



LAND THE MESSAGE

A pilot project for eye
care practitioners to
increase the effectiveness
of aftercare information
given to contact
lens wearers

General Optical Council

**LOVE YOUR
LENSES**



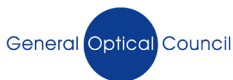
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Land The Message aims to help eye care practitioners improve the way they present aftercare information to contact lens wearers during contact lens fittings and aftercare appointments. Three simple tools have been designed in order to help eye care practitioners to 'land the message' more effectively:



- ▶ 1. Visual aid
.....
- ▶ 2. Pre-appointment questionnaire
.....
- ▶ 3. Lifestyle-based questions



The General Optical Council's mission is to protect and promote the health of the public. Land The Message intends to help registrants help their patients to wear their contact lenses safely.

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WHY DO WE NEED TO LAND THE MESSAGE?

Most contact lens wearers don't remember being told by their optometrist how to look after their lenses. Despite it being a legal requirement for eye care practitioners to provide aftercare advice to their patients, there is a huge gap between the amount of information that is provided, and the amount patients actually remember.

48%

Research commissioned by the GOC in 2015 uncovered a significant difference between how much aftercare advice eye care practitioners were reported to be providing, and how many patients recalled receiving it (48%).



This suggests that contact lens wearers don't receive information in a way that is easy to remember.

Even if contact lens wearers think they are aware of the risks, they still often fail to follow the recommended advice.¹





85% of patients perceive themselves to be compliant with lens wear and care good practice



but only 2% of these meet recommended safety levels.²

Education is not always the best way to improve behaviour, particularly if the behaviours are automatic or embedded within daily routines.

Different strategies and newer approaches are needed to address contact lens wearers' behaviour.

THE INTENTION-BEHAVIOUR GAP

The *intention-behaviour gap* is the gap between what people **intend to do**, and what they **actually do**.

Contact lens wearers may **intend** to practise safe behaviours, but *bad habits* and *cognitive biases* can sometimes get in the way.³



WHY COULD THIS BE?

Advice provided by eye care practitioners varies significantly.

▶ Some approaches may have more impact than others.⁴

Eye care practitioners' perceptions of patient compliance doesn't reflect their actual compliance.⁵

▶ Eye care practitioners may assume that long-term contact lens wearers are good at looking after their lenses, due to cognitive biases.

Patients may be non-compliant because they don't understand the practical or scientific reasons behind aftercare advice.⁶

Land The Message explored **why** patients aren't remembering aftercare advice and whether the simple tools or '**interventions**' can help to close this gap.



The aim of the Land The Message project is therefore to:

INCREASE THE NUMBER OF CONTACT LENS WEARERS THAT RECALL RECEIVING AFTERCARE ADVICE FROM THEIR EYE CARE PRACTITIONER AT THEIR LAST VISIT.

DEVELOPMENT OF THE TOOLS

From November 2017 to November 2018, a group of experts, alongside an advisory group worked through a number of stages to develop the three tools to get to where they are now.

