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a grant from:

SPY+



Blue Light ECP Study

Conducted by

Jobson **OPTICAL**
R E S E A R C H

A message from Spy Optic:

"SPY is happy to sponsor this study as we endeavor to learn more and share information about the field of Blue Light Management and more importantly, the Happy side of Blue Light."

METHODOLOGY

- This survey was fielded in June 2016.
- Only Eye Care Professionals were invited to take this survey.
- An incentive of a chance to win a \$200 Amazon.com gift card was offered to entice participants.
- 370 respondents completed the survey.
(95%) of the survey takers identifying themselves as ECP's.
- This survey was underwritten by an unrestricted grant from **Spy Optic**.

Executive Summary

Awareness of the effects of Blue Light

- While 94% of respondents said that they were familiar with the overall effects of Blue Light on eye health, when asked whether the effects were harmful or beneficial, 59% of respondents reported that the effects can be both harmful and beneficial.
- When we asked about the *specific* effects and their familiarity with those, it becomes clear that there is relatively low level of familiarity with the specific effects of Blue Light.
- When asked “How familiar are you with the research surrounding possible *harmful* effects. . .” only 20% said that they were very familiar and 70% said they were a “little” familiar. When we asked the same question about the *beneficial* effects, 8% said very familiar and 44% said they were a “little” familiar.

Executive Summary

- We queried about what those *harmful* effects could be with 79% reporting sleep pattern disruption, 75% said age related macula degeneration, 68% said retinal damage and 59% said reduced vision clarity. When asked about what the *beneficial* effects could be 41% said that it has a positive effect on serotonin levels, 34% said it increases alertness and reduces fatigue, 33% said it adds color and contrast enhancement and 31% said it has a positive effect on circadian rhythm.
- When we asked how the respondent had learned about possible *harmful* effects, 68% said they had learned from optical publications (both print and online), 57% from CE courses and 57% from information provided by suppliers. In probing where they had learned about the *positive* effects of Blue Light, respondents again sited optical publications, CE and information provide by vendors as their top three sources.

Executive Summary

- We also asked if the respondents *believed* that Blue Light has a harmful effect on eye health; 4% said that they do not believe it does, 51% believe it may and 45% said that they definitely believe it does. And when asked about Blue Light from mobile devices such as smart phones and tablets effecting sleep patterns, 42% said it may, 54% said it definitely does and 4% do not believe it does. Overall 87% of our respondents believe that some Blue Light is beneficial while other Blue Light is harmful.
- In terms of protection from Blue Light; 49% believe that clear lenses can protect against Blue Light and 79% believe that sunglasses offer protection as well.
- And finally when we asked respondents interest level in learning more about Blue Light, 12% were not interested, 54% were somewhat interested and 34% are very interested.

Executive Summary

Blue Light and Patients

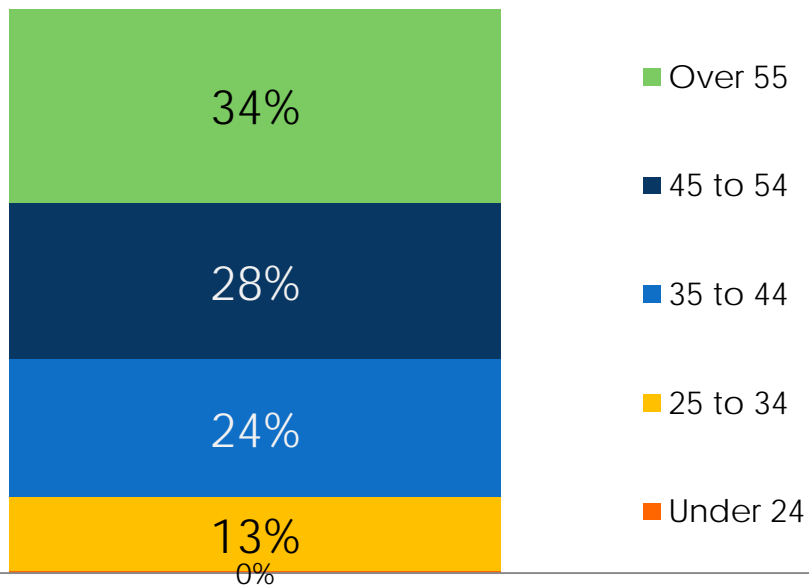
- 48% of our respondents said that their patients inquire about Blue Light while 77% of respondents said that they discussed Blue light with their patients. 78% say that they prescribe special lens or lens treatments to protect against Blue Light.
- When talking to patients, respondents pointed out (79% of the time) that because of the widespread usage of mobile devices such as smart phones and tablets by children and young people Blue Light protection would be of particular importance to them. With that said, only 18% of respondents report that they suggest software for Blue Light protection on computers and mobile devices.

Executive Summary

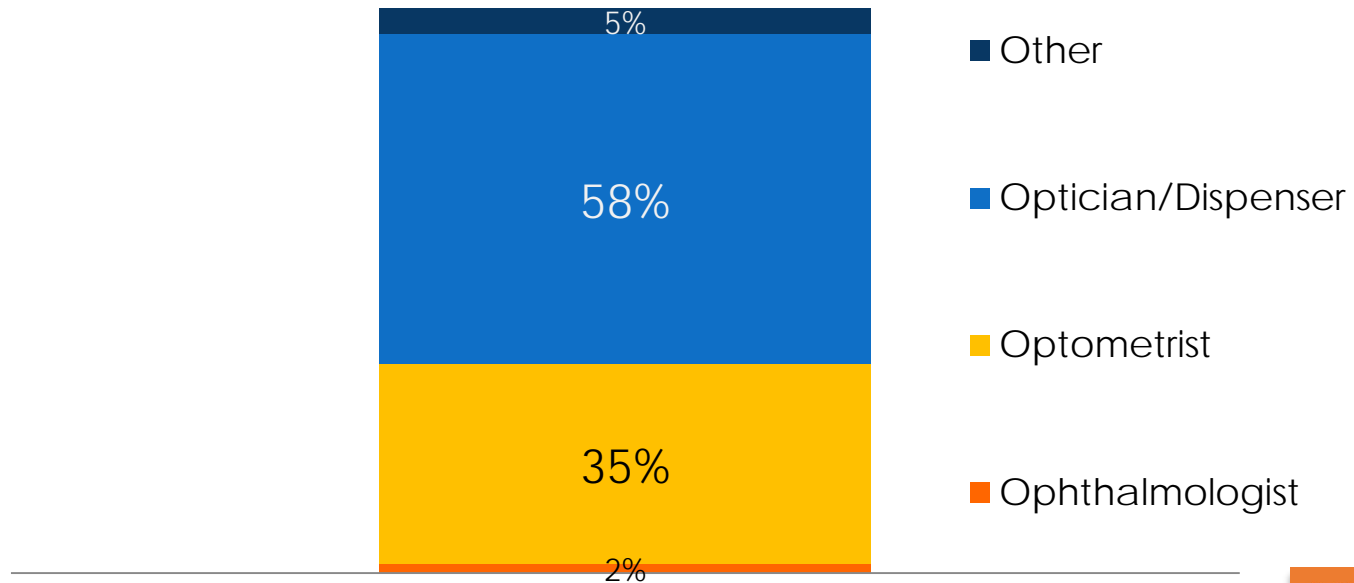
- Over 60% of respondents that prescribed special lens or lens treatments report that the cost to the practice is \$26 or more and that the increased patient cost was \$51 or more. The protection options offered were Blue Light reducing anti-reflective coatings (87%), followed by Transitions lenses at 50% of the time. When asked what the respondent offered the most, AR coatings were the most popular, offered by 60% of the respondents.
- Respondents report that 56% of the time, their patients report a positive difference in vision when using some form of Blue Light protection.

