


Troubleshooting Dispensing to Seniors

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DISCLOSURE STATEMENT

Diane Drake currently has no financial disclosure



This course will present information regarding the unique dispensing skills needed to dispense eyewear to the aging population. Sometimes considered a challenge, this course will discuss the “Senior” opportunity. As “Generation X” enters their presbyopic years, ways of dispensing have changed dramatically regarding options and information given to patients. Information on the personality traits of the different generations of the older population will be included. Identifying specific needs in fit, fashion and function for older patients will be presented, including proper measurements and anatomical considerations. This course will also present the importance of communicating. Information on ocular changes as patients age will also be included.

Learning/Instructional Objectives:

- Upon completion of this subsection, the student should be able to:
 - List at least three ocular changes of the older patient
 - Have a better understanding of presbyopia and accommodation, and opportunities for both spectacles and contact lenses and/or a combination of both
 - Explain the causes of the decline in accommodation
 - List several of the concerns of the presbyopic patient
 - Have a better understanding of some of the ocular health problems associated with the aging eye that affects both spectacle wearers and contact lens wearers
 - Discuss the importance of communication with your patients to ensure that all fitting options are covered, include spectacles, contact lenses (and the types), as well as other options

Introduction

- Challenge or opportunity
- Traits
- Some concerns of the Senior
- Accommodative anatomy
- Age related changes
- Communication



Challenge or Opportunity

"Challenges are what make life interesting;

overcoming them is what makes life
meaningful."

-Joshua J. Marine

Challenge or Opportunity

- **Older Population**
 - **The Silent Generation**
 - Born 1925 - 1945
 - **G.I. Generation**
- **Baby Boomers**
 - Born 1946 - 1964
- **Generation “X”**
 - Born 1964 - 1981

*2010 Census
127 Million Presbyopes in
USA*



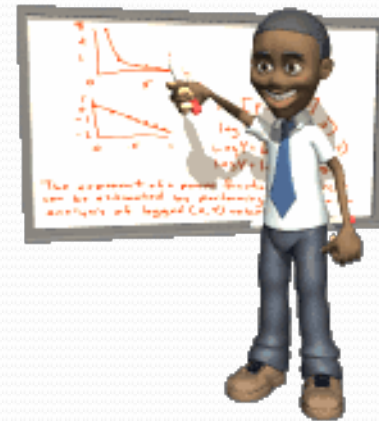
First Hand Knowledge of History

- 98% of Americans do not remember Lindberg's 1927 flight;
- 94% don't remember Pearl Harbor and America's formal entry into World War II;
- 82% of Americans are too young to recall Russia's launching of Sputnik, the first manmade satellite;
- 72% cannot recall the assassination of President Kennedy;
- and 55% are too young to recollect the nation's Bicentennial (in fact, slightly less than one-third of Americans were born since that anniversary).

GI Generation

1901 - 1924

- The Heroes – Good guys
- Patriotic
- Developed term “teenagers”
- Economically upscale
 - Roaring 20's economic boom
 - National debt dropped
 - Taxes reduced
- Protected Youth
 - Education seemed important
 - More youth in school
- First boy scouts/ girl scouts
- Formality
- Civic minded



The Silent Generation

1925 - 1945

- Also referred to as Traditionalists
- Born after GI Generation (with some similar traits)
- Nearly fifty million born in US
- Generally found to be ambitious
 - Seeking achievement, power, status
 - Loyal to companies until retirement
 - Due to economic losses
- Patriotic and trusting of the American government
- Trusting of health care professionals



Baby Boomers

1946 -1964

- Over 75 million in U.S
- First group turned 65 in 2011
- Strong set of ideals and traditions
- Family oriented
- Politically active and conservative
- Fearful of the future
- Active




Generation –X

1964 - 1981

- Live in the present
- Cynical
- Latchkey
- Grew up amid rising divorce rates
- Instant gratification
- Places blame on previous generation
- Question authority
- Free agency over company loyalty






Ranking 38th in the world, in
2010, Americans enjoyed the
longest life expectancy in U.S.
history – 78.26 years,
The life expectancy of men was
75.6 and for women at 80.4


2010 Census Shows Nation's Population is Aging

- *Seven States Have Median Age Over 40*
- In 2010, the median age increased to a new high of 37.2 years, from 35.3 years in 2000, with the proportion of the population at the older ages increasing similarly.
- This indicates that the U.S. population is aging.



