

BostonSight Announce Patient Marketing Campaign

Aims to inform patients of the benefits of scleral lenses for specific eye conditions

NEEDHAM, MA, UNITED STATES, April 19, 2022 /EINPresswire.com/ --

BostonSight announced today it has launched a patient marketing campaign for BostonSight SCLERAL®.

BostonSight SCLERAL is a commercially

available scleral lens product manufactured by BostonSight. The intent of the campaign is to provide patients with easily accessible content about scleral lenses and to promote confidence that scleral lenses might be the right solution for their eye condition.



This campaign provides patients with the foundational tools to advocate for themselves and start a conversation with their eye care provider."

*Karen G. Carrasquillo, OD,
PhD, FAAO, FSLs, FBCLA*

The campaign focuses on finding relief from three conditions for which scleral lenses are often used: [dry eye disease](#), [keratoconus](#), and [post-LASIK ectasia](#). Current estimates put dry eye as affecting 1 in 100 adults and keratoconus at 1 in 2,000 people in the U.S., while post-LASIK ectasia is a rare but devastating side-effect of LASIK surgery. Each condition includes a profile of a patient with the condition, how the condition affected their life, their treatment path, and the outcome from using a scleral lens. When people can relate to a patient story, they can envision a positive outcome for themselves.

"Scleral lenses are becoming more and more common in the eye care industry, and they have enormous benefits," said Karen G. Carrasquillo, OD, PhD, FAAO, FSLs, FBCLA, BostonSight's VP of Clinical and Professional Affairs. "We want patients to know about the benefits of scleral lenses so they can find them earlier in their eye care journey. This campaign provides patients with the foundational tools to advocate for themselves and start a conversation with their eye care provider."

The campaign also includes scleral lens basics such as, "What is a scleral lens?", "Anatomy of a scleral lens," and a "Healthy Lens Habits Guide." The Healthy Lens Habits Guide promotes safe

lens handling and use and includes write-in space for eye care providers to recommend cleaning, disinfecting, and preservative-free solutions for patients.

These materials are provided to BostonSight SCLERAL practitioners worldwide to support patient education and awareness and create conversations at the point of care.

To learn more about BostonSight SCLERAL and the patient marketing campaign start at <https://www.bostonsightscleral.org/what-is-a-scleral-lens/>

About BostonSight®

BostonSight is a nonprofit healthcare organization that advances the treatment of diseased or damaged corneas and dry eye. Our ongoing commitment to research and achieving optimal patient outcomes through innovative scleral lens design, education, and technology has saved the sight of thousands of people around the world. BostonSight PROSE® treatment is available at top medical centers around the U.S., Canada, and India. BostonSight SCLERAL® was launched to expand access to global scleral lens technology. BostonSight SCLERAL has partnerships with Spectrum International in Latin America and L.V. Prasad Eye Institute in the Middle East and India.

Michele Hart
BostonSight
+1 617-669-4225

[email us here](#)

Visit us on social media:

[Facebook](#)

[LinkedIn](#)



Wouldn't it be great to find relief from dry eyes? **You Can!**
With BostonSight SCLERAL.

WHAT IS DRY EYE?

Approximately 1 in 100 adults struggles with moderate or severe dry eye. Dry eye disease is caused by abnormalities of the tear film. The tear film has three layers that coat the surface of the eyes and aid in providing clear vision while protecting the delicate and sensitive eye tissues. Dry eye is a multifactorial disease that results in tear film instability, visual disturbances, and discomfort. Dry eye does not necessarily mean your eyes are "dry". Symptoms can include:

- chronically watery eyes
- stinging
- burning
- a gritty feeling
- pain
- light sensitivity



Find out why 9 out of 10 patients would recommend BostonSight SCLERAL to others and read Joanie's dry eye story.



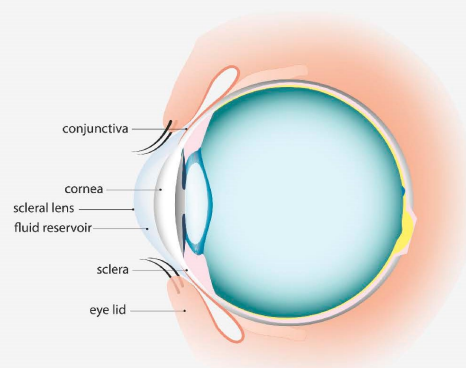
SCLERAL BASICS

CONJUNCTIVA: The conjunctiva provides protection and lubrication and covers the sclera.

CORNEA: The front center portion of the eye. The cornea bends light as it enters the eye so light is focused on the retina.

FLUID RESERVOIR: The space between the scleral lens and the cornea, which is filled with preservative-free saline to bathe the cornea and provide comfort and long-term ocular health.

SCLERA: The white outer wall of the eye. It is made of collagen fibers that are arranged for strength rather than transmission of light. It is less sensitive than the cornea.



ANATOMY OF A SCLERAL LENS

www.bostonsightscleral.org/joanie

This press release can be viewed online at: <https://www.einpresswire.com/article/568763771>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors

try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2022 IPD Group, Inc. All Right Reserved.