DEMOGRAPHICS

Age

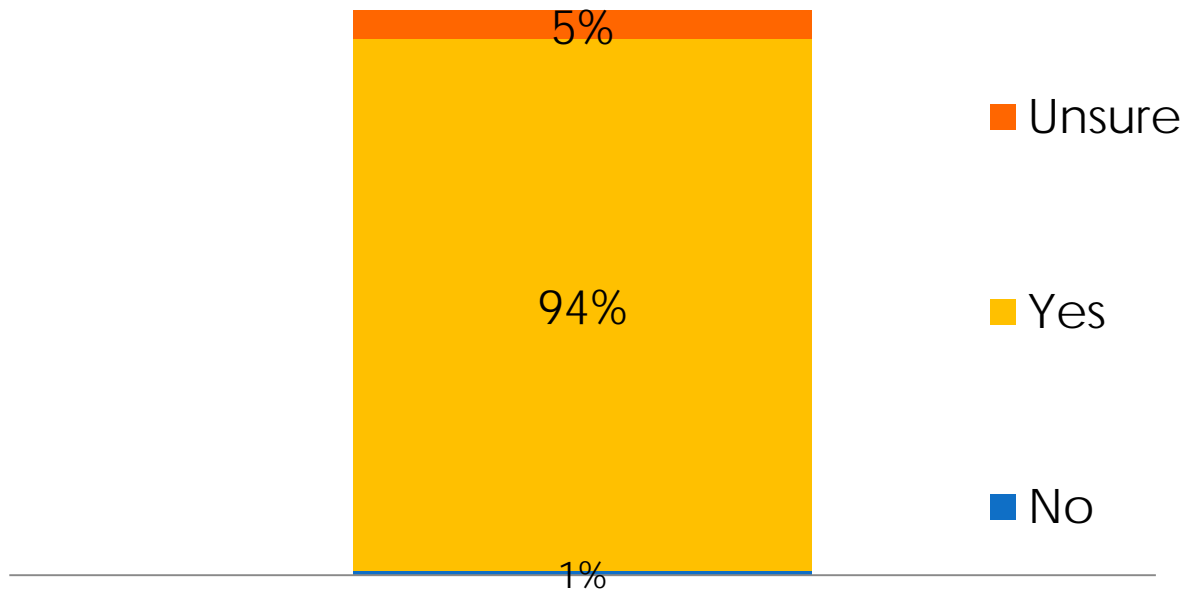


Profession

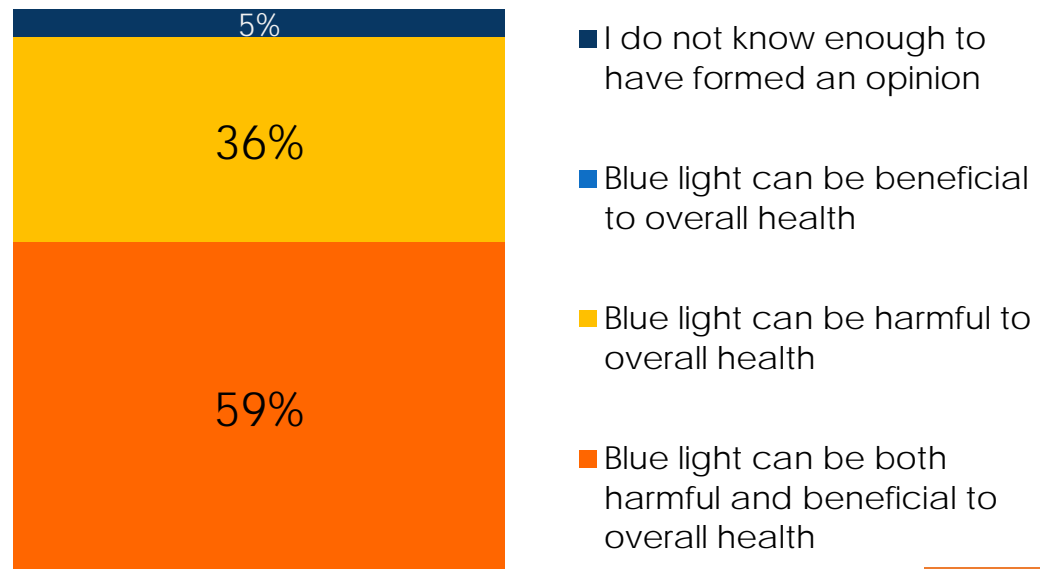


AWARENESS

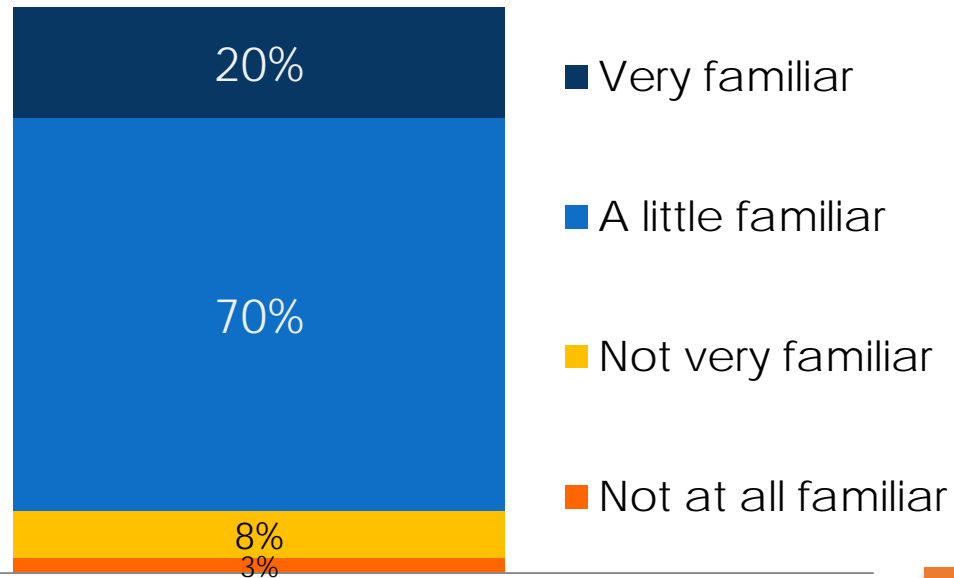
Are you familiar with the effects of Blue Light on eye health?



What are the possible effects of Blue Light on overall health?

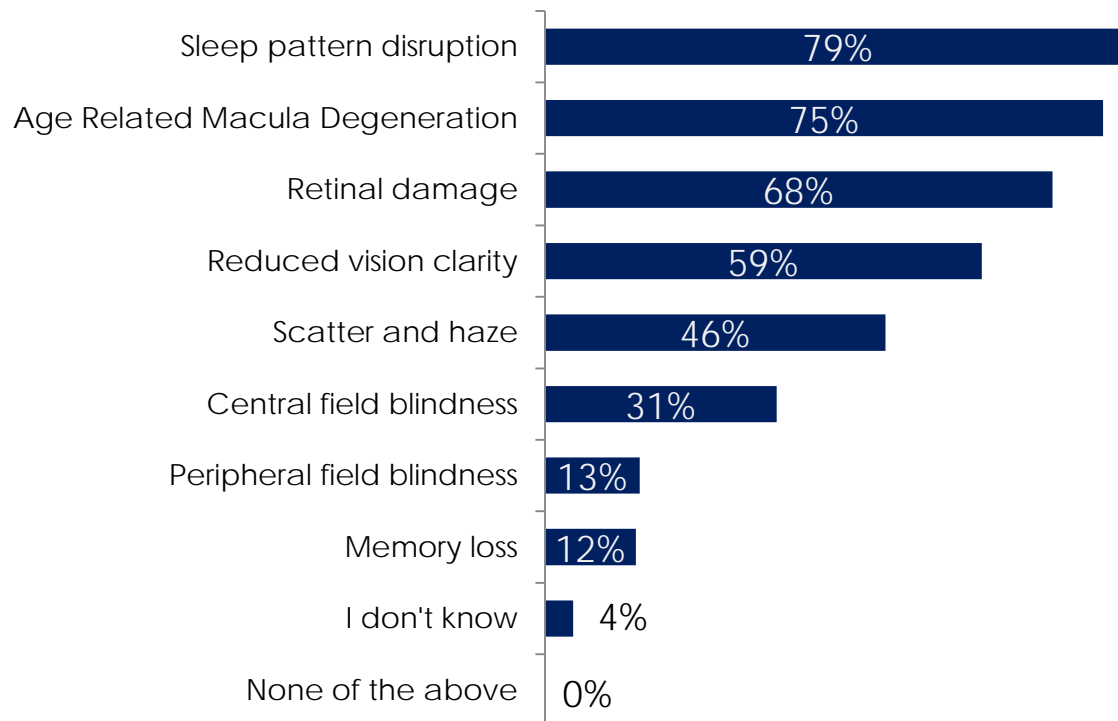


How familiar are you with the research surrounding possible harmful effects of Blue Light?



