

Course Title:

Demystifying Myopia Management with Essilor Stellest: From Science to Chairside Success

1 hour

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Course Description

Myopia is a rapidly growing vision concern worldwide. This course equips opticians and optical staff to support the optometrist in managing myopia with Essilor Stellest lenses. Participants will learn the science behind Stellest technology, how to communicate its value to patients and parents, and practical strategies for fitting, follow-up, and pricing. Staff will gain confidence to extend the optometrist's care and help deliver better outcomes through effective myopia management.

Learning Objectives

At the conclusion of this course, participants will be able to:

1. **Explain** why myopia management is essential for long-term ocular health and patient outcomes.
2. **Describe** how Essilor Stellest lenses work using the HALT technology and its clinical benefits.
3. **Identify** best practices for fitting Essilor Stellest lenses, including follow-up and wearing-time recommendations.
4. **Demonstrate** effective communication strategies for discussing Essilor Stellest with patients and parents, including handling price conversations with confidence.
5. **Recognize** the crucial role of optical staff as extensions of the optometrist in the success of myopia management programs.

Timed Course Outline

1. Introduction & Why We Care About Myopia (5 minutes)

- Growing prevalence of myopia worldwide.
- Risks of high myopia (retinal detachment, glaucoma, etc.).
- Why early intervention matters.
- Link between better myopia management and better long-term outcomes.

2. Demystifying Essilor Stellest & the Science of HALT (10 minutes)

- Overview of Essilor Stellest lens technology.
- **HALT Technology** explained simply for staff.
- Clinical research: how Essilor Stellest slows myopia progression.
- Key advantages compared to traditional single vision correction.

3. Fitting Considerations & Best Practices (10 minutes)

- Essilor Stellest fitting is simple – do not overthink it.
- Proper lens centration and frame choice.
- Follow-up protocol:
 - What to look for at first follow-up (fit, adaptation, wear time).
 - Reinforce consistent wearing time for effectiveness.
- When to adjust, when to reassure.

4. Staff as Extensions of the OD (10 minutes)

- The “flight attendant” analogy: control, confidence, and reassurance.
- Staff’s role in reinforcing the doctor’s recommendations.
- Talking points to keep messaging consistent.
- Importance of **confidence and simplicity** in patient education.

5. Communication & the Price Conversation (15 minutes)

- How to present Essilor Stellest as a Med-Tech **solution, not just glasses.**
- Emphasize outcomes: slowing myopia progression and axial elongation.
- Practical ways to discuss cost:
 - Positioning it as an investment in eye health.
 - Comparison to braces/orthodontics.
 - Offering payment options.
- Handling common objections with confidence.

6. Wrap-Up & Q&A (10 minutes)

- Quick recap of main points:
 - Why myopia management matters.
 - How Essilor Stellest works and why it's effective.
 - Fitting & follow-up made simple.
 - Staff empowerment and communication tips.
- Open floor for questions.