

# Promoting Healthy Contact Lens Care

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# Importance of Rub and Rinse

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- Failure to use a manual cleaning-disinfection procedure may help to explain the increased incidence of *Fusarium* keratitis associated with contact lens wear (Ahearn, et al)
  - “even after vigorous rinsing with multipurpose solution, the fungal attachments were not broken”

# Reducing Risk

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- Rinsing of a hydrogel contact lens alone will not consistently remove fungal surface deposits as efficiently as a rub and rinse process, particularly for some SH lenses.
- We strongly recommend the incorporation of a rubbing step in the MPS disinfection of hydrogel lenses to reduce the risk of fungal keratitis associated with contact lens wear.

# Clinical Recommendation on Rub and Rinse

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“On reviewing all the available data, it would appear that failing to rub lenses as part of the cleaning process, with the concurrent absence of adequate rinsing, does not seem to be prudent behavior.”

Microbial Keratitis and the Role of Rub and Rinsing, *Eye & Contact Lens* 33(6): 421–423, 2007, Victoria Butcko, O.D., F.A.A.O., Timothy T. McMahon, O.D., F.A.A.O., Charlotte E. Joslin, O.D., F.A.A.O., and Lyndon Jones, Ph.D., F.C.Optom., F.A.A.O.

# Rubbing and Rinsing of Contact Lenses Is Now Widely Recommended

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- ASCRS – literature and website
- Academy of Ophthalmology – literature and website
- American Optometric Association “Optometric Clinical Practice Guideline”
- AOA Contact Lens Section – Literature and website
- American Academy of Optometry Cornea and CL Section – Literature and Website
- CLAO – John Massare, Exec, and an Ad Hoc Committee are preparing a “Standard of Care” BCLA – literature and website
- Other world professional organizations

# Practitioner Contact Lens Standard of Care

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- ❑ Clean environment
- ❑ Proper hygiene
- ❑ Replacement of contact lenses as prescribed
- ❑ Rub/rinse care regimen with appropriate application and removal of contact lenses
- ❑ Disinfection of contact lenses and replacement of lens cases
- ❑ Documentation and follow up



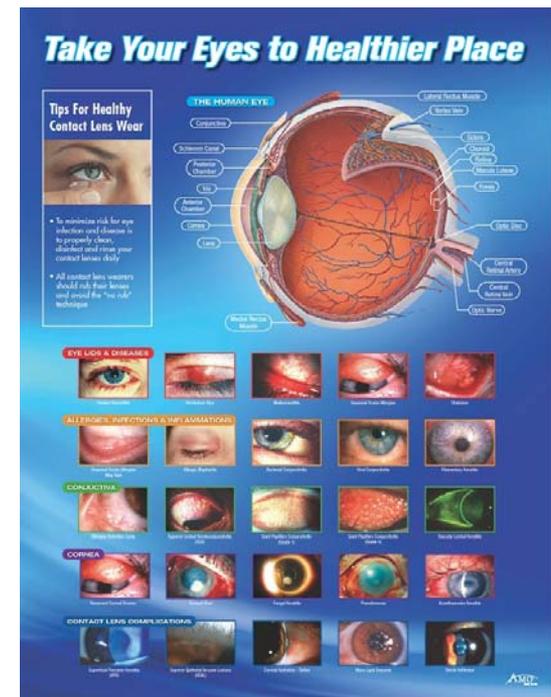
# Communication Channels

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- Reinforce compliance through ongoing communication to:
  - Clinicians
  - Office Staff
  - Professional Societies
  - Educational Institutions
  - Patients

# Practice Educational Materials

- ❑ Educational placemat
- ❑ Patient brochures
- ❑ Compliance contract
- ❑ Compliance business cards
- ❑ Compliance poster
- ❑ Educational compliance poster
- ❑ Application/removal compliance video
- ❑ Lens rubbing acrylic demo
- ❑ Patient visit reminder card



