

Johnson & Johnson

OptometricEducation

Johnson&Johnson

| Vision



In the Spotlight: An interview with Erin Rueff, OD, PhD, FAAO

Associate Director Professional Education

Q: What drew you from your prior role to industry and professional education?

A: I've spent my career educating on and researching contact lenses. That started for me in academia, but I have always appreciated the role industry plays in educating doctors, staff, and patients about healthy and effective contact lens wear. My new role is an exciting opportunity to make a bigger educational impact and better serve our patients.

Q: What trend are you most excited about with contact lenses — and what does it unlock for both patients and practices?

A: New technologies that aim to improve the overall visual experience are exciting to me. For example, the ACUVUE® OASYS MAX 1-Day family of lenses has a combination of technologies, including TearStable® Technology and the OptiBlue® Light filter¹, that together enable the lens to reduce starbursts and halos for patients.^{1,2} This is exciting because it allows the lens to offer something other than just comfort — it elevates the overall visual experience.

Q: Astigmatism is common, yet many patients still end up in spherical lenses. What gets in the way — and what builds confidence in fitting toric lenses?

A: Often, misconceptions of the prescriber get in the way of a patient receiving a toric contact lens. We may assume that low astigmats or monocular astigmats can “get by” with a spherical option, but those patients often have better vision with and prefer toric options.^{3,4,5} As prescribers, we need to update our mindset around toric lenses and lean into trialing astigmatic options for those low and/or monocular astigmats who may have never had an opportunity to try them. Once you see patients' responses, confidence follows.

Q: When you think about the patient experience end-to-end, where do you see the biggest opportunity to remove friction — or build trust?

A: Clear, confident communication is key to building trust with our contact lens wearers. However, that communication doesn't have to add minutes to the exam. When doctors can explain their reason for choosing a lens in a clear, efficient way, patients feel included in the fitting process and see the value in returning each year for contact lens follow up. Letting patients know in a sentence or two why you chose a lens based on their refractive and lifestyle needs can go a long way in building trust and establishing loyalty.

Q: To close us out: what's one habit or small thing you do consistently that makes your day run better (in clinic or in life)?

A: In both my professional and personal life, I'm trying to be intentional about focusing on one thing at a time. The more responsibilities I take on, the more I realize that multitasking does not lead to my best work. This, however, is easier said than done!

Footnotes & References

¹Filtering of HEV light by contact lenses has not been demonstrated to confer any health benefit to the user, including but not limited to retinal protection, protection from cataract progression, reduced eye strain, improved contrast, improved acuity, reduced glare, improved low light vision, or improved circadian rhythm/sleep cycle. The Eye Care Professional should be consulted for more information.

²Versus ACUVUE® OASYS 1-Day Contact Lenses.

1. JJV Data on File 2022. Effect on Tear Film and Evaluation of Visual Artifacts with ACUVUE® OASYS MAX 1-Day Family.

2. JJV Data on File 2022 TearStable® Technology Definition.

3. Richdale K, et al. Visual acuity with spherical and toric soft contact lenses in low-to-moderate-astigmatic eyes. *Optom Vis Sci.* 2007.

4. Black AA, et al. The impact of uncorrected astigmatism on night driving performance. *Ophthalmic Physiol Opt.* 2019.

5. Cox S, Berntsen D, Bickle K, et al. Efficacy of toric contact lenses in fitting and patient-reported outcomes in contact lens wearers. *Eye & Contact Lens: Sci & Clin Pract.* 2018;44(suppl 1):S296-S299.

Important Safety Information: ACUVUE® Contact Lenses are indicated for vision correction. As with any contact lens, eye problems, including corneal ulcers, can develop. Some wearers may experience mild irritation, itching or discomfort. Lenses should not be prescribed if patients have any eye infection, or experience eye discomfort, excessive tearing, vision changes, redness or other eye problems. Consult the package insert for complete information. Complete information is also available from Johnson & Johnson Vision Care, Inc. by calling 1-800-843-2020, or by visiting www.jnjvisionpro.com.

© Johnson & Johnson and its affiliates 2026. 2026PP08852