The dry eye disease (DED) market is expected to have an annual compound growth rate of 4.5% between 2017 and 2025, which should help it reach $7.7 billion by 2025. The North American market valuation by 2025 is expected to be close to $3 billion. Needless to say, at the recent OIS@AAO, the Dry Eye – Game Changer Technologies of Today and Tomorrow was a popular and timely breakfast breakout.

Moderator Kendall Donaldson, MD, along with fellow panelists Caroline Blackie, OD, PhD; Kim Brazzell, MD, PhD; Robert Kissling; Cynthia Matossian, MD; Adam Szaros; Joseph Tauber, MD; and William Trattler, MD, noted diagnosing patients with dry eye is not necessarily difficult — but providing treatments that will “cure” the symptoms is not necessarily simple, either.

For Dr. Tauber, diagnosing patients with DED involves a traditional eye exam, meibography, and a study of the tears including volume and osmolarity. Dr. Blackie added “it’s not difficult to identify a dry eye patient in an advanced state of disease.” She said pre-surgical patients are the “tricky ones,” and discussed moving from a reactive to a proactive stance such as following the new ASCRS clinical guidelines about clearing up ocular surface disease prior to performing cataract or refractive surgery.

According to Dr. Trattler, more attention is being paid to the eyelid now than previously. Dr. Matossian added clinicians will continue to need to evaluate other external variables, such as makeup wear, lash extensions, and permanent eyeliner, all of which can impact the tear film.

Other areas of interest included the overall reimbursement landscape and determining where in the clinicians’ armamentarium a novel drug or device may fit. Finding alternative delivery methods that are easy for patients to use will continue to be an aspect of DED management, the panelists said. Finally, for companies involved in clinical trials identifying appropriate clinical end points that will be acceptable to the FDA while still producing objective outcomes is important.

During OIS@SECO, the annual gathering of leaders, drivers and early adopters shaping the future of vision care on March 4th at the Omni Hotel Atlanta, Joe Boorady of Health Catalyst Capital Management, will continue the discussion on the evolving dry eye market. He will be sitting down with a panel of experts to include Douglas K. Devries, OD; Whitney Hauser, OD, FAAO; Leslie O’Dell, OD; Walter Whitley, OD, FAAO, to discuss the latest thinking as well as what the future looks like in this rapidly growing segment of eye care. This is a session you cannot afford to miss, so sign up today by visiting www.oisseco.com.