

# LOOK HOLES IN TODAY'S

# CONTACT LENS ONLINE MARKETPLACE

The contact lens marketplace has changed significantly since the Contact Lens Consumers Act (FCLCA) and Contact Lens Rule over ten years ago. Unfortunately, loopholes in today's marketplace have resulted in a system of medical devices. According to a recent survey of online contact lens consumers, marketplace:

Consumers believe it's important to receive the exact lenses they order and rely on the FCLCA's existing safeguards to ensure they receive the lenses prescribed.

**94%** say it's important they receive the exact brand of contact lenses they ordered.

**55%** think online retailers should be required to verify consumer prescriptions with their eye doctor or prior to shipping lenses.



Unfortunately, some online retailers send patients lenses that do not match their prescription or are a different brand, without notifying the patient.

**1 in 4** consumers reported receiving a different brand of contact lenses than they had ordered without any advance warning.

**1 in 5** reported their online retailer had advised them to substitute prescribed lenses due to supply issues.

In fact, some online retailers not only complete sales based on expired prescriptions, but encourage this practice, despite the health and safety risks.

**1 in 5**

**6 in 10**

**85%**



consumers were able to purchase lenses using an already expired prescription.

consumers have received a reminder from their retailer that their prescription was near-expiration.

consumers who received a reminder ordered more contact lenses as a result.

It's time to modernize, strengthen, and reform the FCLCA's existing safeguards in order to protect patients' vision, health and safety and maintain consumer access to retail options in today's marketplace.

<sup>1</sup>From September 24-October 2, 2015 APCO Insight conducted an online survey of 1,000 contact lens consumers.