ACADEMIC LITERATURE REVIEW

- Contact lens aftercare compliance
- Memory recall
- Behaviour change theory



ADVISORY GROUP

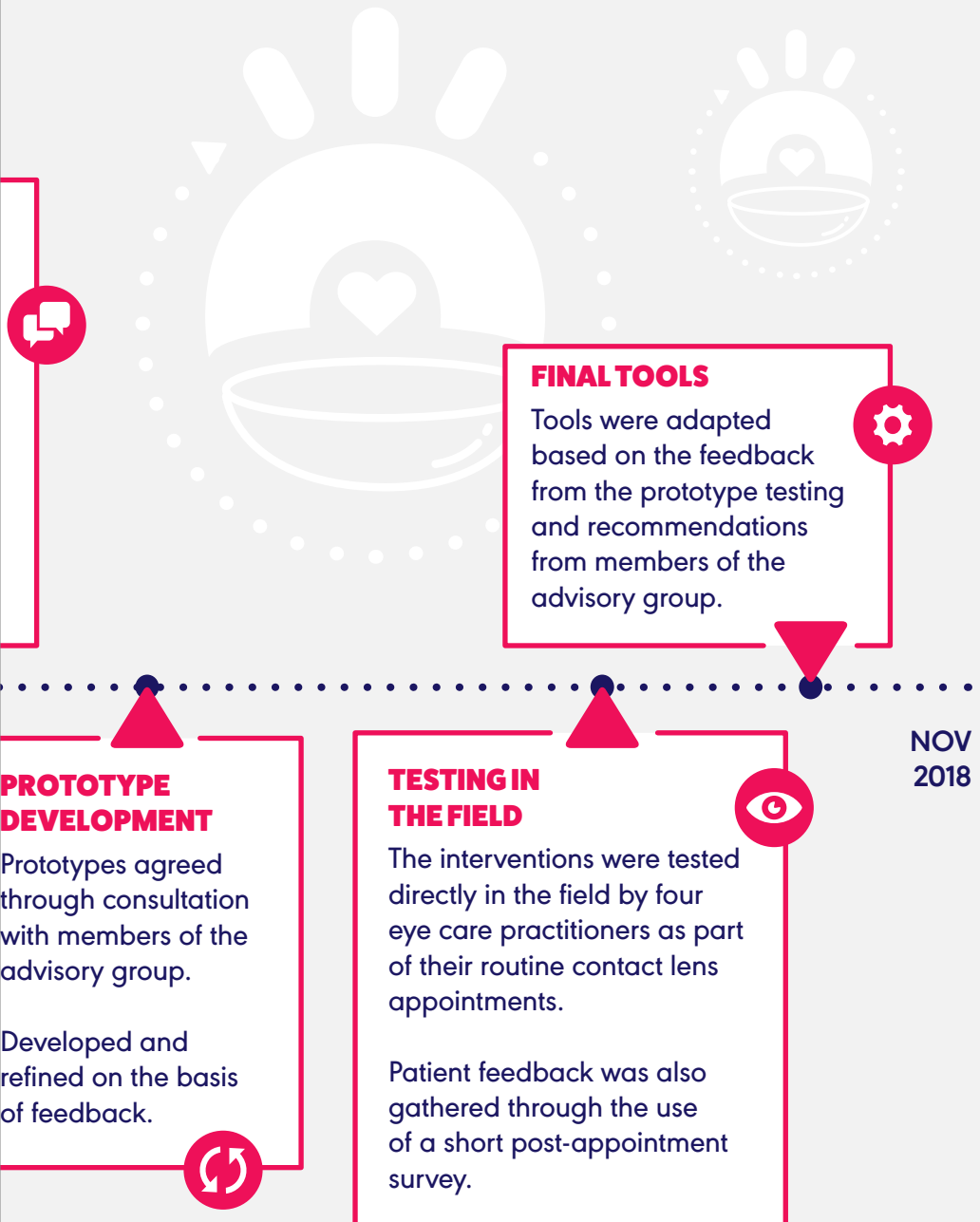
15 members including: optical industry experts, academics, behaviour change experts, patient campaigners and the GOC members of staff. Met to discuss and scrutinise the proposed concepts.

NOV
2017

CONCEPT DEVELOPMENT

Four concepts developed using insights gathered from the literature review.

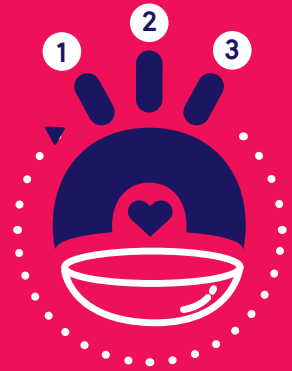




THE INTERVENTIONS

The Land The Message interventions are three simple tools that eye care practitioners can use during appointments to help present aftercare information to patients in a way that they are more likely to remember.

- ▶ 1. Visual aid
 -
- ▶ 2. Pre-appointment questionnaire
 -
- ▶ 3. Lifestyle-based questions



INTERVENTION 1: VISUAL AID

WHAT? A visually engaging A4 poster that displays the key steps to contact lens aftercare. Initially, this was produced on sturdy polyboard with a stand or Velcro fastenings to attach it to a wall.

WHEN? Used by the eye care practitioners during their conversation with the patient to prompt and illustrate discussion about aftercare.

WHY?

- Pictures closely linked to information, when compared to information alone, increases attention to and recall of health education information.⁷
- Chunking information into small memorable groups, and using simple, patient-centred language and messaging improves recall.⁸



INTERVENTION 2: PRE-APPOINTMENT QUESTIONNAIRE

WHAT? A simple questionnaire for patients asking them about their care regimen and awareness of the 'dos and don'ts'.

WHEN? Patients complete it just before their aftercare appointment (e.g. in the waiting room) and then eye care practitioners can use it as a device within the session to get patients to cognitively engage with the issue.

WHY?

- Eye care practitioners can easily identify areas of aftercare that patients are not compliant with.
- Encourages effective patient-practitioner communication, which is known to be a good way to improve patient health outcomes.
- The 'testing effect' suggests that testing is a better method of improving memory, rather than just presenting information alone.¹⁰
- Including some open-ended questions encourage patients to think about the emotional tie to wearing contact lenses.

PRE-APPOINTMENT QUESTIONNAIRE

Please answer the questions below. Your optician/optometrist will discuss your responses with you during your appointment. Your responses will not be recorded.

What do you enjoy most about wearing contact lenses? _____

What would you miss most if you were ever unable to wear contact lenses? _____

Did you wash and dry your hands thoroughly before you last put in or removed your contact lenses?
 Yes No

Do you wear your contact lenses around water (e.g. in the shower, swimming)?
 Always Often
 Sometimes Never

If you wear reusable lenses, how do you clean them after removing them from your eyes?

