

Since the launch of Paragon CRT®, practitioners have requested in-office marketing aids specifically designed to present Paragon CRT to parents and their children. Because there are no age restrictions for this therapy, practitioners have seen the value Paragon CRT offers this segment of the market. For patients in this age group, there is no other vision correction option that offers great vision and the freedom from glasses and daytime contacts.

In September 2002, Paragon commissioned four focus groups comprised of preteens, teen and their parents. As younger preteens are typically influenced by older teens, the groups were separated into preteens, ages 11-13, and teens, ages 14-16. The parent groups were separated based on the age of their children. The goal was to determine the issues, desires and preferences of each group when it came to their vision correction options. Each focus group lasted about an hour and a half and had six to eleven participants.

Evaluation of the focus groups defined the varying concerns the individuals have with their current vision correction. Problems identified for the preteens were categorized as remedial and are as follows:

- Difficulties with the care of traditional contact lenses.
- Difficulties with insertion and removal of traditional contact lenses.
- Concern with the aesthetics of glasses.

The issues identified for the teen group were well articulated by the group as a whole and were similar to those associated with adults. Problems stated by the teen group:

- Complaints of contact lens-induced dry eye. “I can’t sit near the air conditioning vent in class”.
- Enjoy the freedom of contacts during sports, but are still faced with the hassles of traditional contact lenses.
- Aesthetics of glasses were not a major concern.

Parents of both groups were concerned for the health and well being of their children but also identified the following:

- Concern for child’s basic vision correction needs.
- Concerned for the child’s ability to fit in with peers.
- Concerned with the loss and breakage of glasses and contact lenses.
- Concerned with the child’s lack of responsibility.

When presented with information about Paragon CRT and Corneal Refractive Therapy, all of the groups saw it as an exciting new vision correction option. Questions about the modality centered primarily on the safety and efficacy of the lenses. All of the groups wanted to know how Paragon CRT compared to traditional contact lenses. Most of the children had been told not to sleep in their existing contacts; they wanted to be sure it was okay to sleep in these. Parents

wanted to know if it would work for them, too! They also asked about the permanency of the effects and what happens as the child grows and their vision changes.

When asked about the ideal vision correction, the desires and preferences of the preteen and teen groups were very similar. Both the preteen and teen groups want an option that is convenient and easy to use. Both groups want to fit in and look good. The parent groups wanted an option that is safe and healthy for their children. Also, a preference to learn about new products and technologies from their doctor was identified by the parents.

Based on the information gathered from the focus groups, and from previous market research, the following benefits for the adolescent market as a whole were identified:

- Paragon CRT offers adolescents great vision and the freedom from glasses and daytime contacts.
- With no age restrictions*, Paragon CRT offers adolescents a great option since they aren't eligible for surgery.
- Paragon CRT offers parents more control over their child's vision care since the therapy is done at home.
- Broken or lost glasses and dried up contacts become a thing of the past. No more running Johnny's spare pair of glasses to school because his broke during gym.

These are just a few of the many benefits Paragon CRT offers to adolescents and their parents. Choose the benefits you feel are most important to your patients. If you live in an area with an abundance of water sports, stress the freedom Paragon CRT offers.

When offering Paragon CRT to adolescents as a vision correction option pay special attention to the involvement of their parents. This is a product parents must live with as well by managing the child's wearing time and hygiene. If you have a parent who is purchasing the sixth pair of glasses for their child this year, this is an option you may want to present to that parent. Paragon CRT offers overall lifestyle improvements for both child and parent, present it as such.

*The Paragon CRT clinical FDA study included children age 12 and older. To Paragon's knowledge, no scientific data has been published on children younger than 8 years of age.

Whether you do a mailing to your patient base or are trying to attract new patients to your practice, the adolescent market is one you can't ignore. Throughout your Practice Management binder, tips for including messages to parents and their children have been included.

Recall Programs

If you are sending out recall cards or newsletters, include a message about Paragon CRT as an option for active adolescents. Parents are interested in safe and effective ways to correct their child's vision. It's up to you to provide them with information on this exciting new modality. Refer to the *Direct Patient Communication* section of your binder for information about Amazing Mail, an on-line mailing service. You may also want to host a patient seminar specifically for the parents of your adolescent patients depending on the percentage they represent of your patient population. Remember to utilize your staff by having them present an "adolescent" brochure to each parent and child who come in for their routine visit.

Sponsorships

Community outreach programs are an ideal way to reach this age group. Sponsorships of sports teams are a great venue for the Paragon CRT message. Consider contacting your local high school or private sports league (i.e. Junior Hockey league, Indoor Soccer league, POP Warner Football) and inquire about sponsorships as well as space in their newsletters. They may allow you to be present at games with a tabletop display to distribute brochures and information. You'll be amazed at how quickly the message will spread once one of these child athletes are successfully fit with Paragon CRT. Refer to the *Using Mass Media* section of your binder for more information about Community Events.

News Media

When sending press releases to your local media, feature information about Paragon CRT and adolescents. Parents and their children are looking for alternatives to glasses, daytime contacts and surgery; with Paragon CRT you've provided a solution. The news media will enjoy having a fresh angle to report. Target their health and lifestyle reporters and editors. More information about press releases along with a sample release is included in the *Using Mass Media* section of your binder.