



# FTC'S PROPOSED CHANGES TO THE CONTACT LENS RULE

AND WHAT IT COULD MEAN FOR THE EYE CARE COMMUNITY

**IN NOVEMBER 2016**, the **Federal Trade Commission (FTC)** proposed changes to the **Contact Lens Rule** as part of its scheduled 10 year review. The Contact Lens Rule was published in 2004 to help promote consumer choice and competition in the contact lens marketplace.

**It is time for FTC to hear a strong response from eye care professionals.**



## HOW CAN YOU ADD YOUR VOICE?

It's important that the FTC hear a range of perspectives on how their proposals will impact patients and practices. You have an opportunity to [submit public comment](#) on these proposed changes and related questions on or before **January 30, 2017**.



## PROPOSED CHANGES THAT COULD IMPACT YOUR BUSINESS

The FTC indicated a **need for better documentation** of patients receiving their contact lens prescriptions following a fitting and has proposed that prescribers obtain a patient's signed acknowledgment form stating that they:

- 1 Received a copy of their prescription; and
- 2 Understand that they may purchase lenses from the seller of their choice.

Prescribers would also be required to keep a copy of the signed acknowledgement for 3 years.



## PROPOSED CHANGES THAT COULD IMPACT YOUR BUSINESS (CONT.)

The prescription acknowledgment was the most significant change, but FTC is also requesting comment from the eye care provider community on:



**WAYS (IF ANY) TO REDUCE THE BURDEN**  
of robo-calls



**MODERNIZING PATIENT ACCESS TO CONTACT LENS PRESCRIPTIONS**  
via the use of patient portals



**A TIMEFRAME**  
in which a prescriber must respond to an authorized seller's request for a complete copy of a patient's prescription



**A REQUIREMENT TO PROVIDE TO PATIENTS**  
additional copies of their prescription upon request



## UPHOLDING PRIORITIES TO PROTECT EYE HEALTH AND PATIENT SAFETY

After frequent trips to Washington, D.C. to meet with FTC commissioners and staff, Johnson & Johnson Vision Care, Inc. (JJVCI) **was pleased to see the FTC maintain its position on key priorities**, including:



**A MINIMUM ONE-YEAR EXPIRATION PERIOD**  
for contact lens prescriptions



**CONTINUED CHOICE FOR PATIENTS**  
in where they purchase their lenses — including from their eye care professional

As the manufacturers of ACUVUE® Brand Contact Lenses, JJVCI remains committed to standing behind policies that promote patient eye health and vision safety.

JJVCI – as well as the [Coalition for Patient Vision Care Safety](#) and the American Optometric Association (AOA) – are already preparing to submit comments, in an effort to ensure that the FTC's final decision is informed by the input of the vision care community.

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For more information, visit [JnJVisionCareInfo.com](http://JnJVisionCareInfo.com) and read the [American Optometric Association's December 7th Action Alert](#) to its member doctors.