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Speice 3A

Independent Study and Mentorship

5, October 2018

## Lens Battles

### Assessment 5- Research

Date: October 5, 2018

Subject: Professional Prescriptions v. Online Non- Prescriptions

Works Cited:

Hagemeyer, Tami L. "Unravel the disconnect of online contact lens sales: Some patients will

always place a higher value on cost instead of ocular health." *Ophthalmology Times*,

15 June 2018, p. SS9+. *Academic OneFile*,

<http://link.galegroup.com/apps/doc/A547746231/AONE?u=j043905010&sid=AONE&xid=814e31e9>. Accessed 2 Oct. 2018.

Assessment:

Coming into this week's Research Assessment, the research was supposed to be based on how optometrists specifically prescribe lenses to their patients. However, while looking at various articles on databases, a certain article stood out that highlighted a common competitor for optometrists: the internet. The beauty behind the Independent Study and Mentorship (ISM) program is that research and ideas can change and be directed in any way the individual desires. For me, I was able to find a short yet interesting article about how online sales and false prescription lenses are threatening optometrists. This piece of text was

alarming because not only is it written by a female optician, it also suggests how optometrists support the idea that traditional consultation from an optometrist is the best way to receive the correct lenses for someone who needs contacts or glasses.

At the beginning of the article, the text states the purpose and intention behind optical care for patients. This information shows the trust and class of optometry because patients should feel comfortable in the fact that this field always has the best interest of the patients in mind. Besides typical medical scandals and fraud, this article explains that optometrists try to get the best care for their patients, rather than just the business aspect of it. The author also mentions that sense prescriptions and lenses sold online may not be correct, optometrists feel a lack of trust in their ability to help people, because the control is no longer in their hands. With business, online sales attempt to convince patients that optometrists are trying to make a profit rather than help others. This is concerning because these assumptions can be implemented into any medical branch. Unfortunately, in the medical field, liability will always be a shaky topic, considering many doctors may take advantage of their patients financially.

As I continued to read this article, the writer included that many patients do not realize that contacts and glasses are considered medical devices. To an optometrist this is alarming news because many people are not ordering or inputting the correct prescription for their lenses. With this people are actually doing more harm to their eyes, rather than benefiting themselves. These statistics are annoying for optometrists because people are risking their health for just a few dollars. For me, this information is vital because if I were to become an optometrist, online lense sales would be a potential competitor for me and my

practice. As the author continues to write, she explains how buying lenses on the internet is not the same as a face-to-face interaction with an optometrist. With personal interaction comes community and trust between both the doctor and his/her patients.

With this assessment hopefully being my last research paper for ISM, I plan to have my first interview on Tuesday. With that interview, I will compose an Interview Assessment, expressing my experience with the interview, along with any information I learned or gained. This first interview is exciting because it is the next step in my studies in ISM. Hopefully this interview will help foster other connections and interviews with other optometrists. This part of the process is exciting because this is the time where I am able to interact with professionals for the first time.

[Annotated Article](#)