



contact lens Pricing Guide

1ST QUARTER | 2014

The data for this guide is collected from surveys administered by WVA. The WVA recommended pricing is displayed to help independent eye care practices maximize profits and remain competitive. These recommendations are merely suggestions. Each independent eye care professional must find a pricing structure that works for them.

LEADING RETAILERS

	AVERAGE PRIVATE PRACTICE	WVA RECOMMENDED PRIVATE PRACTICE PRICING	WAL-MART	1-800-CONTACTS	LEADING REGIONAL RETAILER	RECOMMENDED ANNUAL SUPPLY	PATIENT REBATE	ANNUAL SUPPLY END COST	ANNUAL SUPPLY % PATIENT SAVINGS
MONTHLY									
AIR OPTIX AQUA SPHERE - 6 PACK	$49.31	$50.00	$44.98	$44.99	$49.99	$45.00	$35 (4)	$145.00	27.5%
AIR OPTIX NIGHT & DAY AQUA - 6 PACK	$70.32	$72.00	$68.68	$69.99	$70.00	$67.00	$35 (4)	$233.00	19.1%
BIOFINITY - 6 PACK	$51.73	$50.00	$44.48	$49.99	$49.00	$45.00	$25 (4)	$155.00	22.5%
HYDROGEL CLARITY - 12 PACK	$87.00	$89.00	N/A	N/A	$87.00	$80.00	N/A	$160.00	10.1%
HYDROGEL CLARITY - 6 PACK	$49.00	$55.00	N/A	$53.99	$49.00	$50.00	N/A	$200.00	9.1%
PUREVISION 2 WITH HD - 6 PACK	$53.91	$56.00	$44.48	$59.99	$52.75	$50.00	$30 (4)	$170.00	24.1%
2 WEEK DISPOSABLE									
ACUVUE 2 - 6 PACK	$25.41	$25.00	$19.88	$24.99	$24.95	$23.00	N/A	$184.00	8.0%
ACUVUE OASYS - 24 PACK	$126.98	$125.00	$113.00	$135.96	$124.00	$120.00	$50 (2)	$190.00	24.0%
ACUVUE OASYS - 6 PACK	$35.26	$35.00	$31.48	$33.99	$34.99	$32.00	$50 (8)	$206.00	26.4%
ACUVUE ADVANCE PLUS - 24 PACK	$92.97	$95.00	$75.46	$99.99	$96.00	$89.00	N/A	$178.00	6.3%
ACUVUE ADVANCE PLUS - 6 PACK	$30.48	$29.00	$23.68	$29.99	$26.99	$26.00	N/A	$208.00	10.3%
AVAIRA - 6 PACK	$31.31	$32.00	$24.48	$39.99	$29.95	$29.00	$35 (8)	$197.00	23.0%
BIOMEDICS 55 LINES - 6 PACK	$29.97	$29.00	$19.88	$22.99	$29.95	$26.00	N/A	$208.00	10.3%
EXTREME H20 54% - 12 PACK	$58.75	$55.00	N/A	N/A	$61.38	$50.00	N/A	$200.00	9.1%
EXTREME H20 54% - 6 PACK	$34.80	$35.00	N/A	$32.99	$39.44	$31.00	N/A	$248.00	11.4%
FRESHLOOK COLORS/DIMENSIONS/COLORBLENDS	$49.65	$50.00	$49.50	$49.99	$45.49	$45.00	N/A	$360.00	10.0%
1 WEEK DISPOSABLE									
ICUITY - 12 PACK	$46.69	$45.00	N/A	$37.99	$41.36	$40.00	N/A	$320.00	11.1%
DAILY DISPOSABLE									
ACUVUE 1 DAY MOIST - 90 PACK	$70.98	$70.00	$59.88	$69.99	$68.99	$65.00	$100 (8)	$420.00	25.0%
