

Subject: A Message from Rick Weisbarth: We Are Here for You

From: Rick Weisbarth, Alcon

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Alcon

A message from

RICK WEISBARTH

OD, FAAO

Vice President, Professional Affairs
US Vision Care, Alcon



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Business as usual is not happening anywhere in the world as we all try our best to navigate through the COVID-19 pandemic. I know that you are focused on the health, safety and well-being of your family, staff and patients while adjusting to a new reality. Alcon has always been your partner, and I want to remind you that we are here for you now. Alcon has developed a dedicated [COVID-19 resource site](#) that provides helpful information to support your practice while closed and as you prepare for reopening. Before reviewing some of the products, programs and resources Alcon has to offer, I want to share some of the adjustments we have made to reflect the current environment.

At Alcon, we remain vigilant in monitoring the evolving COVID-19 situation in the U.S. Our actions are guided with the top priority of protecting the health and safety of Alcon associates and the customers and patients we support, while also ensuring continuity in the supply of products you and your patients rely on. We continue to comply with the latest Centers for Disease Control and Prevention (CDC) guidance related to this highly dynamic public health issue.

Alcon has policies in place for engaging with customers until further notice:

- **Field Sales Support:** We have shifted into a full-time virtual approach to our field sales force, but you can still contact your Sales representative and the broader sales team. Alcon Customer Service also remains a point of contact at 1-800-241-5999.
- **Trainings and Dinners:** All training programs at our Ft. Worth campus and in eye care offices and dinner meetings are cancelled through the second Quarter.
- **Congresses and Meetings:** We remain in close contact with professional associations and will align any Alcon activities with their decisions and CDC guidance at the appropriate time.

News outlets have recently reported that spectacle wear might be a better option for vision correction during this time. However, the CDC has recently issued guidance that states: *"There is no evidence to suggest contact lens wearers are more at risk for acquiring COVID-19 than eyeglass wearers. Contact lens wearers should continue to practice safe contact lens wear and care hygiene habits."* [READ MORE HERE.](#)

Therefore, we are encouraging patients to continue to follow the wear and care instructions that you recommend while using contact lenses. For additional information on contact lens use in light of COVID-19, see this evidence-based article published in [Contact Lens & Anterior Eye](#). In addition, the [Centre for Ocular Research & Education \(CORE\)](#) has developed materials that outline tips for safe contact lens wear and care. The most important thing is to remind ALL patients (whether they wear contact lenses, glasses, need no vision correction at all, have dry eye or suffer from ocular allergies) to ALWAYS clean their hands often, and avoid touching their eyes, nose and mouth with unwashed hands.

As a global eye care company, Alcon has a diverse manufacturing footprint, inventory on hand, as well as business continuity plans to ensure our supply chain is maintained during this unprecedented time. Contact lens and lens care products are not as important as Personal Protective Equipment (PPE) or ventilators, but patients still need access to vision care products so that they continue to wear and care for their contact lenses as directed and limit possible complications¹ that could require medical attention from an already overwhelmed health system.

Please keep reading for information on how Alcon is helping your practices and patients during this pandemic through charitable donations, resources and programs.

Stay safe.

Rick Weisbarth

1 Centers for Disease Control and Prevention. Healthy contact lens wear and care. <https://www.cdc.gov/contactlenses/index.html>. Accessed April 2, 2020.

CONTINUING PATIENT CARE THROUGH TELEHEALTH

In March, the American Optometric Association (AOA) assembled a council of industry leaders, including Alcon, to discuss guidance for telehealth services and its increasing impact and opportunity for optometry. As COVID-19 continues to escalate, telehealth has emerged as an important way to protect the health of ECPs, staff and their patients. ECPs are relying more on the use of telehealth-based care, as patients practice social distancing to avoid community spread.

The need for eye telehealth is clear and the AOA will influence its evolution through position statements and future advocacy. As Alcon looks to the future of this important development, our guiding principles will be focused on improving patient and practice outcomes, just as we do with any proposed legislation being considered.

Alcon's Guiding Principles on Eye Telehealth

- Creates and increases access for patients
- Expands the populations served
- Safeguards compliance
- Upholds quality and safety
- Ensures ECP maintains control of patient care
- Protects the doctor-patient relationship



THE ALCON EXPERIENCE ACADEMY



Alcon is doing its best to remain flexible and responsive to your needs. We encourage you and your staff to register and visit the Alcon Experience Academy online to continue training and education on multifocal and daily disposable contact lenses, dry eye, patient communication, anatomy of the eye and more.

[Access the Alcon Experience Academy Now](#)

ALCON DONATIONS TO THE COMMUNITY



Alcon, through our Corporate Responsibility Program that also includes the Alcon Foundation, is supporting care for those affected by COVID-19, as well as social services for those left vulnerable by it, with monetary donations to organizations working on the medical frontlines and within our communities.

[Visit Alcon Corporate Social Responsibility to Learn More](#)

Thank you for your ongoing trust in Alcon. We believe transparency and communication are essential, and we will update you as new information becomes available. **Be safe!**

A Fresh Face for Our Flagship Contact Lens Brand

The **DAILIES® TOTAL1®** family will have a new gold look to better convey it is our premium product. There is no change to the product, internal packaging or UPCs. The new packaging for multifocal will begin to roll out as existing stock is exhausted and sphere lenses will follow later.



See product instructions for complete wear, care and safety information.

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Alcon Vision, LLC
6201 South Freeway | Ft. Worth, TX 76134

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