. Associations such as the World Council of Optometry through their Global Commission on Ophthalmic Standards also provide programs for products that meet strict UV blockage guidelines.

International Standards of Performance

ANSI Z80.3 and ISO 8980-3, EN 1836 and AS/NZS 1067.



Medical/Primary Care Model For The Eyeglass Rx

- Healthy Sight Counseling takes the refraction one step further
- Applies the principles of medical/primary care to eyecare
- Combines the results of the patient history and ocular examination with the refraction
- Generates an ***customized eyeglass prescription™***
- Leads to healthy sight now...and for the future

HEALTHY SIGHT
COUNSELING

The most common procedure performed by the doctor in your practice during the course of an eye examination is the refraction.

In a sense, the refraction is the basis for all eyecare. Without good refraction, vision will usually be compromised

Healthy Sight Counseling though, takes the refraction one step further and applies the principles of the medical/primary care model for eyecare.

By having the doctor adopt this model, Healthy Sight Counseling promotes combining the results of the refraction with the information gained during the history-taking and examination, to generate the customized eyeglass prescription™.

A specific set of instructions taking into account stage of life, their lifestyle and level of outdoor activity, existing medical and eye conditions, medications the patient may be taking, sensitivity to light or special considerations that promotes healthy eyes and healthy sight for the future.



 Vision Wear

Vision Wear



Vision Care

Education



The second component of Healthy Sight Counseling is Vision Wear.

Lifestyle Dispensing

Visual Lifestyle

Occupational Requirements



Recreational Requirements



Social Requirements



HEALTHY SIGHT
COUNSELING

For some time now, eyecare professionals have recognized that vision care implies more than simple vision correction. While the basic refraction remains the template for recommending vision correction to the patient, some attention has to be directed toward what the patient may want—or need—from prescribed eyeglasses. This has led to the concept of “lifestyle dispensing,” where the visual lifestyle of the patient is taken into account when corrective eyewear is dispensed, and something you have probably been practicing your entire career.



Lifestyle Prescribing

Supersedes Lifestyle Dispensing

Visual Lifestyle + Visual Health

Beyond the Numbers

Customized Eyeglass Prescription TM



To truly begin a lifetime of healthy sight for the patient, and to help the patient get what he or she wants—and needs—from vision correction, lifestyle dispensing is still very important but probably comes one step too late. What is really required for meaningful vision correction and vision wear is for the doctors in your practice to begin “lifestyle prescribing.” Here, both visual lifestyle and visual health are concerns in the prescription of vision correction, going beyond the numbers (ie, the numbers on the Snellen chart and the sphere, cylinder, add on the prescription) so that vision wear becomes an element of vision care by providing the “customized eyeglass prescriptionTM.”



Customized Vision Correction

Best Possible Vision

Long-Term Ocular Health and Well-Being



With customized vision correction, the aim is for the doctors in your practice to work with you to provide the best possible vision—in both quantity and quality—and to promote long-term ocular health and well-being.



Quantity and Quality of Vision

Quantity of Vision

Snellen Acuity

Quality of Vision

Contrast Sensitivity Acuity

Glare Acuity



As eyecare professionals, we are all aware that the elusive 20/20 vision most people seek is more a number than a goal. 20/20 (or 6/6) is an artificial construct—some might say an optical fantasy, measured in an artificial (ie, not true-to-life) way to define what is normal. We all see 20/20 eyes that are not normal and normal eyes that don't correct best at 20/20. And how often have you had the experience in your office or clinic of that 20/20 patient who is far from happy with his or her "normal" sight? The problem with equating normalcy with quantity of vision is that quantity is not all that matters. Don't get me wrong. We do need some standards to measure how well an eye sees, and for many eyes Snellen acuity is a reasonable measure. But think about how Snellen acuity is determined: at a strictly measured distance under controlled conditions of illumination, with none of those bothersome visual distractions of the real world that exist outside the refracting lane and removed from the boundaries of the phoropter. Vision in the real world is not standardized. Variables such as light and glare make a difference, so Snellen acuity is not real-world acuity. And remember, our patients have to see—and function—in that real world under real-world conditions. This is when quality of vision becomes an important consideration. Snellen acuity has little to do with quality of vision; it is primarily a measure of quantity of vision. Contrast sensitivity and glare acuity are the true measures of quality of vision.