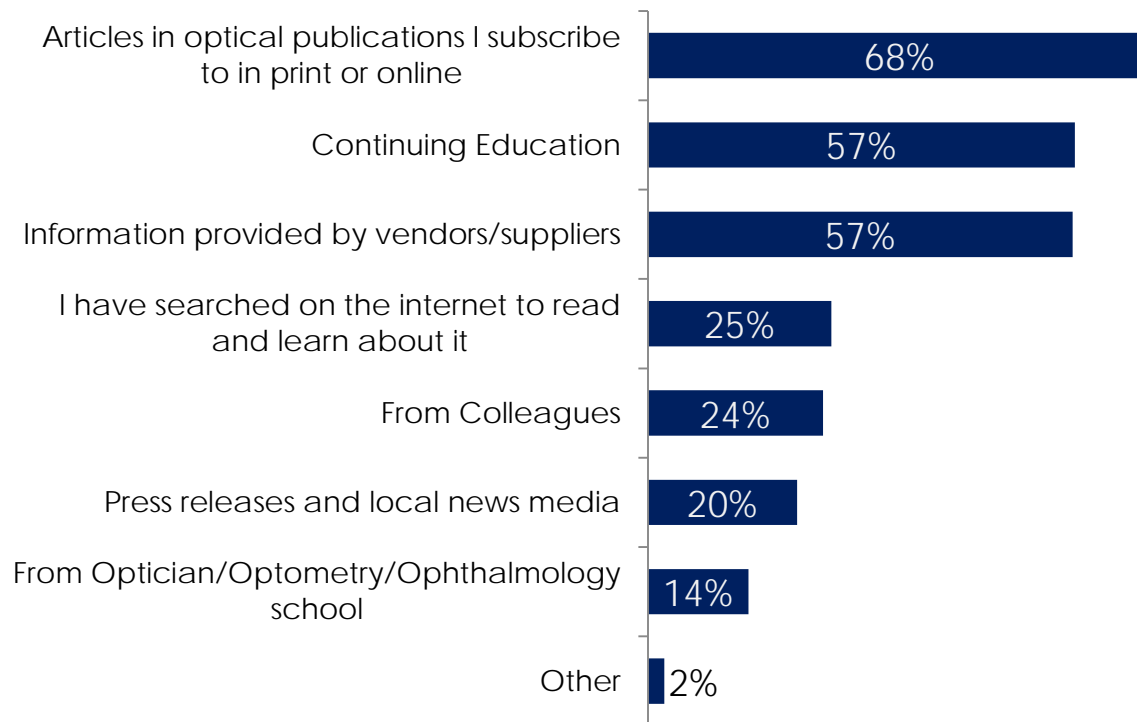
Select all that apply.

What can be the possible harmful effects of Blue Light on the eye?

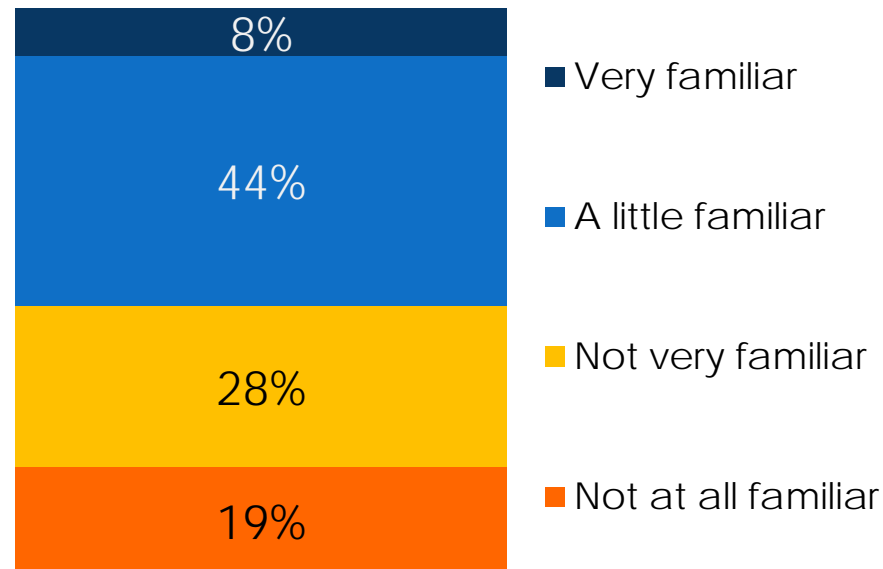


Select all that apply.

How have you learned what you already know about possible harmful effects of Blue Light?

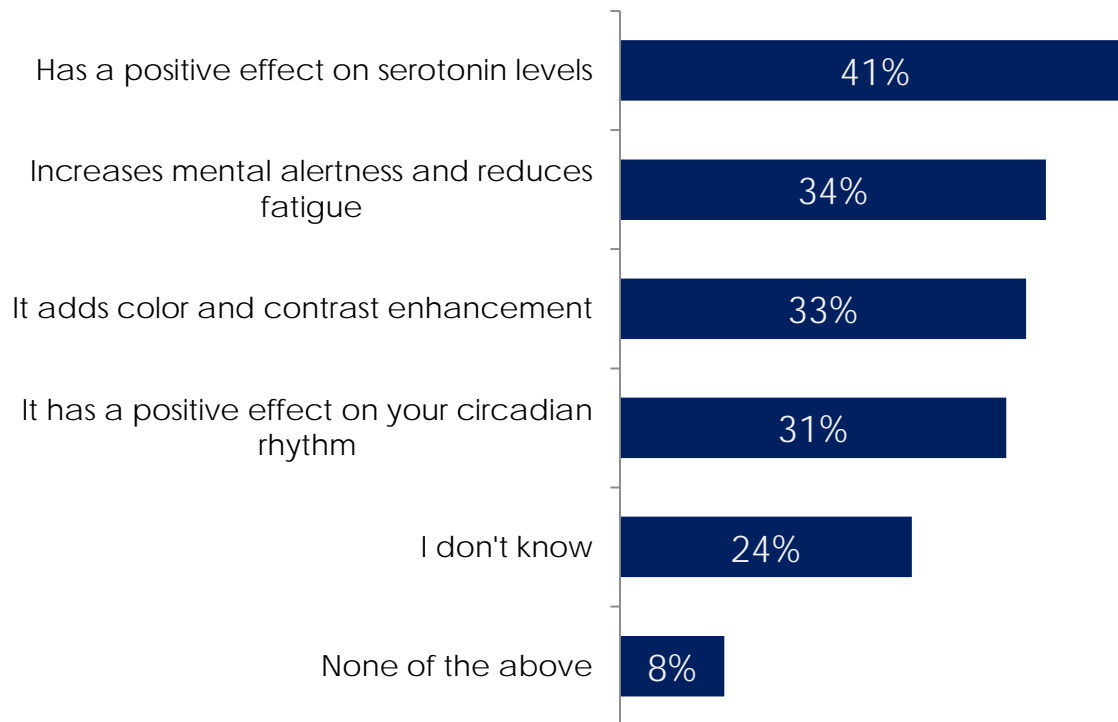


How familiar are you with the research surrounding possible **beneficial** effects of Blue Light?



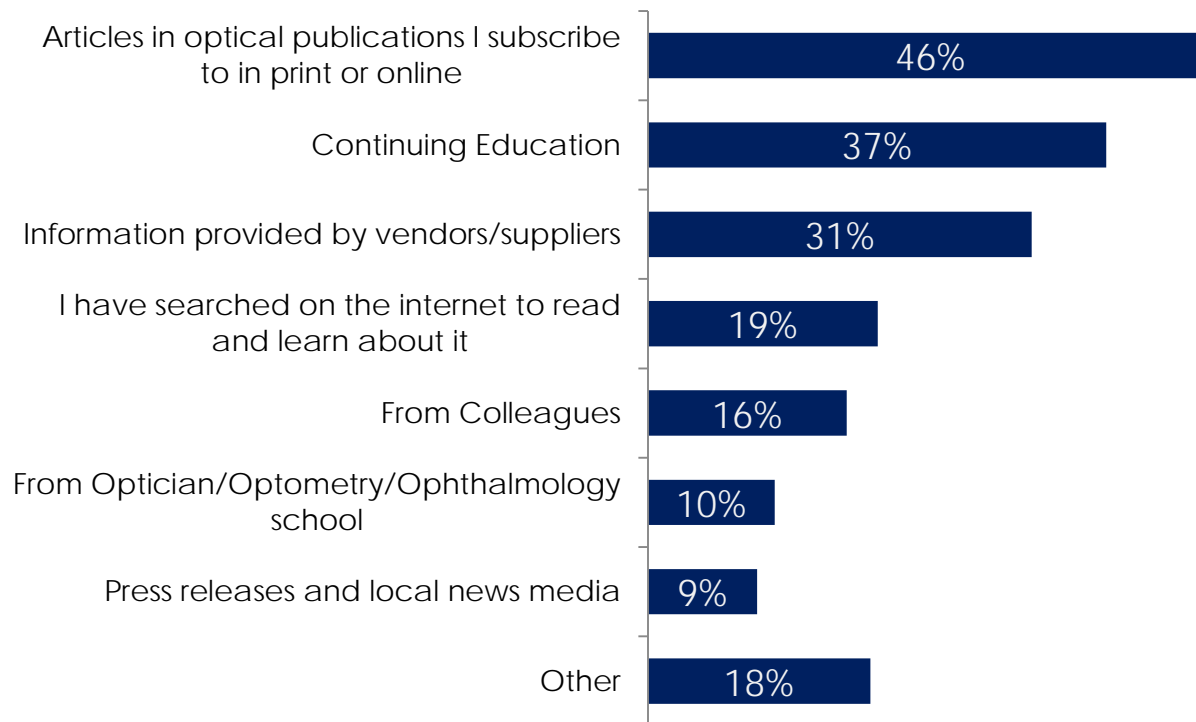
Select all that apply.

