

PROTECT PATIENTS' EYES

A virtual roundtable event outlining best practices and innovative strategies to help ensure ocular wellness between visits



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Dr. Brujic: Daily lid hygiene is recommended for everyone, especially dry eye and blepharitis sufferers, contact lens wearers or those preparing for ocular surgery. With many offices currently not offering routine exams, we are also contemplating how to care for patients who have extended gaps between visits. What can we do to be helpful and proactive?

Dr. Kabat: There are certainly some unique challenges that patients may be facing, and once our practices start to re-open doctors may have packed schedules, pushing non-urgent appointments out even further. This makes an at-home hygiene and wellness routine more important than ever. A comprehensive routine should no longer be reserved for more extreme cases, nor should it be considered a luxury. We want our patients to be extra careful right now so they stay healthy.

Dr. Brujic: What regimen do you recommend?

Dr. Barnett: Three easy steps—wipe, spray and warm—are all that's needed to get patients on the right path. This can be achieved with the Bruder Hygienic Eyelid Care Kit. First, patients use Bruder Hygienic Eyelid Wipes to wipe away debris. Second, they apply one to two sprays of Bruder Hygienic Eyelid Solution to closed eyes. No rinsing is required. Simply spray and let dry. Finally, the Bruder Moist Heat Eye Compress can be used morning, noon or night — whatever is most convenient. Hygienic Eyelid Sheets can be used along with the compress to keep it clean between washings. These untreated, micro-fine sheets allow moisture to pass through without breaking down and are also convenient if the lids secrete any oils during therapy.

Dr. Brujic: Let's talk about each of these components in a little more detail. For example, why are the wipes important?

Dr. Barnett: The Eyelid Wipes are very effective at removing anything on the lids and lashes, including makeup, so they are an obvious first step in a hygiene routine. But more importantly, clean lids and lashes are more receptive to the benefits of the antibacterial Bruder Hygienic Eyelid Solution.

Dr. Kabat: In my opinion, the hypochlorous acid is the most important part of the hygiene routine at present because it demonstrates broad-spectrum antimicrobial activity.* Importantly, several hypochlorous acid preparations are currently listed on the United States Environmental Protection Agency's list of disinfectants for use against SARS-CoV-2, the novel coronavirus that causes the disease COVID-19**. The Bruder Hygienic Eyelid Solution Spray is pure 0.02% Hypochlorous Acid solution, one of the highest concentrations available for use near the eyes.

Dr. Barnett: Since my practice is comprised of many contact lens patients, the compress is the cornerstone of the kit. Under normal circumstances, my specialty lens wearers are very receptive to using the Bruder system so they can function normally. Over the years, even soft and rigid gas permeable contact lens wearers need to stay comfortable if they are sitting in front of a computer all day. Oftentimes, my patients are using two to three digital devices at a time.

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Dr. Brujic: I'd just like to close our discussion by mentioning how much greater digital device demands have become for many patients as they remain at home. Kids, in particular, who may now be attending online school are spending countless hours per day using digital devices. When these patients return for their next eye exam, we may see much more advanced ocular surface disease than we would have under normal circumstances. If we can intervene in the interim by reaching out to our patients and suggesting that they use the all-in-one Bruder kit, we would be offering them a very useful treatment that may help keep their eyes healthy until we meet again.

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*Wang L, Bassiri M, Najafi R, et al. Hypochlorous acid as a potential wound care agent: part I. Stabilized hypochlorous acid: a component of the inorganic armamentarium of innate immunity. J Burns Wounds. 2007;6:e5. Published 2007 Apr 11.

**United States Environmental Protection Agency. List N: Disinfectants for Use Against SARS-CoV-2. Available at: [epa.gov](https://www.epa.gov). Accessed on: March 20, 2020.