Quantity and Quality of Vision

Quantity of Vision

Snellen Acuity

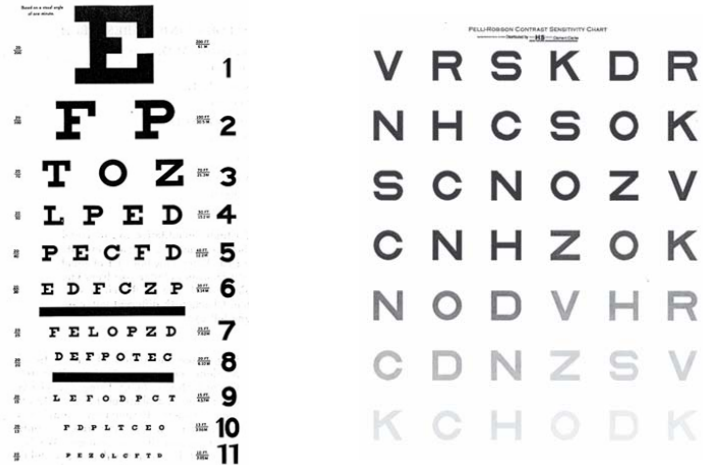
Quality of Vision

Contrast Sensitivity Acuity





Glare Acuity

To give you an example of how contrast impacts quality of vision, take a look at this slide. It's identical to the previous slide except for the background—the contrast. Which is easier to read: the title or the text? Why? The title is in a larger font, similar to larger characters on a Snellen chart. The text is in a smaller font but easier to see because the contrast is better. And the lighter the background, the clearer the text. By Snellen standards you should be able to see the title better, but quantity does not necessarily equal quality. The same is true with real-life vision.

Snellen vs Contrast Sensitivity Acuity



This is a good illustration comparing visual acuity as measured by Snellen testing and visual acuity as measured by contrast sensitivity acuity testing.

Four Types of Glare			
Type of Glare	Source of Glare	Effect	Best Protection From Glare
 Distracting Glare	Lens reflections The light reflected off the front, back, or within lenses Surface reflections Light reflected off the front surface of lenses—obscuring view of wearer's eyes Ghost images From headlights or streetlights at night via double reflection within lens Backside reflections Light source behind the wearer can obscure viewed scene	<ul style="list-style-type: none"> • Eye fatigue • Reduced vision • Annoyance 	Transitions® Lenses or clear lenses with AR coating
 Discomforting Glare	Everyday bright light Occurs in lighting situations in which the eye is unable to adapt naturally (eg, moving from the shade into bright sunlight)	<ul style="list-style-type: none"> • Squinting • Eye fatigue • Discomfort 	Transitions Lenses with AR coating
 Disabling Glare	Everyday bright light Bright light outdoors	<ul style="list-style-type: none"> • Blocked vision • Eye fatigue • Squinting • Contrast diminished 	Fixed-tint, fully-activated Transitions Lenses, or polarized lenses
 Blinding Glare	Acute reflection glare Light reflected off a surface such as water	<ul style="list-style-type: none"> • Squinting • Blocked vision • Contrast diminished • Eye fatigue 	Polarized lenses

Glare is the other important element in quality of vision. Simply put, too much visible light causes glare. And glare can happen day or night in a number of ways.

There are 4 types of glare: distracting (1400-3000 lumens), discomforting (3000-10,000 lumens), disabling (greater than 10,000 lumens), and blinding. The table summarizes how each type of glare causes visual discomfort in a different way. Each type of glare has a specific treatment that can help improve vision. This means that if we are going to provide eyewear that promotes healthy vision, we should take glare into account as we discuss lens options with our patients. In general, glare is considered to be annoying and inconvenient.

Reducing glare provides a number of important benefits to patients: it helps maximize vision by preventing the loss of visual performance or the loss of visibility; ensures a comfortable level of light, helping eliminate squinting and eye fatigue; and improves overall visual quality and visual comfort.



These paired photos demonstrate the effects of disabling glare on vision. The scene is the same. Notice, though, how the background is washed out and contrast diminished in the photo on your left. Glare is the reason and is responsible for some of the most common quality-of-vision complaints by patients.



Healthy Sight Counseling: Lens Designs and Lens Enhancements

- Single Vision or Progressive Lenses
- High-Index Lenses
- Polycarbonate Lenses
- Trivex™ Lenses
- Anti-reflective (AR) Coatings
- Tinted Lenses
- Photochromic Lenses
- Polarized Lenses



The prescription and dispensing of specific lens designs and eyeglass lens treatments is an important part of Healthy Sight Counseling, allowing you and the doctors in your practice not only to correct ametropias but also to enhance the quality of vision and to promote ocular health and safety for a lifetime of healthy sight. Polycarbonate and Trivex™ lens materials, for example, provide impact protection and safeguard the eye from trauma. Anti-reflective (AR) coatings improve the quality of vision and promote visual comfort and efficiency by decreasing bothersome reflections and some types of glare. Fixed-tint lenses cut down on excessive light, while photochromic lenses go one step further by actually titrating light according to the level of illumination, offering the ideal in quality of vision and visual comfort and convenience under varying light conditions. Polarized lenses, by eliminating blinding glare off the surface of water or snow, are beneficial for outdoor activities such as skiing, fishing, or boating.

We've talked about Vision Care and Vision Wear and the importance of providing a customized eyeglass prescription™ that addresses the individual and specific needs of the patient. Let's now look at the last component of Healthy Sight Counseling.



Education

Vision Care



Vision Wear

Education



The final component of Healthy Sight Counseling is education.



Education

Eyecare Professional Awareness

Public Awareness

Role of the Optical Industry

Role of Training Programs



For healthy sight to become a priority, there needs to be increased professional, dispenser, and patient awareness of the importance of healthy sight; potential risks to healthy eyes and healthy sight and how to guard against them; and the value-added benefits of prescription eyewear that go above and beyond simple vision correction to promote a lifetime of healthy sight.