What can be the possible beneficial effects of Blue Light on the eye?

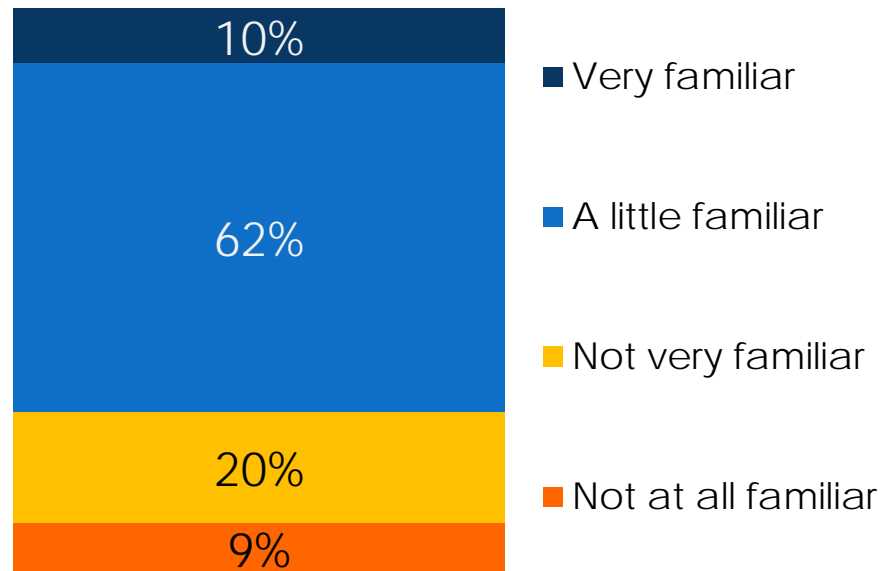


Select all that apply.

How have you learned what you already know about possible beneficial effects of Blue Light?

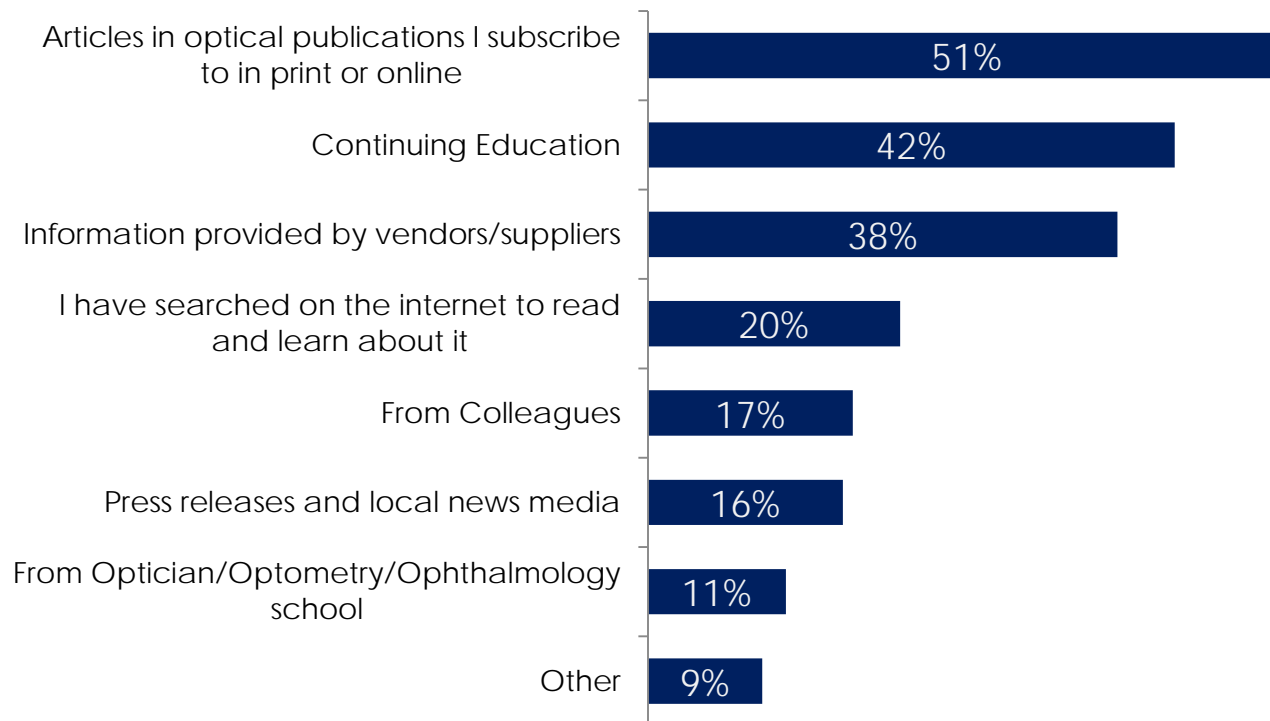


How familiar are you with the research surrounding Blue Light and sleep pattern problems?

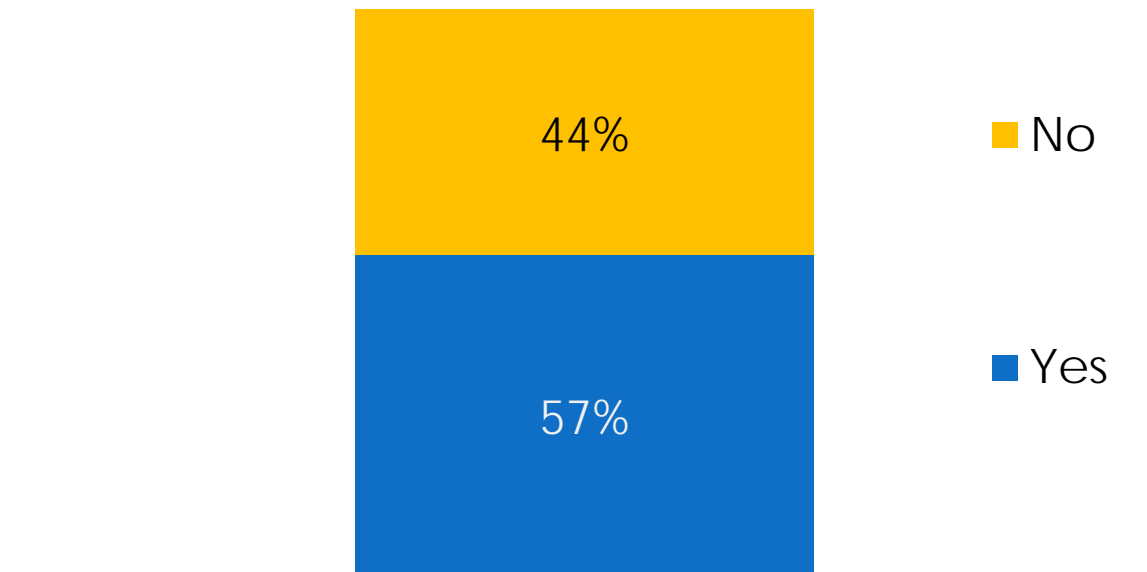


Select all that apply.

