

**MEDIA ALERT • MEDIA ALERT • MEDIA ALERT • MEDIA ALERT**

## **Alcon Launches SYSTANE® MyEyes to Increase Continuity of Care and Patient Retention Following iLUX® MGD Treatment**

March 5, 2020

Alcon, the global leader in eye care and Official Sponsor of 20/20™, today introduced SYSTANE® MyEyes, a new patient support program focused on increasing continuity of care and retention. It is the first-and-only comprehensive program focused on supporting and educating patients about the chronic and progressive nature of Meibomian Gland Dysfunction (MGD) and the need for ongoing treatment throughout the dry eye journey. SYSTANE MyEyes, in combination with DEEP™ (Dry Eye Excellence Program), helps set the practice up for success when it comes to education, implementation and patient retention after initial iLUX® treatment.

“Alcon developed SYSTANE MyEyes in close partnership with optometry and ophthalmology thought leaders to address key barriers to successful management of Meibomian Gland Dysfunction (MGD) including patient disease education and discontinuation of treatment,” said Adam Szaronos, Head, Dry Eye Devices, Alcon. “We understand that helping patients with MGD is about more than providing innovative devices. It’s about supporting and educating them on the chronic nature of MGD and the benefits of ongoing in-office treatment and at-home maintenance, and ultimately helping practices retain dry eye patients.”

Following iLUX treatment, Eye Care Professionals (ECPs) can offer each patient the opportunity to enroll in SYSTANE MyEyes by visiting [SystaneMyEyes.com](http://SystaneMyEyes.com) or using a unique QR code mapped to their specific practice. This helps build connection between the practice and the patient for ongoing treatment and care. Once enrolled in the program, patients will receive an iLUX patient care kit, ongoing communication around what to expect after treatment, tips for maintenance between doctor visits, coupons for the SYSTANE family of products, and email reminders that direct the patient back to their ECP for follow up and additional treatment.

“SYSTANE MyEyes helps my practice provide differentiated education and support to patients dealing with Meibomian Gland Dysfunction,” said Laura M. Periman, MD, ophthalmologist and ocular surface disease expert, Seattle, WA. “Not only does the program help them understand their disease, it provides ongoing support over the long haul so practices like mine can remain connected with our patients and they can ultimately be more successful at managing this chronic disease.”

In addition, Alcon is launching the following resources to drive patient awareness and visibility for practices that have adopted the iLUX technology:

- New Consumer Website with Doctor Locator: People interested in learning more about dry eye disease, MGD and iLUX, can now visit [GetToRootCause.com](http://GetToRootCause.com). This website will include disease state information, treatment details and a doctor locator function to find the nearest provider offering iLUX.
- New Professional Website: Practitioners interested in learning more about iLUX, DEEP or how to set up a dry eye offering in their practice can now visit [SystaneiLUX.com](http://SystaneiLUX.com) for more information.
- Patient Outreach: Alcon will leverage its broad patient database of 200,000 dry eye sufferers to geo-target communications to those within a 25-mile radius of an iLUX provider to help drive patients into practices to inquire about treatment for dry eye disease and MGD.

For more information, visit [SystaneiLUX.com](http://SystaneiLUX.com), contact your Alcon sales representative or email us at [iLUX@alcon.com](mailto:iLUX@alcon.com).

### **Information on the iLUX MGD Thermal Pulsation System**

The iLUX device is indicated for the application of localized heat and pressure therapy in adult patients with chronic disease of the eyelids, including Meibomian Gland Dysfunction (MGD), also known as evaporative eye. Please refer to the User Manual for a complete list of contraindications, instructions for use, warnings and precautions for the iLUX device.

### **About Alcon**

Alcon helps people see brilliantly. As the global leader in eye care with a heritage spanning more than seven decades, we offer the broadest portfolio of products to enhance sight and improve people's lives. Our Surgical and Vision Care products touch the lives of more than 260 million people in over 140 countries each year living with conditions like cataracts, glaucoma, retinal diseases and refractive errors. Our more than 20,000 associates are enhancing the quality of life through innovative products, partnerships with eye care professionals and programs that advance access to quality eye care. Learn more at [www.alcon.com](http://www.alcon.com).

###