ACUVUE TRUEYE - 90 PACK	$80.99	$80.00	$74.88	$79.99	$79.99	$72.00	$100 (8)	$476.00	25.6%
BIOTRUE ONEDAY - 90 PACK	$73.43	$74.00	$68.88	$74.99	$69.95	$67.00	$70 (8)	$466.00	21.3%
CLEARSIGHT 1DAY - 90 PACK	$51.16	$55.00	$49.92	$55.99	$47.99	$50.00	N/A	$400.00	9.1%
DAILIES AQUACOMFORT - 90 PACK	$64.65	$65.00	$57.98	$59.99	$59.98	$60.00	$70 (8)	$410.00	21.2%
DAILIES TOTAL1 - 90 PACK	$96.99	$99.00	$109.00	$95.00	$95.99	$95.00	N/A	$760.00	4.0%
PROCLEAR 1DAY - 90 PACK	$65.12	$68.00	$59.92	$72.99	$64.88	$62.00	$100 (8)	$396.00	27.2%
SOFLENS DAILY DISPOSABLE - 90 PACK	$53.98	$54.00	$39.88	$49.99	$51.99	$49.00	$70 (8)	$322.00	25.5%
DAILY DISPOSABLE - SPECIALTY									
ACUVUE 1 DAY MOIST FOR ASTIGMATISM - 30 PK	$35.71	$36.00	$28.92	$29.99	$34.99	$32.00	$100 (24)	$668.00	22.7%
CLEARSIGHT 1-DAY TORIC - 30 PACK	$47.22	$48.00	$44.88	$52.99	$47.99	$43.00	$70 (24)	$962.00	16.5%
SOFLENS DAILY FOR ASTIGMATISM - 30 PACK	$36.00	$36.00	$27.88	$29.99	$35.99	$32.00	$70 (24)	$698.00	19.2%
PROCLEAR 1 DAY MULTIFOCAL - 30 PACK	$36.23	$38.00	$34.92	$34.99	$36.95	$34.00	$100 (24)	$716.00	21.5%
MULTIFOCAL									
AIR OPTIX MULTIFOCAL - 6 PACK	$85.91	$85.00	$76.88	$81.99	$79.99	$78.00	$35 (4)	$277.00	18.5%
ACUVUE OASYS FOR PRESBYOPIA - 6 PACK	$49.87	$48.00	$44.92	$49.99	$44.95	$43.00	$50 (8)	$294.00	23.4%
BIOFINITY MULTIFOCAL - 6 PACK	$79.98	$80.00	$70.88	$86.99	$76.95	$72.00	$25 (4)	$263.00	17.8%
PROCLEAR MULTIFOCAL - 6 PACK	$69.96	$72.00	$64.88	$82.99	$68.99	$65.00	N/A	$260.00	9.7%
PUREVISION 2 FOR PRESBYOPIA - 6 PACK	$76.73	$81.00	$54.88	$79.99	$79.99	$73.00	$40 (4)	$252.00	22.2%
TORIC									
AIR OPTIX FOR ASTIGMATISM - 6 PACK	$66.23	$65.00	$56.98	$59.99	$62.99	$59.00	$35 (4)	$201.00	22.7%
AVAIRA TORIC - 6 PACK	$46.21	$45.00	$39.88	$49.99	$45.98	$41.00	$35 (8)	$293.00	18.6%
BIOFINITY TORIC - 6 PACK	$68.89	$68.00	$54.88	$69.99	$69.95	$61.00	$25 (4)	$219.00	19.5%
BIOMEDICS TORIC - 6 PACK	$41.38	$43.00	$34.44	$35.99	$39.95	$39.00	N/A	$312.00	9.3%
ACUVUE OASYS FOR ASTIGMATISM - 6 PACK	$48.93	$47.00	$39.92	$52.99	$46.99	$42.00	$50 (8)	$286.00	23.9%
PROCLEAR TORIC - 6 PACK	$63.32	$65.00	$63.92	$69.99	$64.95	$59.00	N/A	$236.00	9.2%
PUREVISION 2 FOR ASTIGMATISM - 6 PACK	$66.67	$69.00	$54.88	$59.99	$65.95	$62.00	$30 (4)	$218.00	21.0%
SOFLENS TORIC FOR ASTIGMATISM - 6 PACK	$42.33	$43.00	$29.92	$39.99	$41.99	$39.00	N/A	$312.00	9.3%