Life expectancy is projected to increase from 76.0 years in 1993 to 82.6 years in 2050. In 2050, life expectancy in the low assumption would be 75.3 years and in the high assumption would be 87.5 years.

Information from US Census Bureau



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Information from US Census Bureau



Number 1 Visual Concern Among Seniors

Number 1 Visual Concern Among Seniors

- Cataracts
 - 20 million Americans over the age of 40 have cataracts
 - Symptoms
 - Cloudy or blurred vision
 - Sensitivity to light and glare
 - Halos
 - Poor night vision
 - Fading color
 - Frequent changes in glasses prescription
 - Double vision in the same eye
 - *Many symptoms can also be caused by other conditions*

Number 1 Visual Concern Among Seniors

- Cataracts
 - Contributing Factors
 - *Birth defect like abnormal conditions in the eyes of unborn babies*
 - Getting Older
 - Age is a major cause of developing cataracts.
 - Environmental factors
 - Such as disease, toxic chemicals, medications
 - Accidents or Injuries
 - Exposure to ultraviolet light – Sunshine cataracts
 - Cigarette Smoking
 - Others

Cataracts

- Three types – Age related
 - Posterior Subcapsular
 - Taking steroids
 - Diabetes
 - Nuclear
 - Center
 - Cortical
 - Sides

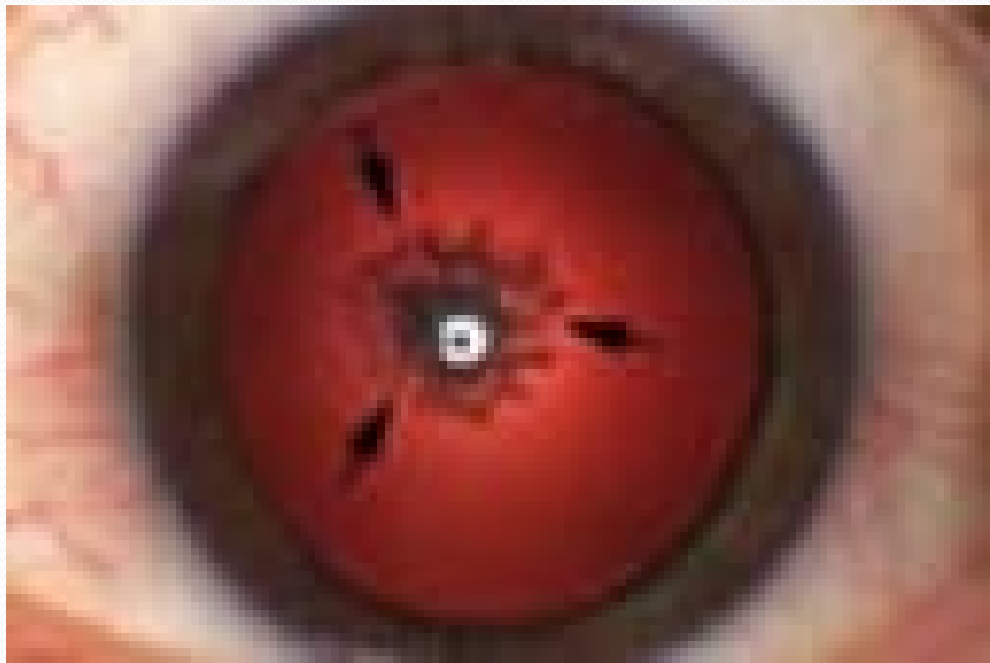
Eye Without Cataract



Eye With Cataract



Posterior Subcapsular Cataract



Nuclear Cataract



Cortical Cataract



Presbyopia

- Definition
 - Greek
 - Presby = Old
 - Opia = Vision
- What causes it?
 - Decline in accommodation
 - Occupation
 - Pupil Size
 - Visual processing slows down
 - Reading Habits
 - Stature
- Can it be stopped?
- Is there a cure?