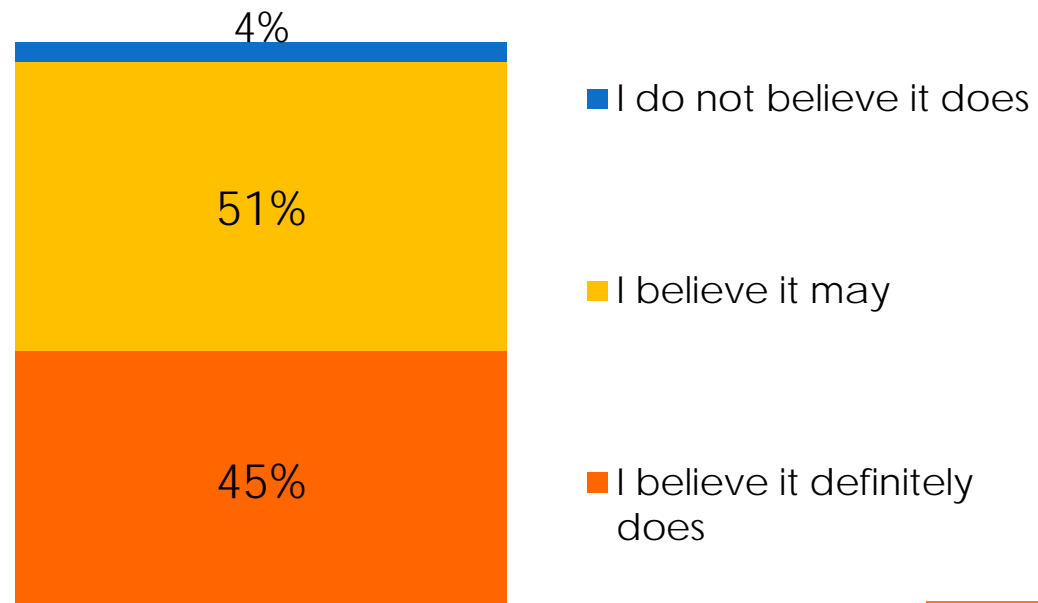
How have you learned what you already know about Blue Light and sleep pattern problems?



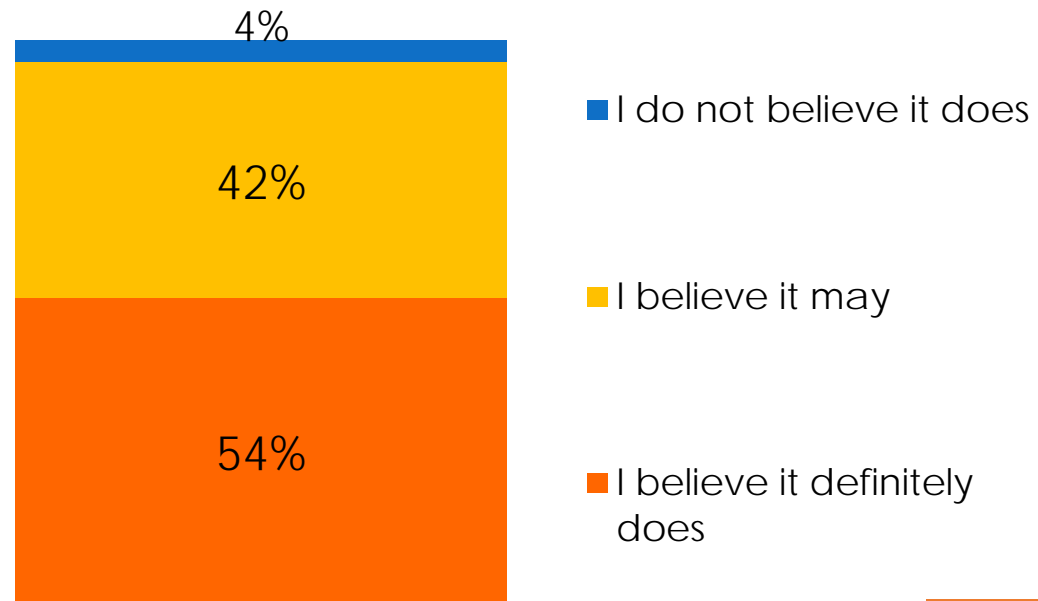
Are you aware of the distinction between short wave and long wave Blue Light?



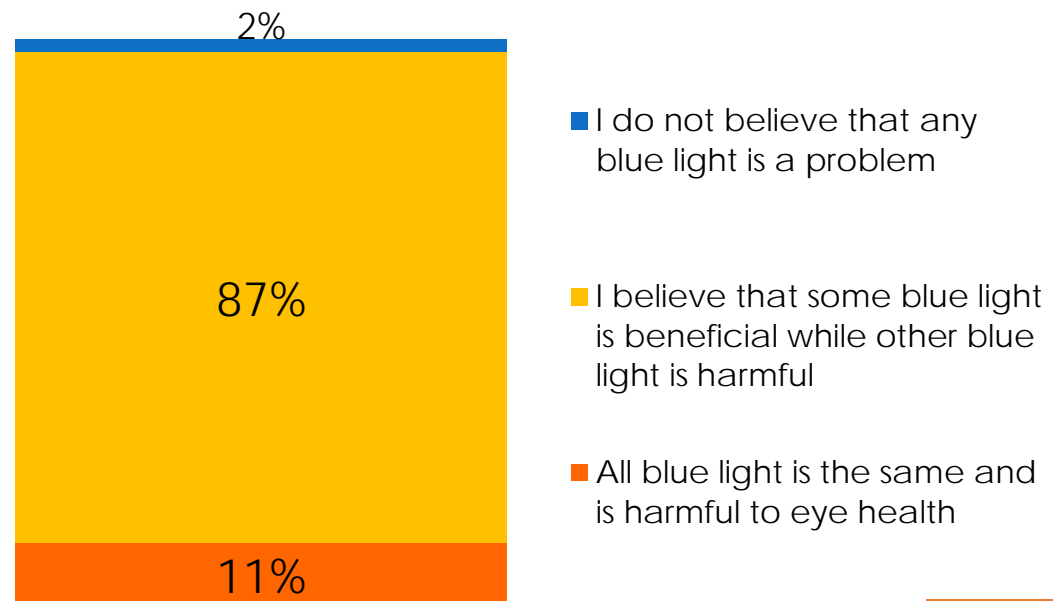
Do you believe blue light has a harmful effect on eye health?



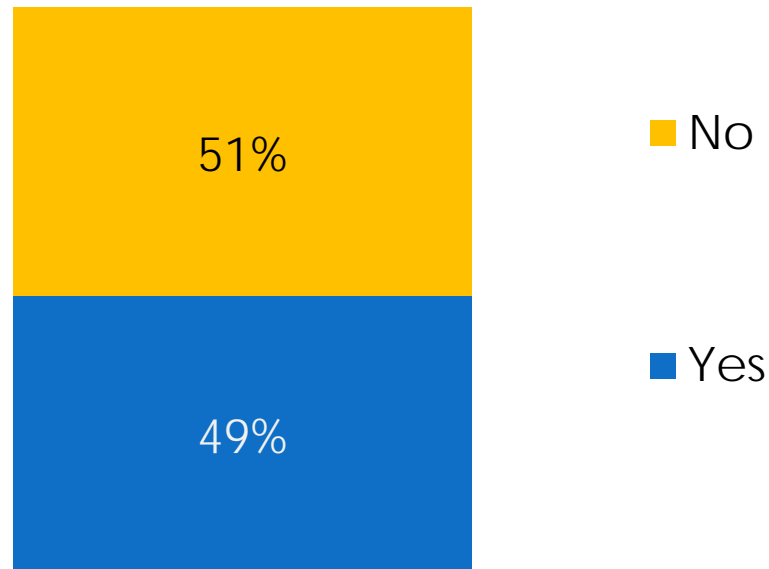
Do you believe blue light from tablets and smartphones affect sleep patterns?



