

**From:** RONALD JACKSON, O.D.  
**Sent:** Thursday, April 01, 2004 11:20 AM  
**To:** CONTACTLENSRULE  
**Cc:**  
**Subject:** Comments for Contact Lens Rule, Project No. R411002

3-29-2004

From: Ronald M. Jackson, O.D.

Ks.

To: FTC Contact Lens Rule Comments, Project No. R 411002.

Dear FTC.

As an Optometrist that daily cares for contact lens patients, I have some observations for your consideration as you formulate procedures related to the Contact Lens Release Rule.

Last November I saw patient M.A. for emergency care to diagnosis and treat a peripheral corneal ulcer. The patient had purchased the contact lenses from my office. This patient had worn contact lenses as prescribed, discarded lenses in a timely manner, and consistently received follow-up care. Despite doing everything right, he still developed a serious problem. My office fees for the diagnosis and treatment of this condition, including four visits, cost him nearly \$200. If the patient had gone to an emergency room for diagnosis the cost would have been in the \$500 to \$1000 range. In addition to the office fees the prescribed medications were expensive. Hidden expenses such as lost time at work, decreased productivity, and sick time used, are factors that impact health care costs for all of us.

This patient had followed the prescribed contact lens plan but still developed a serious problem. Such serious complications occur much more frequently when patients wear lenses longer than advised, don't discard as often as prescribed, and don't keep up with their examinations. Non-compliance with the prescribed contact lens plan is the major cause of serious contact lens related conditions.

Part of the prescriber's contact lens care is to customize the wearing and discard schedules as well as the type of lenses worn. I need to be able to monitor the number of lenses purchased and when they were purchased, in order to keep track of patient compliance with the prescribed plan. If not enough lenses were purchased before the Rx expires, then it is likely the patient is not discarding lenses at the correct time. If the patient tries to circumvent the expiration date by purchasing another years supply of contacts just before that expiration date, or purchases from multiple sellers, then the patient is unlikely to schedule needed care to prevent complications or treat ongoing problems. It is equally important that the seller not solicit the patient to buy more lenses just before the expiration date, since that would serve to circumvent the prescribed expiration too.

In order to properly care for contact lens patients, I recommend the FTC rule should require that the prescribing doctor be notified of each sale and the quantity of lenses sold, pursuant to their prescriptions. This

would help assure that only the appropriate number of lenses prescribed are sold. It is also imperative that the prescription expiration date be honored.

Sight is our most important sense. Prevention of contact lens related conditions that threaten sight should not be ignored.

Respectfully submitted,

Ronald M. Jackson, O.D.

---

Get tax tips, tools and access to IRS forms – all in one place at MSN Money!  
<http://moneycentral.msn.com/tax/home.asp>