Change in the Mean Amplitude of Accommodation With Age

Age (Years)	Amplitude (Diopters)
10	10.6 - 13.5
15	10.1 - 12.5
20	9.5 - 11.5
30	6.6 - 8.9
35	5.8 - 7.3
40	4.4 - 5.9
45	2.5 - 3.7
50	1.6 - 2.0
55	1.1 - 1.3
60	0.7 - 1.0

Measured by moving the target toward the subject until first blur is reported (Borish 1970; Turner 1958)

Polling question

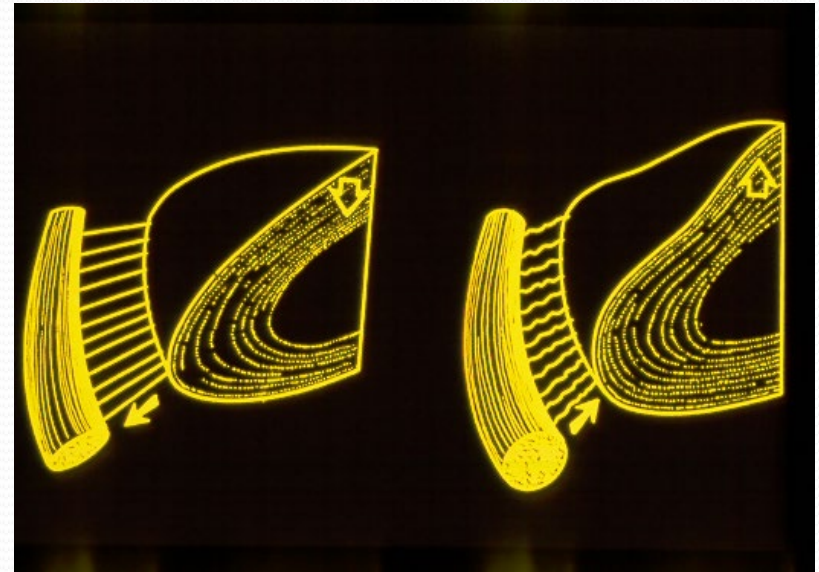
- As a person ages, all of the following ocular changes occur except for which of the following?
 - lid muscle tone changes
 - loss of accommodation
 - lowered contrast sensitivity
 - faster speed of visual processing

Polling question

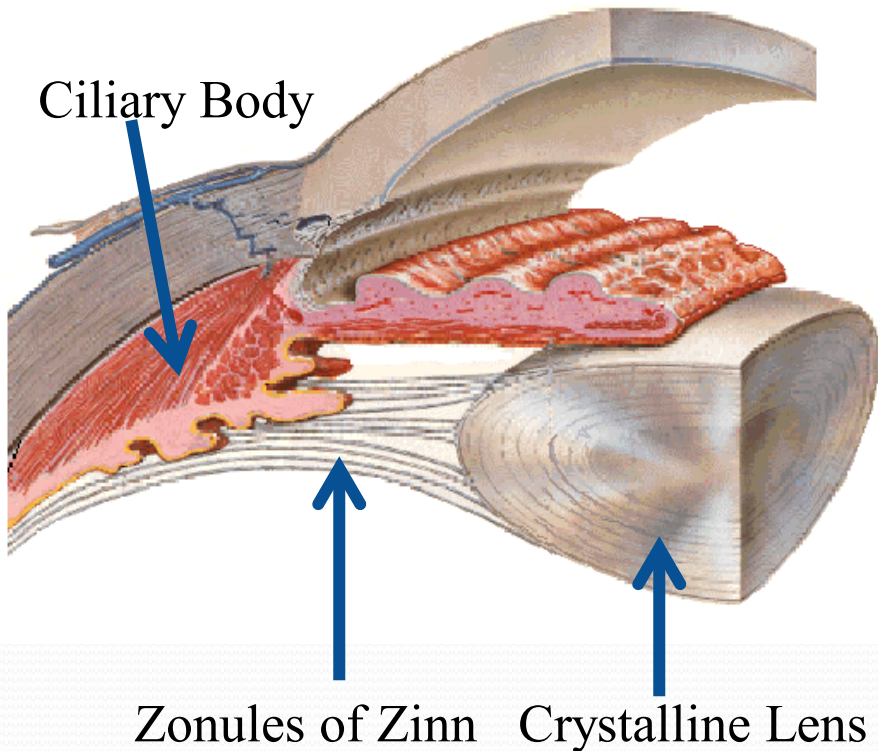
- As a person ages, all of the following ocular changes occur except for which of the following?
 - lid muscle tone changes
 - loss of accommodation
 - lowered contrast sensitivity
 - **faster speed of visual processing**