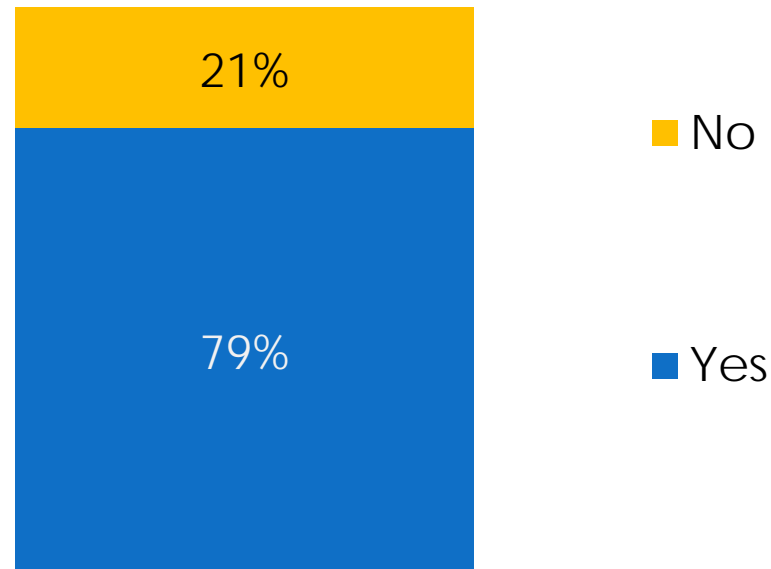
Which statement do you agree with most?



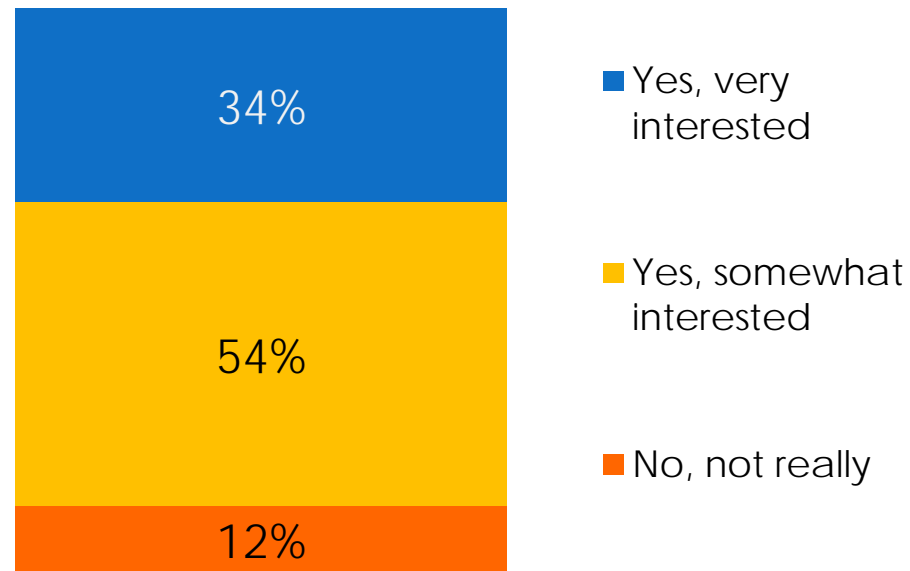
Can clear lenses protect against Blue Light?



Can sunglasses protect against Blue Light?

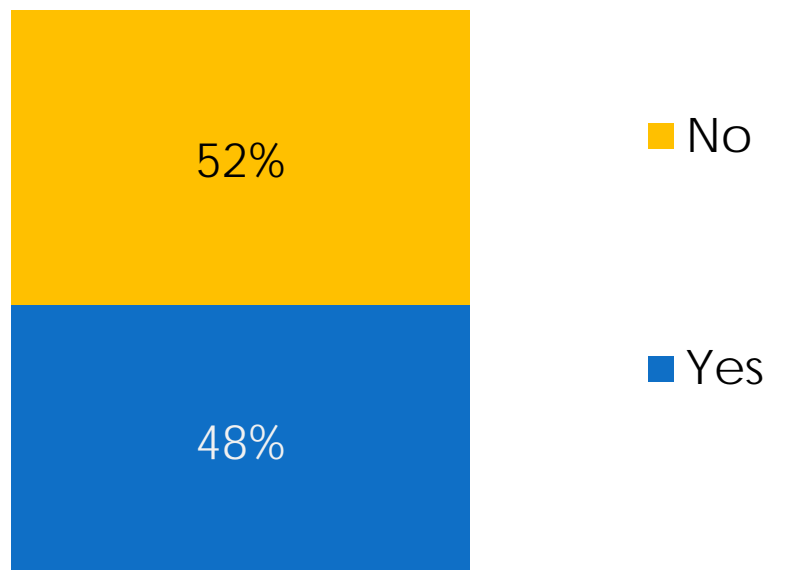


Are you interested in learning more about Blue Light?

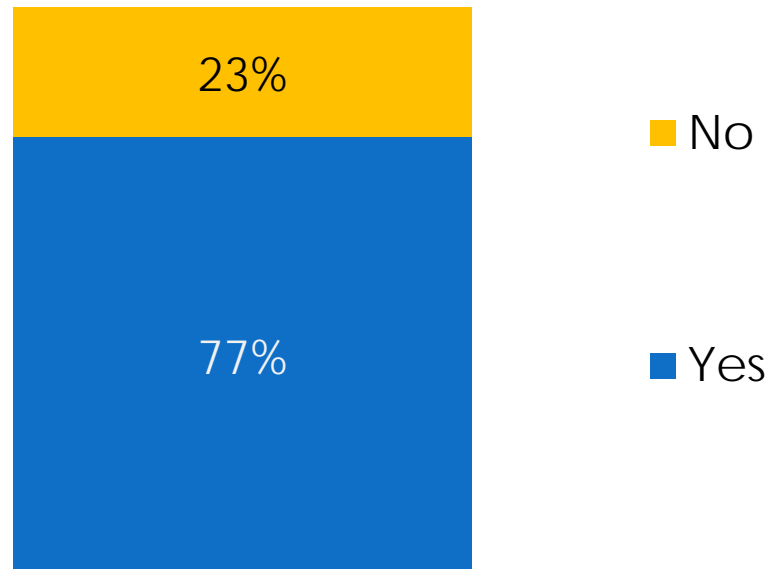


PATIENT RECOMMENDATIONS

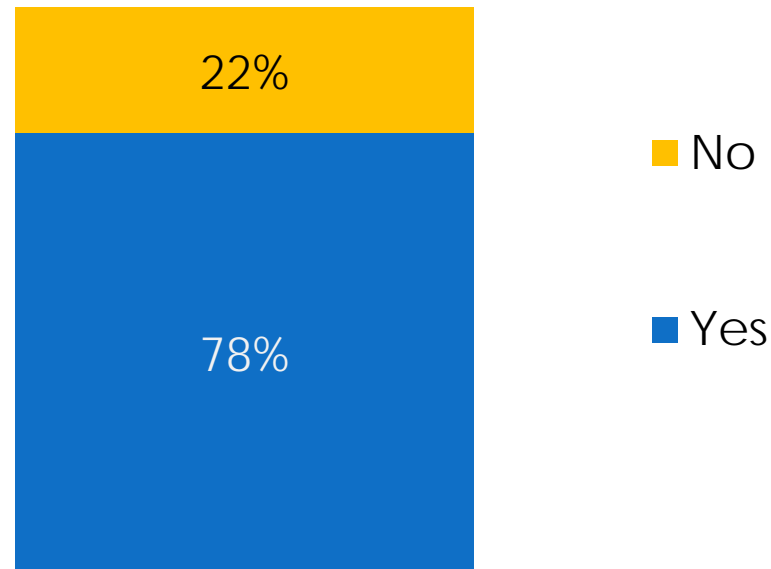
Do any of your patients inquire about Blue Light?



Do you discuss Blue Light and its possible harmful effects with any of your patients?

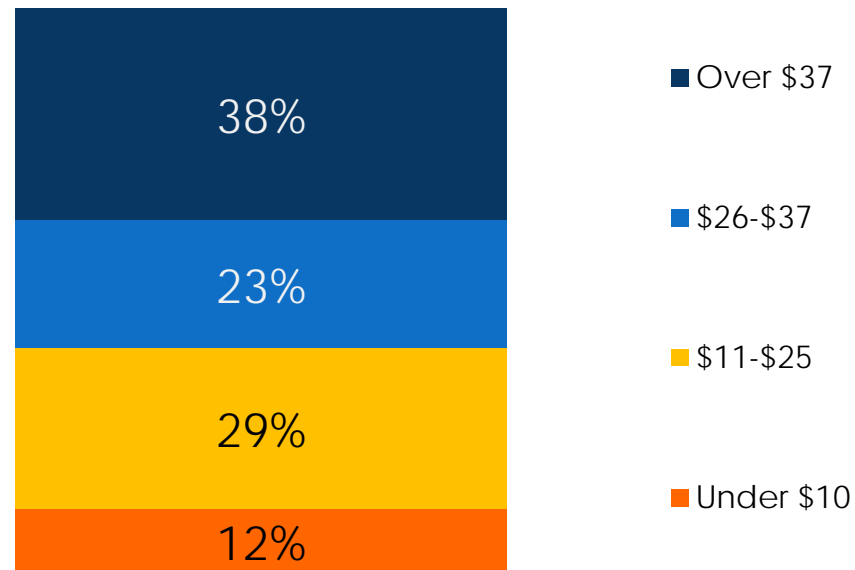


Do you prescribe any special lens or lens treatments to protect against Blue Light?