Do you use fresh solution every time you store your lenses? (if applicable)
 Always Often
 Sometimes Never

What do you do to keep your lens storage case clean? (if applicable)

**WHY DO YOU
LIKE WEARING
CONTACT
LENSES?** ?

**DO YOU DO
PHYSICAL
ACTIVITIES IN
YOUR LEISURE
TIME?** ?

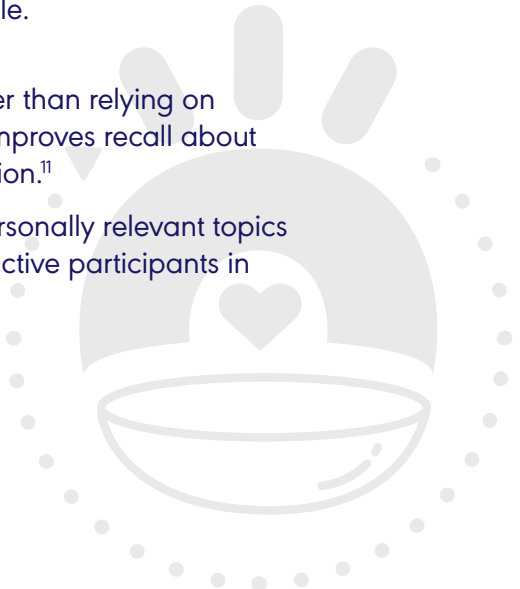
INTERVENTION 3: LIFESTYLE-BASED QUESTIONS

WHAT? Simple lifestyle-based questions, such as 'Why do you like wearing contact lenses?' 'Do you do physical activities in your leisure time?'

WHEN? Asked at the start of the session, so that the eye care practitioner can tailor their aftercare information to make it as relevant and personal to the wearer's lifestyle as possible.

WHY?

- Personalising information (rather than relying on standard written information) improves recall about information relating to medication.¹¹
- Framing the conversation in personally relevant topics helps patients to feel they are active participants in their care.¹²



HOW DID THEY GO?

INTERVENTION 1: VISUAL AID

Comments from the two eye care practitioners who used the visual aid:

- Both eye care practitioners found it very easy to use and incorporate into practice
- Time efficient
- Eye care practitioners reported more engaged patients – ‘sometimes the patients don’t hear me’ and it helps with that
- Using the visual aid led to better recall of messages
- Helps to remind the eye care practitioner of the importance of delivering messages effectively

PATIENT FEEDBACK

- **95%** recalled receiving the aftercare information – the information remembered was in line with the visual aid messages
- When asked what had made the information easier to remember, three people specifically mentioned the visual aid



INTERVENTION 2: PRE-APPOINTMENT QUESTIONNAIRE

Comments from the eye care practitioner who used this tool:

- **Easy to use** and for the team to organise
- **Useful way to frame the conversation** around aftercare, and explain the messages, rather than just saying 'don't do this'
- The open-ended questions worked well as they **encouraged the patient to think about their behaviour first**
- Versatile – can be emailed as well as printed

// I found it enlightening; this is a way of ensuring the safety of our patients. A lot of the patients have also found it very useful. //

Keith Tempany, Leightons and Tempany



“ Just like with driving, we can pick up bad habits, some of our contact lens wearers know they are picking up bad habits but don’t know why certain behaviours are risky.

The questionnaire gives us the opportunity to talk about this. ”

Keith Tempany, Leightons and Tempany

PATIENT FEEDBACK

- 100% recalled receiving the aftercare information – with good recall of the included messages
- When asked what had made the information easier to remember, people specifically mentioned talking through the questionnaire in an interactive way



INTERVENTION 3: LIFESTYLE-BASED QUESTIONS

Feedback from the eye care practitioner that used this tool:

- **Easy to adopt into practice** - integrating the questions becomes habitual and feels natural
- **Not time-consuming** - weave the questions into normal conversation
- By asking contact lens wearers why they like wearing them, this can help them to see aftercare in a positive light
- Can lead to a **better customer experience and customer loyalty**

“ **It is very important that we train ourselves to open a dialogue of conversation.** ”

Damian Conway, Dipple & Conway

PATIENT FEEDBACK

- 100% of patients recalled receiving aftercare advice at their last appointment, indicating that personalising the content made the information more memorable



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WHAT NEXT?

The three interventions have received good feedback from both eye care practitioners and patients. The results of the qualitative pilot study suggest that the use of these interventions could improve patient recall of aftercare information.

Some changes to the tools have been made, and agreed with optical experts. The latest versions of the tools are presented below (see Appendices 1, 2, 3).

1

TRY THE TOOLS

Test the tools in your own practice.

Adopt and adapt them to make them work for you (e.g. personalisation/branding).

2

SPREAD THE WORD

Keep talking to all contact lens wearers and keep reminding them to love their lenses.

3

ENCOURAGE YOUR TEAM TO GET INVOLVED

Dedicate a Land The Message champion and train the rest of the team how best to encourage patients to love their lenses. Go to the Love Your Lenses website for training resources.



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