# Reinforcement of Compliance Through Labeling



**COMPLETE**  
Multi-Purpose Solution

**COMPLETE**  
Multi-Purpose Solution

**Free COMPLETE® LENS CASE Inside**

**EASY RUB FORMULA**  
For Effective Disinfection and Comfort

**24oz TWIN PACK**  
TWO 12 FL OZ (355 mL) Bottles STERILE

For Soft Contact Lenses

- Cleans • Rinses
- Stores • Disinfects
- Removes Protein

**COMPLETE**  
Multi-Purpose Solution

**Don't Forget the Following Guidelines on How Best to Take Care of Your Lenses:**

- Do not store or rinse lenses in any non-sterile water, including tap water.
- Do not swim, shower or use a hot tub while wearing soft contact lenses.
- Do not use saliva or put lenses in mouth to rewet.
- Do not wear lenses longer than prescribed.
- Discard any soft contact lenses that are damaged or dehydrated.
- Avoid using aerosols when wearing contact lenses.
- Discard any remaining solution in your COMPLETE® lens case before disinfecting your lenses again.

SEE INSIDE OF CARTON FOR FULL INSTRUCTIONS AND

**EASY RUB Formula = DISINFECTION & COMFORT**

DISINFECTION	COMFORT
<ul style="list-style-type: none"> <li>• With its unique EASY RUB Formula, COMPLETE® MPS promotes disinfection by removing and killing a broad range of bacteria and microorganisms on your lenses to help protect your eyes against infection.</li> <li>• COMPLETE® MPS EASY RUB Formula removes protein and debris to thoroughly clean your lenses.</li> </ul>	<ul style="list-style-type: none"> <li>• COMPLETE® EASY RUB Formula contains Poloxamer 237, an effective cleaner that is also gentle on the eyes.</li> <li>• With 4 beneficial electrolytes, COMPLETE® EASY RUB Formula helps promote a healthy lens wearing experience.</li> </ul>

**Tips for healthy lens wear**

COMPLETE® MPS EASY RUB Formula helps you maintain clean and comfortable lenses for effective disinfection and comfort:

**RINSE for lens-wearing comfort**  
When you insert your lenses

1. Wash your hands with soap and water prior to handling your lenses.
2. Prior to reapplying lenses, **RINSE** each side of the lens for 5 seconds with fresh COMPLETE® MPS to remove any debris on the lens.

**CARING FOR YOUR COMPLETE® LENS CASE**

- Rinse your COMPLETE® lens case daily with fresh COMPLETE® MPS and let it air dry.
- Replace your COMPLETE® lens case every 1-3 months.

**RUB, RINSE & SOAK for effective disinfection**  
When you remove your lenses

1. Wash your hands with soap and water prior to handling your lenses.
2. Place 3 drops or more of COMPLETE® MPS on one side of the lens surface.
3. **RUB** your lens gently from the center to the edges for at least 10 seconds (Never rub in a circular motion, because it may tear the lens and not clean the outer edge surface).
4. After rubbing for at least 10 seconds, turn the lens over and repeat step 3.
5. **RINSE** each side of the lens for 5 seconds with fresh COMPLETE® MPS. Place lenses in clean COMPLETE® lens case and fill with COMPLETE® MPS. Clean COMPLETE® lens case nightly.
6. **SOAK** Allow lenses to soak for a minimum of six (6) hours for disinfection, cleaning and protein removal.

Ask your doctor about what makes COMPLETE® MPS EASY RUB Formula a great choice for effective disinfection and comfort or visit us at [YourHealthyEyes.com](http://YourHealthyEyes.com)

# Summary

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- Current literature and professional organizations support importance of lens care compliance to enhance patient safety:
  - Rub and rinse
  - Lens case replacement
  - General hygiene
  
- Target Group:
  - Professional organizations
  - Clinicians and staff
  - Educational institutions
  - Patients and families
  
- Comprehensive education programs require:
  - Easy-to-understand materials
  - Prominent labeling on product packaging
  - Multiple channels for acquisition of information
  - Process for reinforcement of messages