Accommodative Anatomy

- Brain recognizes blurred image
- Ciliary muscle contracts and moves toward lens
- Zonule fibers relax
- Crystalline lens bulges
 - Becomes more convex



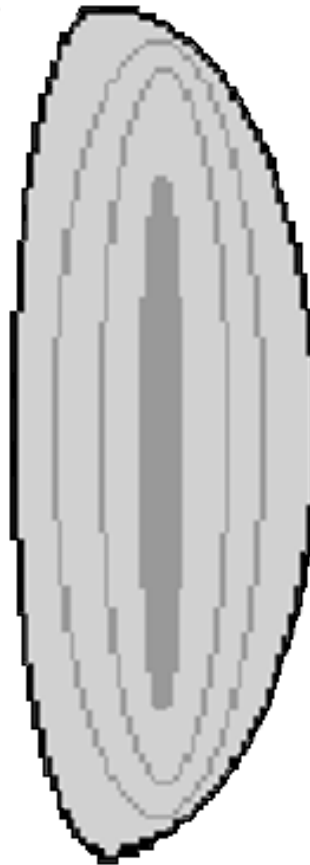
Accommodative Anatomy



- The Crystalline Lens
- The Ciliary Body
 - Ciliary Muscle
- The Zonules of Zinn
 - Suspensory Ligaments

Accommodative Lens

**Crystalline Lens
at Rest**



Front

Accommodating



Front

Patient Concerns

- Psychology of presbyopic or pre-presbyopic patients
- Ocular Health Concerns
- How do patients react?
- How to discuss concerns with patients
- Updated eyewear or Contact Lenses may give new “Lease on Life”

General Health Concerns



- Older population
- Diabetes
- High Blood Pressure
- Others

Ocular Health Concerns



- Age Related Conditions
- Pathology Concerns
- Physical Changes
- More chances of ocular health concerns
 - On more meds
 - Longer exposure to environmental damage
 - Others

Age Related Ocular Changes

- Presbyopia
- Dry Eyes
 - More ocular infections
- Cataracts
- Floaters
- Glaucoma
 - Visual Field loss
- Excess tearing
 - Epiphora
- Retinal disorders
- Eyelid disorders
- Age related macular degeneration
- Cystoid Macular Edema
- Diabetic retinopathy
- Optic Nerve Problems

Polling question

- Excessive tearing is often a result of _____.
 - Blepharitis
 - Dry eye
 - Diabetic retinopathy
 - Ptosis

Polling question

- Excessive tearing is often a result of _____.
 - Blepharitis
 - **Dry eye**
 - Diabetic retinopathy
 - Ptosis

Other Causes of Vision Loss

- Stroke
- Trauma
- Corneal Dystrophies
- Degenerative Diseases of the Brain

Polling question

- A condition that is becoming more prolific as we encounter more obese patients that can have devastating consequences of the ocular system includes _____.
 - Triglycerides
 - Heart disease
 - Diabetes
 - High blood pressure

