

BEYOND THE “GOOGLE IT” ERA



Presbyopia drops are back in the spotlight! We are seeing numerous emails, advertisements, and promotional programs dedicated to this nuisance of a condition. Well, it is only a nuisance if you are

presbyopic like me (not Selina or Justin). The question is, how are the new drops any different from formulations we have already tried?

Let's see what the internet says, since we cannot find information on anything by ourselves anymore. Back in the day, we used to “just Google it” and get links and resources for any topic. In the age of AI, we still “Google it,” but now we get even more information with AI Overview, ChatGPT, etc.

Recently, I Googled the words *presbyopia*, *Whitley*, *drops*, and *innovations*, and what did I find? Google told me all about myself (not much other than where I work and a lecture I gave)! There is no drop called *Whitley*, and I got information about what presbyopia is, which presbyopia drops are available, which pharmaceuticals are in the presbyopia pipeline, and potential side effects and safety issues.

Next, I tried *myopia management*, *Whitley*, and *innovation*. This time, it shared that there is no *Whitley innovation* in myopia management (which I would expect), but it did give me the most common innovations in myopia management, including orthokeratology lenses, specialized soft contact lenses, spectacle lenses, low-dose atropine, and lifestyle/technology-based solutions.

Of course, I'm not sharing anything new on how to use an internet search engine. I do, however,

have an important point to make with these funny searches and even funnier answers: We can get quick information, but we need to go a step further and look at the evidence-based studies on efficacy and safety. With this information and a thorough examination, we can confidently make recommendations and provide prescriptions and treatment.

In this issue of *Modern Optometry*, we are taking a deep dive into the latest in presbyopia and myopia management. Neena James, OD, shares the clinical update on presbyopia drops and where they fit into clinical practice. For myopia management, Shora Ansari, OD, MS, FAAO, and Vyoma Shinde, OD, let you know where we are and where we are going. Lastly, Chandler R. Mann II, OD, spans all ages with a discussion of contact lens options and management considerations for both myopia and presbyopia. Each of these articles offers important clinical pearls you can take back to your practice and your patients.

When it comes to myopia management and presbyopia, our role is to educate our patients on the various technologies and treatments based on the evidence. It does not have to be an either/or decision; rather, it can be complementary to current treatments. If you offer myopia management in your practice, great! If you do not, you can find a colleague who offers those services and co-manage patients with them. As for presbyopia drops, the patients are the ones who will decide if they like them. Simply ask your patients, “Do you want to try it?” and you will be surprised by how many do. ■

Best Regards,
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