The Abby Platform Brings Efficiency and Profitability to ECPs and Convenience to Patients

Later this summer, ABB Optical Group customers will have access to the national rollout of the Abby platform. ABB has taken the feedback from its pilot to add significant depth to the initial launch that will help eye care professionals' (ECPs') offices deliver a higher level of service and convenience to their contact lens patients. It will also help increase the practice's efficiency and profitability.

There are five major components to the practice benefits, each of which also improves patient convenience and engagement with the practice.

Abby is easy and quite intuitive to use, both for the practice staff and patients using it to reorder their contact lenses. Practices that have used the Secure Patient Directory and have up-to-date information can also have those patient records preloaded into the Abby website. Otherwise, entering the patient is a quick process that can be done in front of the patient to demonstrate the system.

Providers can search for lens by brand or design parameters. As an added educational feature, the screen informs the patient how long the supply lasts. For example, a 30-lens pack of daily lenses shows that it is a one-month supply. The system also prompts patients that they can achieve savings if they order more boxes.

Product pricing management

Small pricing changes can add up to a significant difference in profitability for a practice, so Abby makes it very easy to update pricing on a regular basis. Abby can synchronize with the *Digital Retail Price Monitor* if the practice chooses this pricing strategy option, which is updated weekly to reflect average prices on a wide range of products through a variety of retailers and regionally.

ECPs can use this data to set their own pricing strategy. For example, a simple method would be to apply a specific dollar amount or a specific percentage amount to add to every lens. If a practice wanted to sell every lens box at $15 more than the ECP's cost, Abby can apply that pricing throughout. Or a practice can set or change prices for lenses as needed. A practice can also use both—periodically updating lens prices across the board, based on a dollar or percentage formula, and then also customizing the pricing on specific lenses.

The system makes it easy to select lenses. For example, to offer an incentive on color contact lenses for the month of June, a user can search for color lenses as a category and then customize the prices. Offices can also set their pricing strategies to incentivize patients to purchase annual or semiannual supplies, and Abby will alert the user of ways to save.

For many ECP offices, the task of adjusting prices seems cumbersome and, therefore, prices are not adjusted as often as they could be, says ABB's Senior Director of Digital Commerce, **Eduardo Martinez**. Using Abby to adjust pricing automatically or spot check pricing provides practices with a simple and fast way to make sure that their prices are appropriate. Practices can also customize the pricing for each office if it is a multilocation practice. Martinez suggests updating prices about once a month; the *Digital Retail Price Monitor* is updated weekly, so the information is always timely.