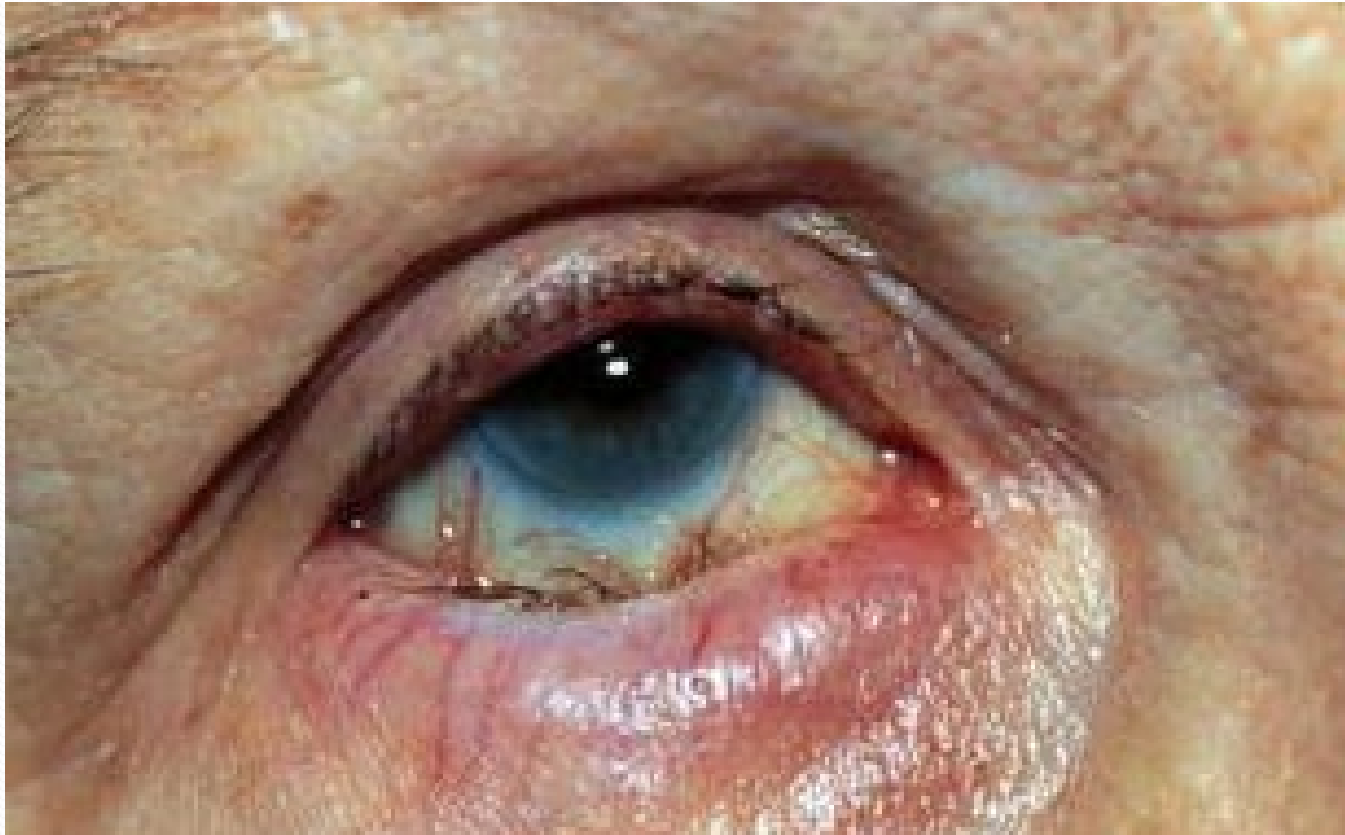
Polling question

- A condition that is becoming more prolific as we encounter more obese patients that can have devastating consequences of the ocular system includes _____.
 - Triglycerides
 - Heart disease
 - **Diabetes**
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Ectropion



Entropion



Ptosis



Subconjunctival Hemorrhage



Pterygium



Meibomian gland dysfunction



Keratoconjunctivitis sicca with punctate epithelial erosions, shown by rose bengal stain



Polling question

- _____ is a lid condition that can occur more commonly in seniors as result of trauma or stroke.
 - Blepharitis
 - Dry eye
 - Diabetic retinopathy
 - Ptosis

Polling question

- _____ is a lid condition that can occur more commonly in seniors as result of trauma or stroke.
 - Blepharitis
 - Dry eye
 - Diabetic retinopathy
 - **Ptosis**

What are Patient's Concerns

- Psychology of presbyopic or pre-presbyopic patients
- How do patients react?
- How to discuss concerns with patients

Focus on Patient's/Customer's Needs

- Case history
 - Make notes
- More than standard visual and general history

Communicating

- Do they need assistance
 - Common courtesies
 - Help filling out forms, etc.
 - Be observant but don't embarrass
- Voice quality
- Voice volume
- Rate of speech

Dispensing

- Skin types
- Medications
- Sensitivities
- Measurements
- Anatomical considerations