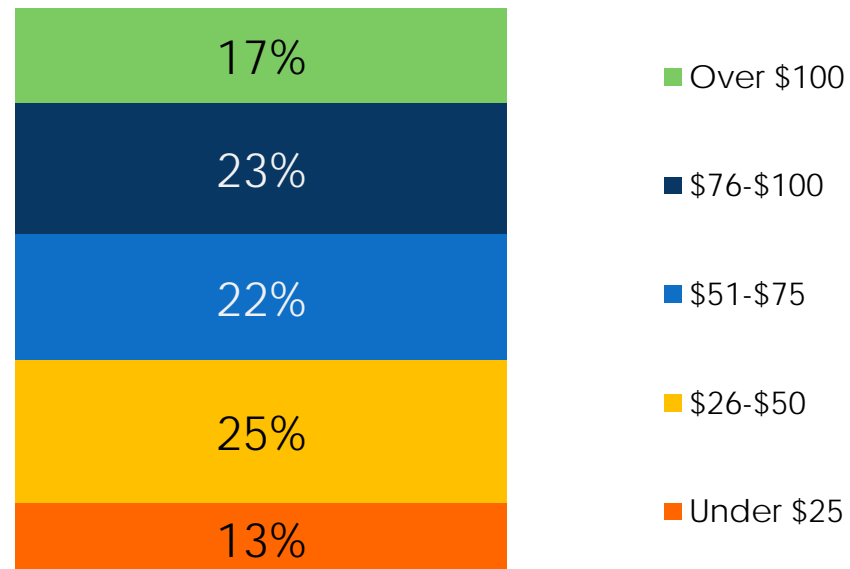
Only asked if prescribe any special lens or lens treatments to protect against Blue Light:

On average, how much more cost to you is there in adding Blue Light protection to a lens pair sale?



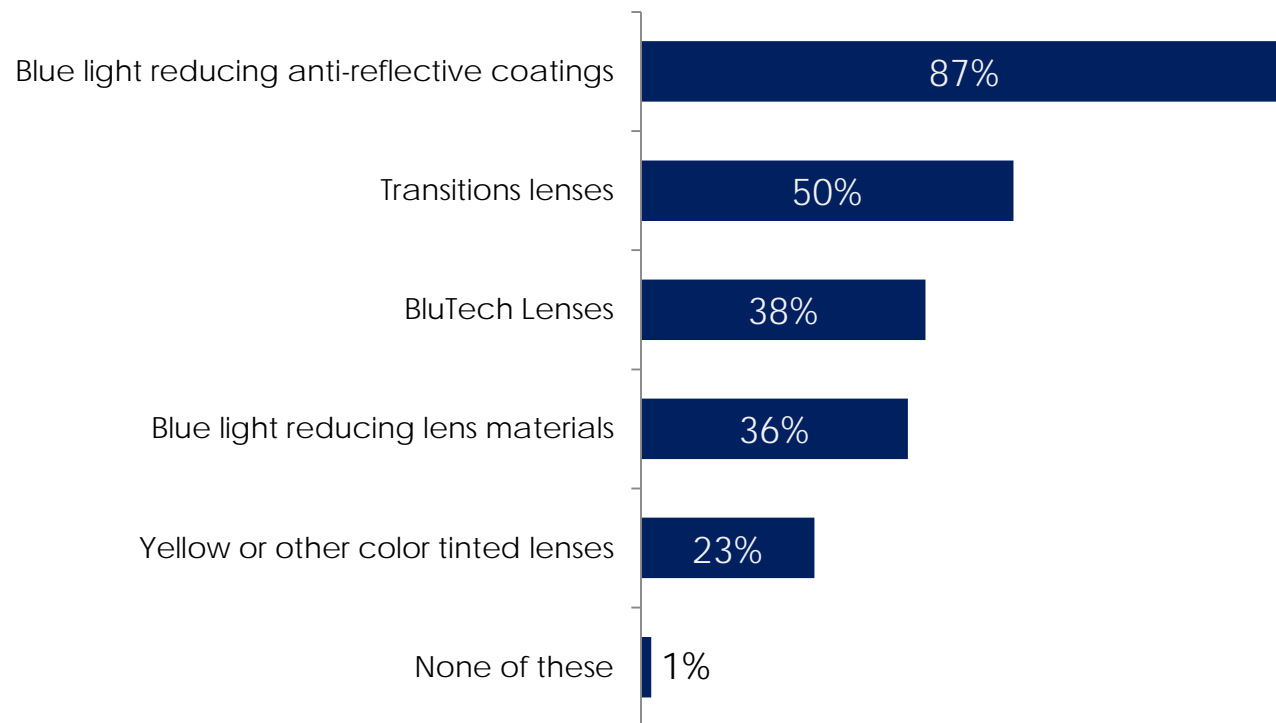
Only asked if prescribe any special lens or lens treatments to protect against Blue Light:

On average, how much more do you charge the patient for adding Blue Light protection to a lens pair sale?



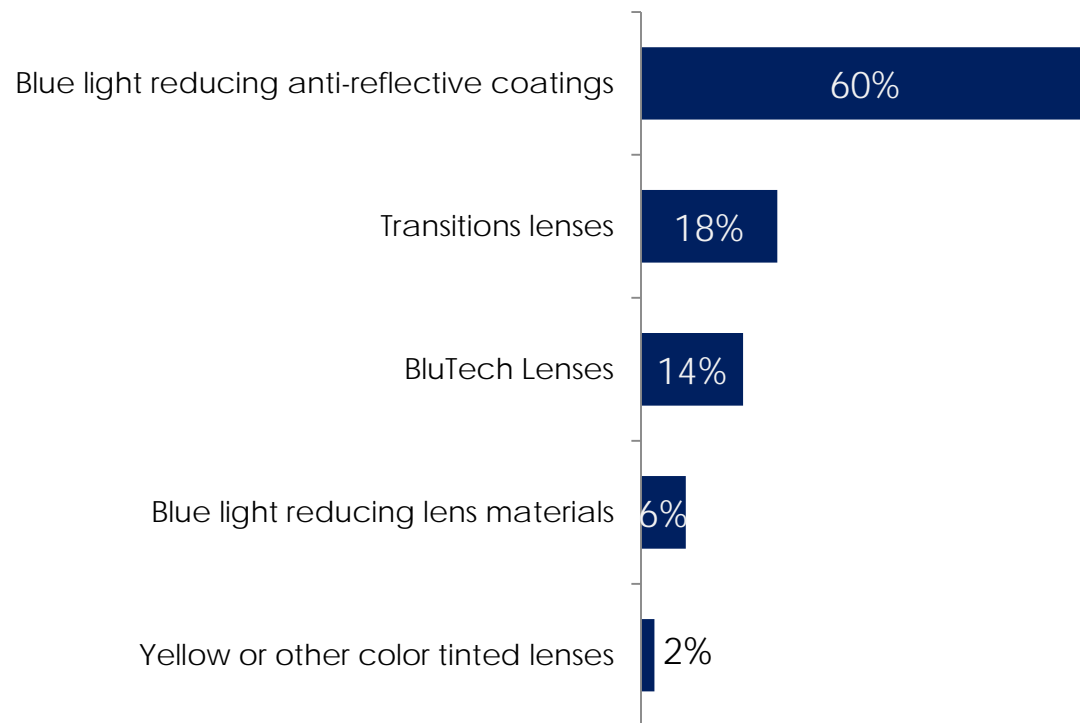
Only asked if prescribe any special lens or lens treatments to protect against Blue Light:
Select all that apply.

What Blue Light protection options do you offer to patients?