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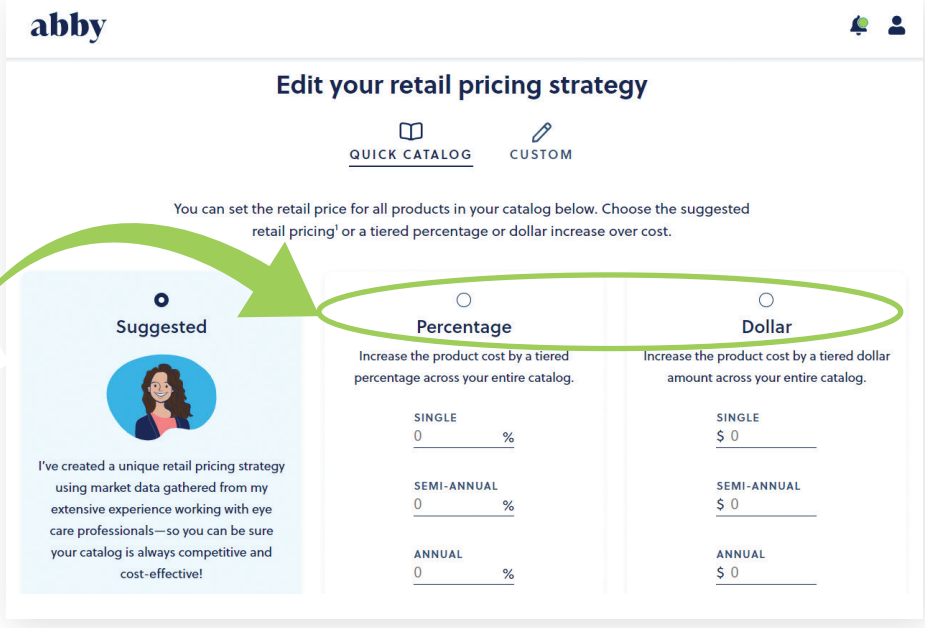
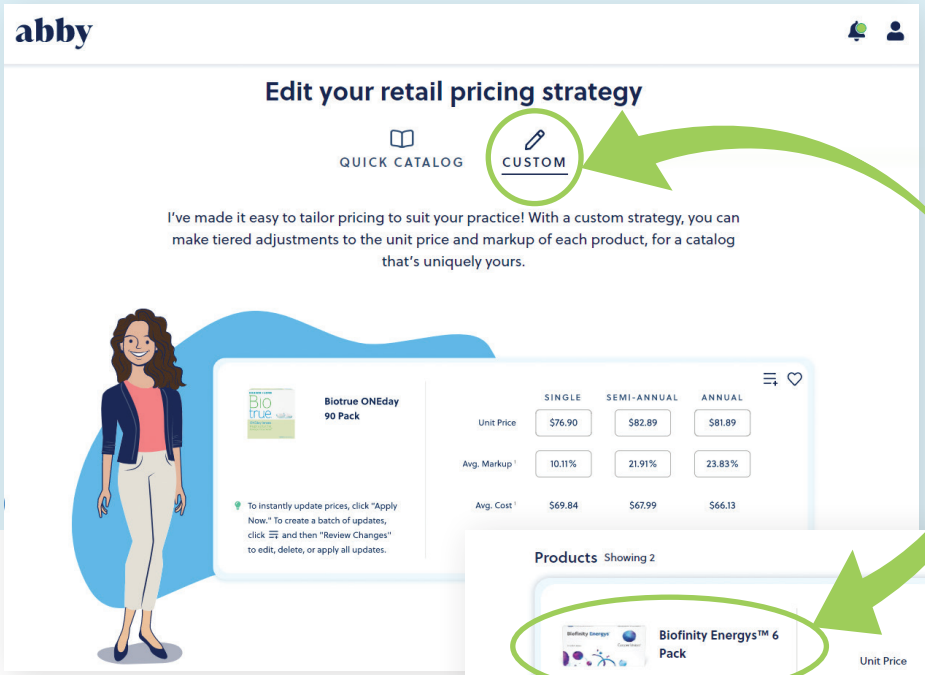
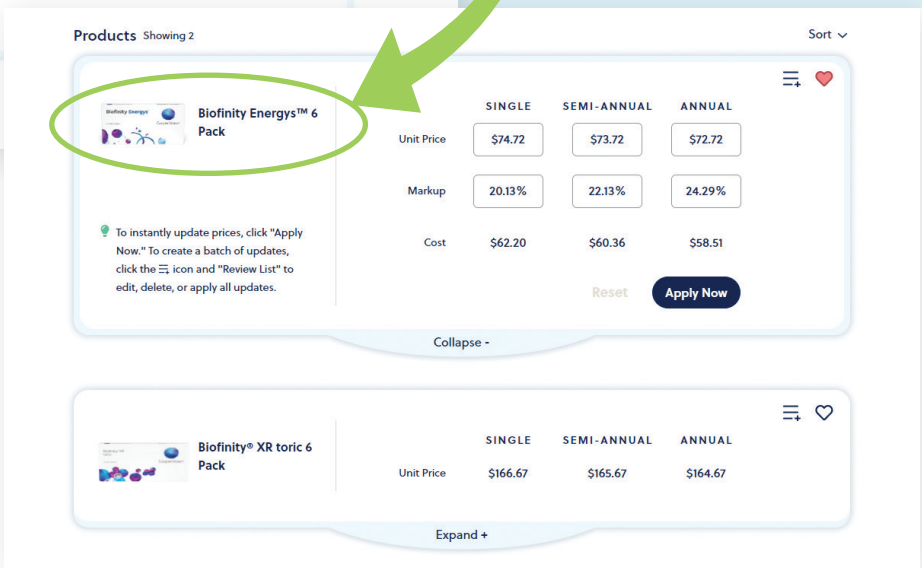


Offices can update their retail pricing by applying a dollar or percentage increase across the board for single boxes or semiannual or annual supplies.