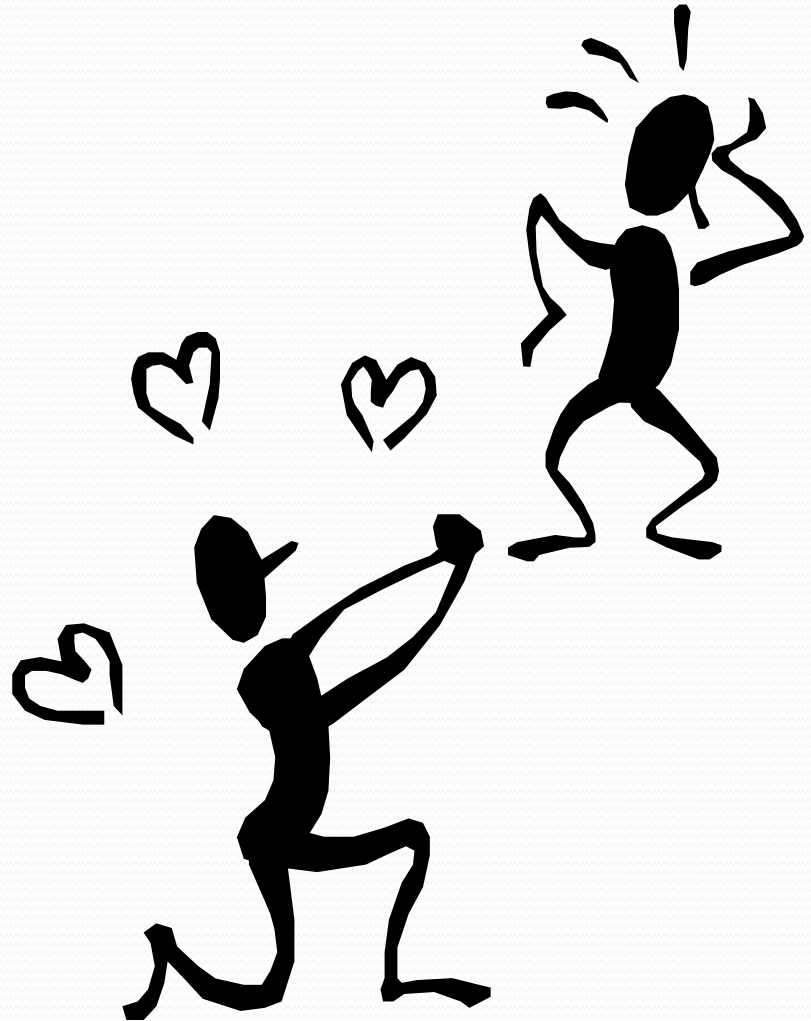


Dispensing

- Ability for them to communicate
- HIPAA

Effective Communication

- Asking Questions
- Listening to Needs
- Explaining Options for Managing Presbyopia
- Discussing Concerns
- Communicating With Style



Begin With the Prescription

- Start with the Rx
- Discuss lifestyle
- Discuss lenses first
 - Don't forget contact lenses
- "The world is so fast that there are days when the person who says it can't be done
- is interrupted by the person who is doing it."
- Anon.

Fitting Options - Managing Presbyopia

- Spectacles
 - SV
 - Readers
 - Bifocals
 - Trifocals
 - Progressives
 - Others





Fitting Options

Spectacles

Let's list options

Fitting Options

- Don't forget necessary options
- Tints
- Coatings
- Ocular Health Concerns Needs

