

ASSIGNMENT 20

Material Covered:

***Units 9.4 and 9.5 of Module 9, and Units 10.1, 10.2, 10.3 and 10.4
of Module 10 of the IACLE Contact Lens Course***

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Read the questions carefully and record your answers on the answer sheet provided.

1. ***What percentage of gross practice revenues should be spent on staff salaries and benefits, to be considered reasonable?***
 - a. 5% to 10%
 - b. 13% to 18%
 - c. 20% to 30%
 - d. 35% to 50%

2. ***In an ideal scleral lens fit, how long should it take for the post-lens tear space to fill with tears?***
 - a. 1 minute
 - b. 2 minutes
 - c. 3 minutes
 - d. 5 minutes

3. ***To minimize corneal contact, how is the initial BOZR of a scleral lens usually determined?***
 - a. At least 1 mm steeper than flattest K
 - b. At least 1 mm steeper than average Ks
 - c. At least 1 mm flatter than flattest K
 - d. At least 1 mm flatter than average Ks

4. ***Which one of the following is the MOST appropriate cleaner for use on a PMMA (acrylic) prosthetic eye?***
 - a. An antibacterial soap
 - b. An alcohol-based rigid contact lens cleaner
 - c. A soft lens multi-purpose solution
 - d. Dishwashing liquid

5. ***All of the following are advantages of preformed scleral lenses, EXCEPT:***
 - a. Lens parameters are known accurately
 - b. Patients can experience a lens prior to final fitting and ordering
 - c. Easy to fit on highly toric corneas
 - d. Can be made thinner than molded lenses

6. ***What should be the FIRST step a newly-qualified contact lens practitioner takes when embarking on an internal marketing plan for his new practice?***
 - a. Naming the practice
 - b. Determining the scope of the practice
 - c. Defining the image he wants to project
 - d. Developing a practice slogan and logo

7. **When fitting a scleral lens, which one of the following would indicate excessive tightness of the scleral zone?**
 - a. Sectoral bulbar hyperaemia
 - b. Blanching of conjunctival blood vessels
 - c. Conjunctival chemosis
 - d. Iron deposition in the cornea

8. **According to Cameron and Veys (1995), what are the two MOST important things that people expect from professional people?**
 - a. Good prices and discounts for loyalty (a frequent buyer programme)
 - b. Extensive advertising and extended operating hours
 - c. Honesty and integrity
 - d. Modern equipment and a large, comfortable waiting room

9. **If a scleral lens wearer reports hearing 'clicking' while wearing their lenses, which one of the following should be investigated further?**
 - a. The edge clearance of the shell at the 3 & 9 o'clock positions
 - b. The wettability of the front surface
 - c. The clearance of the shell over the limbus
 - d. The position and size of the lens fenestration

10. **According to Sulaiman (2000), the approximate gender distribution of the contact lens market is:**
 - a. Females 66%; Males 34%
 - b. Females 55%; Males 45%
 - c. Females 45%; Males 55%
 - d. Females 34%; Males 66%

11. **What is the MOST important reason for keeping the overall diameter of a scleral lens as large as practicable?**
 - a. To prevent limbal touch
 - b. For increased stability
 - c. To spread the bearing load over as large an area as possible
 - d. To reduce the likelihood of dislodgement from the eye

12. **According to Sulaiman (2000), approximately what percentage of the income generated in an average optometric practice in the USA comes from contact lenses?**
 - a. 5%
 - b. 9%
 - c. 19%
 - d. 29%

13. **Which one of the following would MOST likely be a suitable candidate for scleral contact lenses?**
- A patient exhibiting pervaporation staining
 - A patient requiring prism in their Rx
 - A patient with axial anisometropia
 - A patient who wants a 'cure' for keratoconus
14. **It has been shown that contact lens patients contribute more broadly to practice revenue than other patients, since they purchase not only contact lenses, but also care products, back-up spectacles, and sunglasses. How much more income than the average patient is it estimated that these patients generate in a practice?**
- 0.9 times more
 - 1.2 times more
 - 1.8 times more
 - 2.4 times more
15. **A patient has lost his left eye and wears an ocular prosthesis. The subjective refraction of his right eye is $-2.75 / -0.50 \times 175$. Which one of the following would be the MOST appropriate spectacle prescription for this patient?**
- Right and Left: $-2.75 / -0.50 \times 175$
 - Right: $-2.75 / -0.50 \times 175$ and Left: -1.75 D Sph
 - Right: $-2.75 / -0.50 \times 175$ and Left: -3.75 D Sph
 - Right and Left: -2.75 D
16. **In a successful contact lens practice, the target net income (profit) should be equal to what percentage of the gross practice revenue?**
- 15%
 - 20%
 - 25%
 - 32%
17. **Which one of the following factors is an ADVANTAGE of rigid gas permeable lenses over soft contact lenses?**
- No foreign body sensation
 - Provide clear, sharp vision
 - Good for occasional wear
 - Daily disposability is an option
18. **How much more time, effort, and expense does it take typically to attract a new patient to a practice, compared with what is required to retain a current patient?**
- 1 to 3 times more
 - 3 to 5 times more
 - 6 to 10 times more
 - 11 to 15 times more

- 19. All of the following factors are essential for a good scleral lens fit, EXCEPT:**
- a. Adequate tear layer thickness
 - b. Perilimbal touch
 - c. Corneal clearance
 - d. Absence of air bubbles
- 20. Potentially, how many new patients is it estimated one satisfied patient could refer to the practice through word-of-mouth marketing?**
- a. 3
 - b. 5
 - c. 7
 - d. 10