



HAKIM  
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# Recommended Myopia Management Products

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# Recommended MM Products *A Summary*



This document outlines the suite of myopia management products recommended by HGHQ. All these products have HG terms attached and you will find RRP's later in this document.

All are certified for myopia management except Z Night, which we discuss a little later in this document.

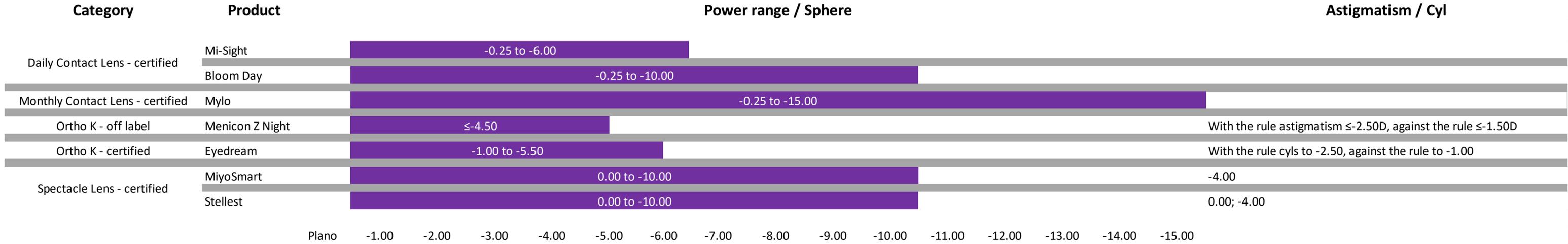
The suite of products:

Category	Supplier	Product
Spec lenses	Hoya	Miyosmart
	Essilor	Stellest
Daily lenses	Coopervision	Mi Sight
	Menicon	Bloom Day
Monthly lenses	Mark'Ennovy	Mylo
Ortho K	No. 7	Eyedream
Ortho K - off label	Menicon	Z Night

# Recommended MM Products Parameters



The below chart shows the different parameters of the recommended products:



# Recommended MM Products *Notes on the products*



There is constant new innovation in myopia management and in line with this, we will always be reviewing new products and will update this document in line with these reviews.

Some specifics to note with the current product suite:

- Bloom has both a day and night product. We have chosen to only include Bloom Day in our recommended product suite because the cost price on Bloom Night is very high compared to other Ortho K options as we do not think the product offers sufficient added value to justify this price.
- We have included Menicon Z Night in our product shortlist to give an Ortho K option outside EyeDream however Z Night is not CE marked to myopia management. Practitioners use off label products at their clinical discretion and risk with full transparency to the patient/parent.

# Recommended MM Products *Retailing the products*



Myopia Management is more than just prescribing a regular correction. You are making a deliberate intervention to influence the outcome of the patient's prescription change and, because of this, MM is referred to as a treatment, intervention, or therapy. This is important to remember when considering fees and how to charge for MM.

Myopia Management requires specialist contact lenses or spectacle lenses and regular monitoring. Because of this, MM is best charged for as a direct debit plan paid monthly to ensure that patients receive the necessary aftercare required for monitoring and reinforce the message that this is a treatment programme, not a one off purchase.

# Recommended MM Products *Retailing the products*



Within HG, we have a number of practices already doing an incredible job with myopia management. Below are a few ways of retailing from other HG practices that might be relevant to consider for your practice:

- Often, we see families with multiple children who would all benefit from myopia management. It could be worth looking at a discount for families with multiple members on MM e.g. £5/month off for every additional child (successfully operated in BBR)
- Operating a flat fee for MM, regardless of the product used. TKS charge £175 for their initial consultation(s) and then £60 per month. This means switching products is really easy, as with no change to the price there is no conversation about cost and no change to the direct debit paperwork.

# Recommended MM Products RRP Summary



Category	Supplier	Product	Cost price	RRP	Frequency	Upfront fee	Profitability	Notes	Additional product information	Invoice currency
Spec lenses	Hoya	Miyosmart	Refer to Shark Hub for cost price information	€42/month	per month	€175.00	Refer to Shark Hub for profitability information			Euros
	Essilor	Stellest		€40/month	per month	€175.00				Euros
Daily lenses - certified	Coopervision	Mi Sight		€60/month	per month	Align to usual charging for CL fitting				Euros
	Menicon	Bloom Day		€74/month	per month	Align to usual charging for CL fitting			Products bulk shipped to patient every 6 months. Fees include access to the Bloom app.	GBP
Monthly lenses - certified	Mark'Ennovy	Mylo		€57/month	per month	Align to usual charging for CL fitting			Free trials on Mylo for the whole of 2022 for HG practices	Euros
Ortho K - certified	No. 7	Eyedream (on a plan)		€60/month	per month	€180.00			* £13.45 postage on initial set, FOC on replacements * Free replacements every 6 months * 2 free fits per new practice * 2 lenses per year per customer FOC for loss/damage	GBP
		Eyedream (PAYG)		€345/pair spherical €415/pair toric	as prescribed / advised	€180.00		Profitability calcs assume €180 upfront charge on initial fit but from there on 6 monthly checks are included. PAYG also assumes a new pair of lenses every 6 months	* postage charged on each shipment	GBP
Ortho K - off label	Menicon	Z Night		€60/month	per month	€180.00			* FOC postage * Free replacements every 6 months * 2 free fits per new practice * 1 pair per year per customer FOC for loss/damage	GBP

# Recommended MM Products *Further Information*



Click on the links below to get more product information:

[Miyosmart](#)

[Stellest](#)

[Mi Sight](#)

[Bloom Day](#)

[Mylo](#)

[Eye Dream](#)

[Z Night](#)



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