Discuss Realities of Age Related Conditions



Discuss vision compromises

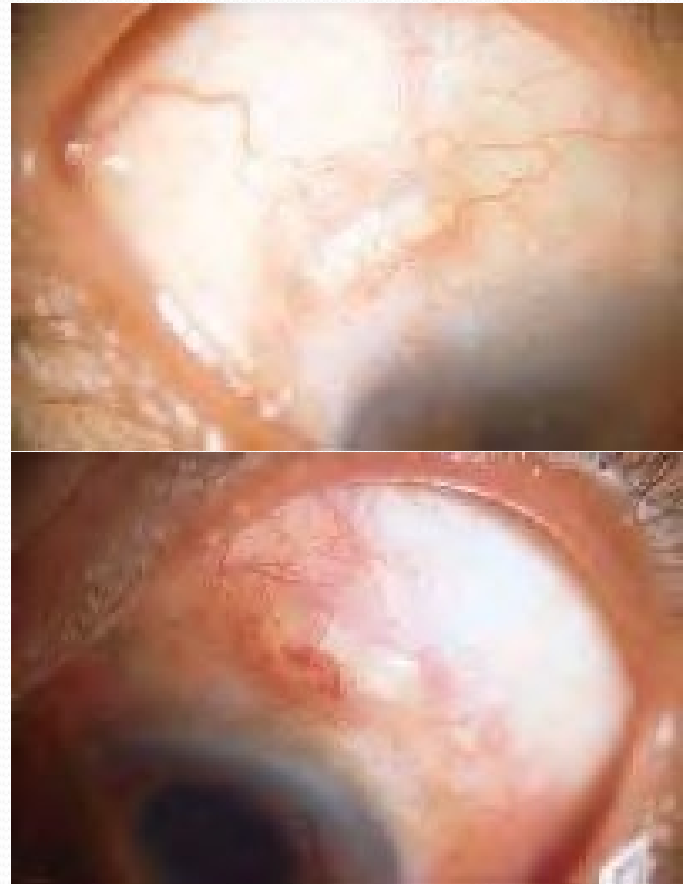
Fitting Options - Managing

Presbyopia

- Surgical Options

- Scleral expansion band (SRP)
- LASIK
- IOLs
- Others

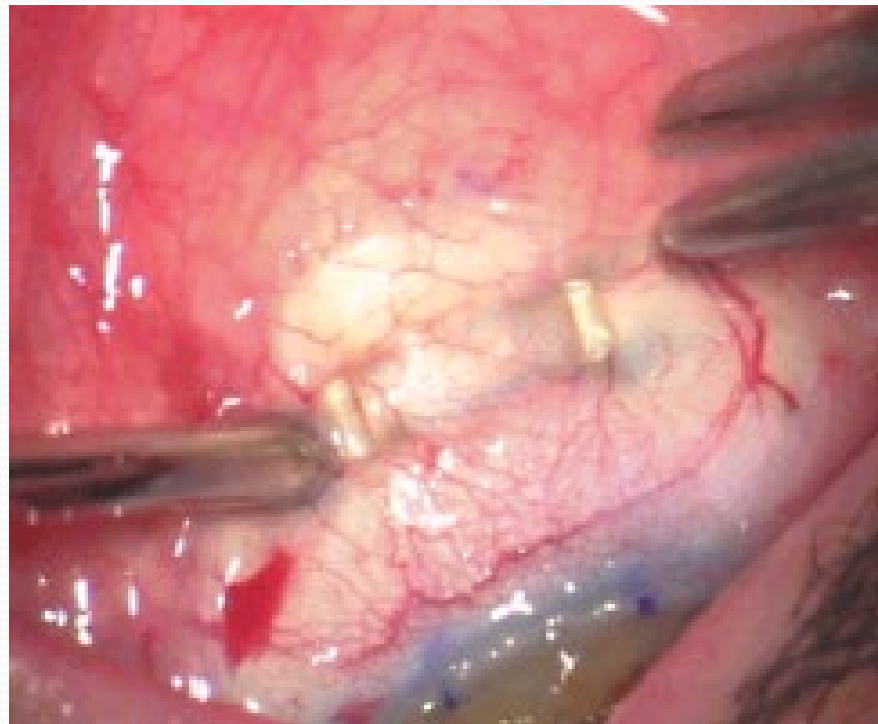
- Permanent Contact Lenses



Intraocular Lens Types



Scleral Expansion Inserts





Emotional Purchase

- Eyewear is an emotional purchase
- Contact Lenses

Stay Focused on the Patient's/Customer's Needs

- Identify the needs
- Verify that the Patient/Customer recognizes these needs
- Establish value of products/services to improve their quality of life through better vision
- Verify that the Patient/Customer recognizes this value
- Establish that there are no outstanding concerns

Conclusion

- Multiple Fitting Options for Senior Patients
- Investigate
- Communicate



Questions???

Thank You