Education

- UV Awareness
- Glare Protection
- Children
- Special risk
 - Medications
 - Ocular disease



There are a number of areas where it is important to educate your patients to help them not only with their daily visual needs, but also so they can help protect their eyes for a lifetime of healthy sight.

UV Awareness – Help reduce the risk of developing UV related eye conditions

Glare Protection – Improve your patients visual quality by recommending glare protection reducing eye fatigue and discomfort.

Children Remember to tell parents they need to protect their children's eyes. It's never too early to start.

Special risk

Medications

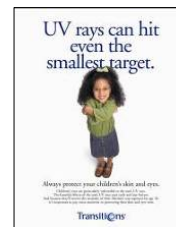
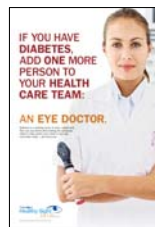
Ocular disease

Many patients are at higher risk ensure they are aware of the added risk.

Use Posters and patient communication materials to help raise the awareness of the need to protect.

Education and Public Awareness

- Freely available resources
 - Local Associations
 - Government Departments
 - Healthy Sight Institute



Posters available for download from the healthy Sight institute website



There are many places that have free public education materials available.

Visit your local association website or government health departments.

The Healthy Sight Institute also has a number of free downloadable public service materials so visit the section on resources to find out more.



Healthy Sight Counseling: Bringing It Into The Practice

Consider eyeglasses as a way to provide good sight now and to help safeguard and preserve vision for a lifetime of healthy sight

Understand the difference between quantity and quality of vision

Use eyeglass lens enhancements to give patients the most in their eyewear



As the doctors and you bring Healthy Sight Counseling into your practice, you should all:

Consider eyeglasses as a way to provide good sight now and to help safeguard and preserve vision for a lifetime of healthy sight.

Understand the difference between quantity and quality of vision.

Use eyeglass lens enhancements to give patients the most in their eyewear.



Healthy Sight Counseling And Patient Satisfaction

The most tangible measure of patient satisfaction with the eyecare they receive is how well they see

Eyeglasses must meet the individual patient's specific visual needs

For most patients, how well they see depends on the eyeglasses prescribed

For many patients, how well they see in the future might depend on the eyeglasses prescribed today



Your patients should be satisfied with the eyeglasses the doctor prescribes and you dispense. And you should feel satisfied that you have provided the best in vision correction for your patient, now and for a lifetime of healthy sight.



Healthy Sight Counseling

Vision Wear Customized Vision Correction
Quantity & Quality of Vision

**HEALTHY SIGHT
COUNSELING**



Vision Care

Maintenance &
Preventive Eyecare

Education

Heightened ECP
& Patient Awareness

**HEALTHY SIGHT
COUNSELING**



Remember, Healthy Sight Counseling is an integrated approach to seeing well for a lifetime. As the “gatekeepers,” we are responsible for ensuring that our patients see the best they can for a lifetime.



A Recommended Checklist for the Practice: *Ten Points for Healthy Sight*

1. Have you identified and addressed the patient's chief complaint?
2. Has a prior ophthalmic history been taken?
3. Has the patient's medical history been reviewed?
4. Has the family history—ophthalmic and medical—been considered?
5. Has an individual patient lifestyle history been obtained?



When incorporating **Healthy Sight Counseling** into the busy eyecare practice, the ECP and other members of the practice may want to review each patient encounter to ensure that the best possible vision care and vision wear has been provided and prescribed. Here is a simple **ten-point checklist** to make it easier to integrate the components of Healthy Sight Counseling into the exam and the entire practice.

Many times the prescription you the patient may present with, has been given by a doctor outside of your practice. In these cases, you may want to appropriate questions of the patient top ensure you are recommending the most appropriate eyewear. This is especially so when the patient has a prescription for eyeglasses that does not provide lens recommendations.

- 1. Have you identified and addressed the patient's chief complaint?** Pay close attention to how your patient describes his/her vision problem. Remember that vision problems are often affected by lifestyle or existing medical conditions.
- 2. Has a prior ophthalmic history been taken?** Did your patient mention any previous ocular disease, trauma, or surgery? Does she use contact lenses or eyeglasses? Has he had refractive surgery? Check to see if your patient has been using any topical eye medication—whether prescription or OTC products.
- 3. Has the patient's medical history been reviewed?** Does he/she suffer from any current systemic or chronic diseases? Has she had a prior surgery? Review all medications your patient is using—both prescription and OTC.
What about allergies?
- 4. Has the family history—ophthalmic and medical—been considered?** Patients may not be aware of how the health of family members may relate to their personal health. By asking about this, you may uncover important information about potential or existing ocular conditions.



A Recommended Checklist for the Practice:
Ten Points for Healthy Sight

6. Has a comprehensive ophthalmic examination been performed?
7. What are the special considerations you've identified for this patient?
8. Have the appropriate eyeglasses been prescribed for the patient's eyes—and for the individual patient's visual lifestyle?
9. Is the patient aware of his/her role in achieving healthy sight?
10. Are both you and your patient satisfied with the encounter?