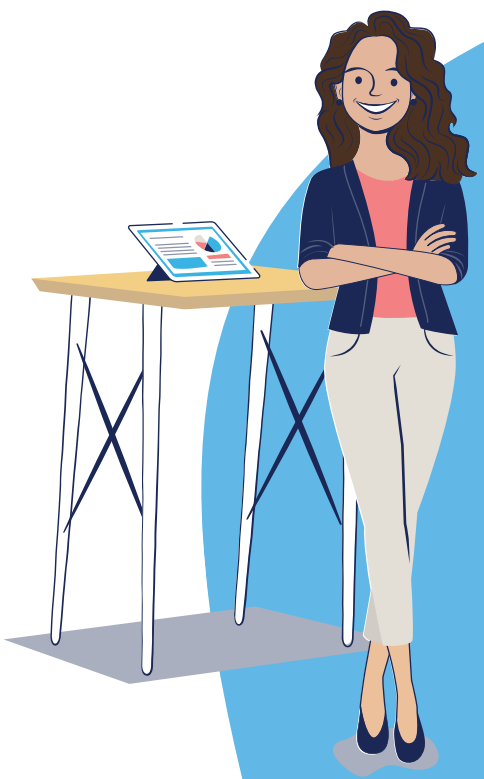


For more nuanced pricing changes, offices can update individual brands or search by lens designs to customize those prices.



LEARN MORE

Go to **helloabby.com/doctors** and submit the form for more information. Customers that express interest on helloabby.com will receive first access to adding Abby to their practice later this summer.



8 POWERFUL BENEFITS OF ABBY

1. Product pricing management
2. Ability to create order enhancements
3. Ability to store patient credit cards and use those on initial or future orders
4. Multilocation management of patient accounts without duplication
5. Ability for patients to access multiple prescriptions
6. Free to use
7. Free shipping
8. Access to all major manufacturers

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Patient extras

ABB recognizes that little extras can support patient loyalty, so Abby offers free standard ground shipping direct to the patient, no matter how many boxes patients order. When patients check out, they will see that standard ground shipping is free, and they can decide whether to pay for expedited service. "Patients often would have their contact lenses delivered to the office to avoid a shipping fee, but that doesn't minimize the work for the practice staff," says Martinez. Now, there is no reason for them *not* to select direct-to-patient shipping, so patients and practice staff benefit from that convenience.