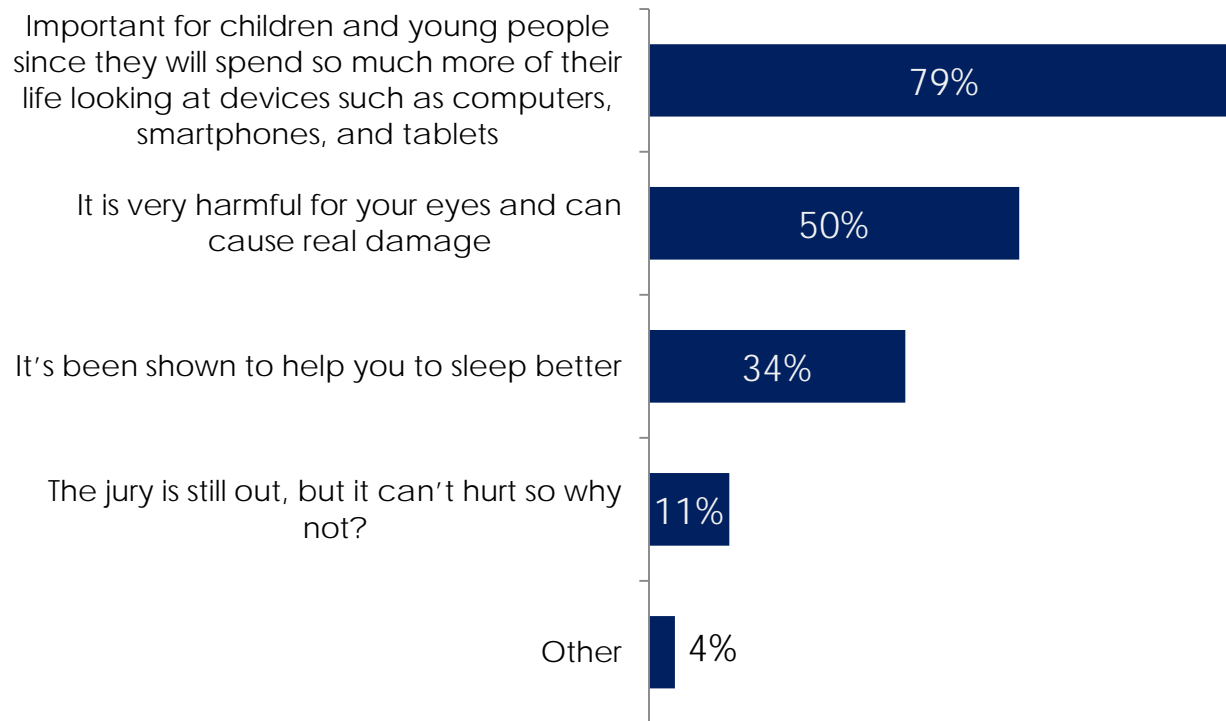
Only asked if prescribe any special lens or lens treatments to protect against Blue Light:
Select all that apply.

What Blue Light protection options do you offer the most?



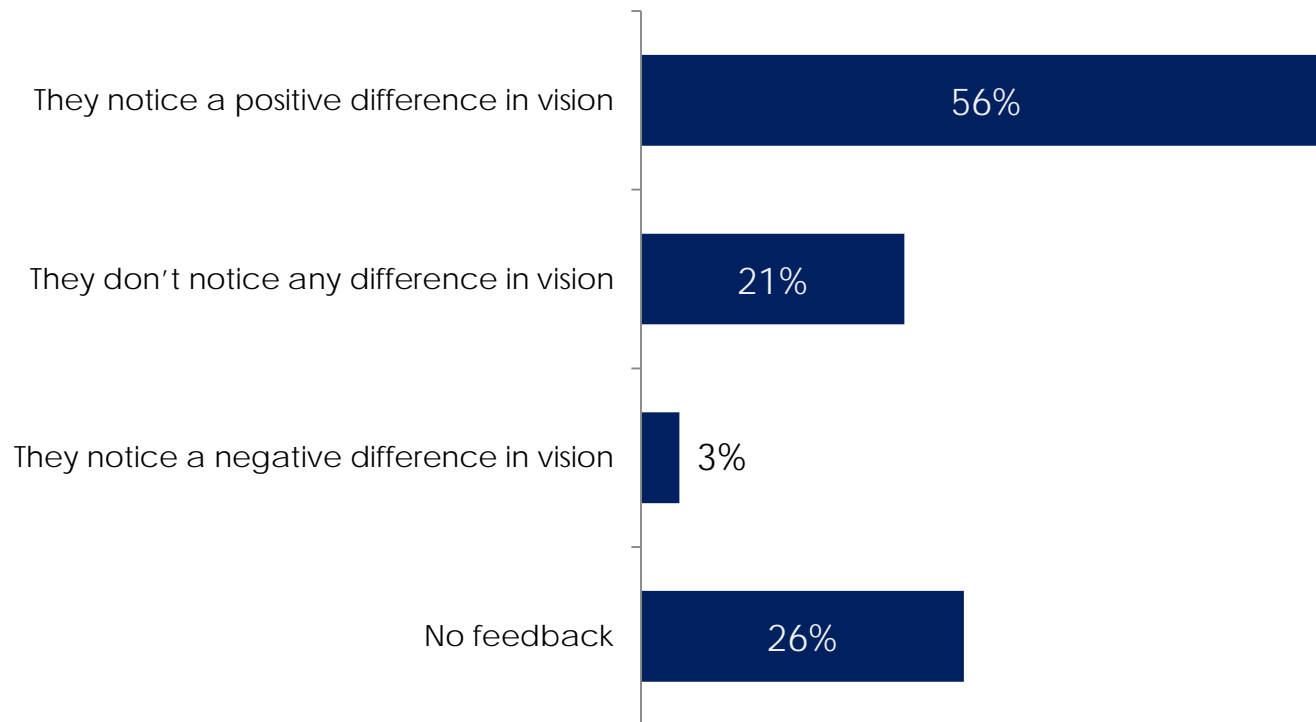
Select all that apply.

What approach(es) do you use in order to convince your patients they need Blue Light protection or could benefit from Blue Light therapeutic benefits?

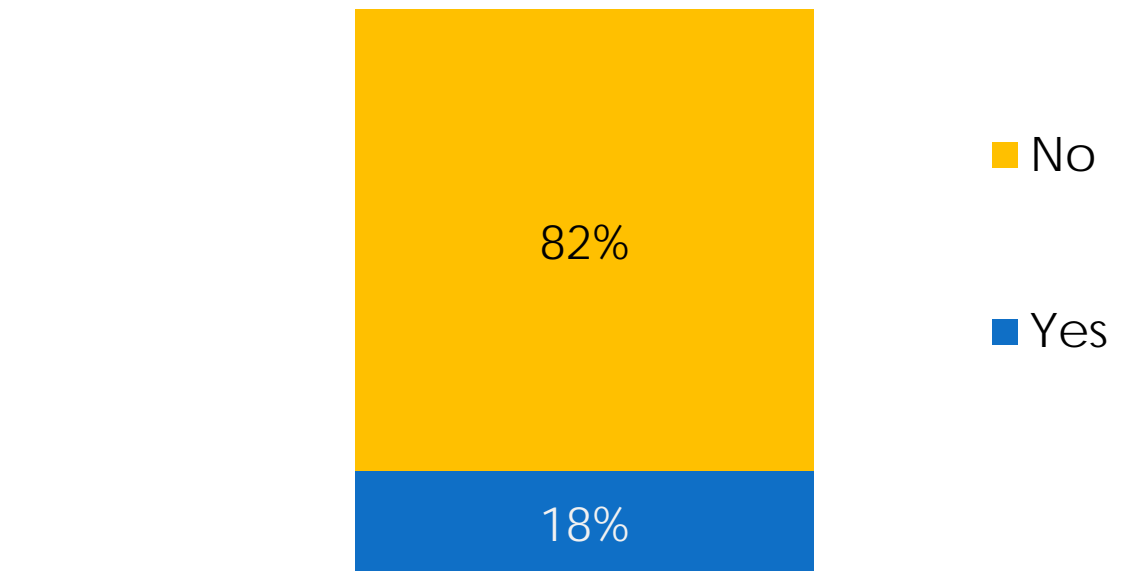


Select all that apply.

What kind of feedback have you received from patients using some form of Blue Light protection?



Do you ever suggest any sort of software for Blue Light protection on computer or mobile devices?



Of those that do suggest:

What do you suggest?

iPhone night mode/iPhone option/ Light altering app	19%
Blue Light filter/ screen protector	16%
F-lux	7%
Twilight	6%
Blue Light filter on AR Coating	6%
Blue Tech	6%
AR Coating	4%
Previncia	4%
Crizal	3%
Special Cover	3%

For more information on
Blue Light visit:

www.spyoptic.com/happy