



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 and read the [American Optometric Association's December 7th Action Alert](#) to its member doctors.