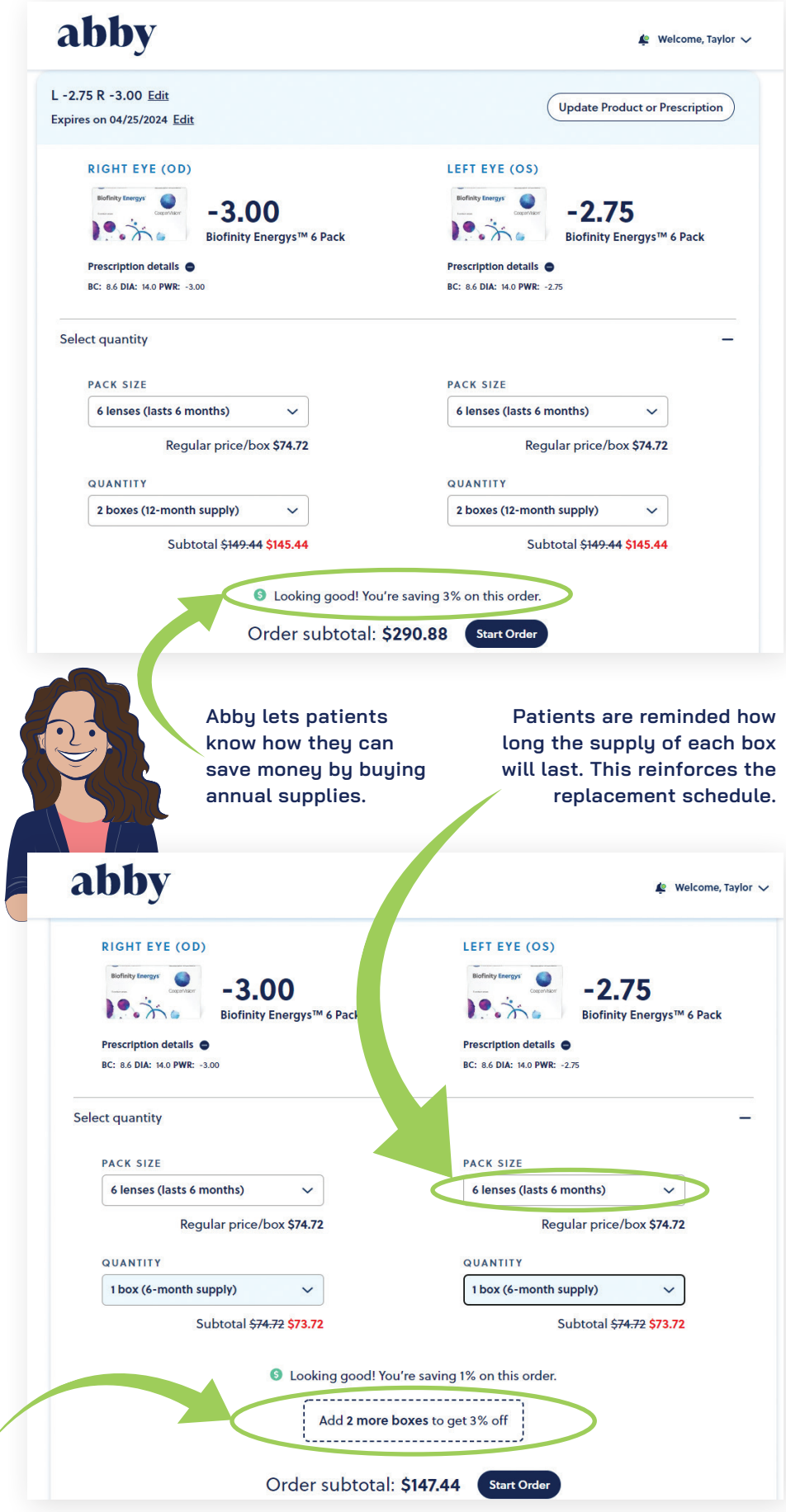
When a practice staff member walks patients through the process, they will see how intuitive and easy it is. They can log in, see their prescription, place their order and confirm everything on the final delivery screen. The shopping cart function verifies the patient address. If the order is placed at the time of the exam, the staff member has the option of noting whether the payment was received offline—charged at the front desk with other day-of-service fees—or whether the patient's credit card will be charged (or securely saved in the system, if the patient chooses that option).

Once the order is complete, patients get regular updates on the status. When the status changes, the patient and practice get an email report. Plus, the ECP's office user can see a full report on every order, where it is or if there's a delay.

Patients can manage multiple prescriptions for their family on one account if they choose. A chat feature on the ordering screen can help staff and patients alike who need live support.

Future enhancements

The initial rollout already provides a robust set of features, yet developers are working on future enhancements, including integration with ABB Verify for real-time insurance verification and ABB Analyze to provide practices with a greater ability to track their metrics. PA



HOW TO GET STARTED WITH *Abby*

ABB Optical Group accounts will be notified later this summer as Abby is ready. ABB Account Managers will be able to provide training to onboard doctors and staff, or practices can schedule training with an Abby advisor. ABB will also provide user videos that can help with or supplement training so that practices—and new team members—can be brought up to speed quickly.

It's important to remember that Abby does more than simplify orders, says ABB's Senior Director of Digital Commerce, **Eduardo Martinez**. "It helps support a practice's relationship with its patients. We've added the features that patients love: free standard ground shipping, the ability to see where their order is, messaging directly to patients to let them know that it's time to reorder and on-screen prompts to help them save money by selecting an annual or semiannual supply."

What are you tracking? With the Abby dashboard, it's easy to get at-a-glance data on a number of key metrics, such as gross revenue (top), direct-ship-to-patient orders (middle) and top products sold (bottom).

Once practices begin to use Abby, they can also monitor the impact. Eye care professionals (ECPs) can run their own analytics, but some of this data will be included in the Business Reviews that Account Managers can discuss. It will be easy to drill down on data in a variety of ways, such as looking at the top five products by location, month-over-month growth and more. Data can be analyzed by revenue, profit or total number of boxes. A drop-down menu on the analytics screen allows the user to toggle between different views.

"It's a very powerful tool that will provide ECPs with easier customization on pricing and better data reporting. Abby users will be able to see quickly how their contact lens practices are impacting their profitability, and when they make adjustments, they can see the effect of those," says Martinez.

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