



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

After 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.

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

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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abby

Edit your retail pricing strategy

QUICK CATALOG CUSTOM

You can set the retail price for all products in your catalog below. Choose the suggested retail pricing* or a tiered percentage or dollar increase over cost.

Suggested

I've created a unique retail pricing strategy using market data gathered from my extensive experience working with eye care professionals—so you can be sure your catalog is always competitive and cost-effective!

Percentage

Increase the product cost by a tiered percentage across your entire catalog.

SINGLE	0 %
SEMI-ANNUAL	0 %
ANNUAL	0 %

Dollar

Increase the product cost by a tiered dollar amount across your entire catalog.

SINGLE	\$ 0
SEMI-ANNUAL	\$ 0
ANNUAL	\$ 0

Edit your retail pricing strategy

QUICK CATALOG

CUSTOM

I've made it easy to tailor pricing to suit your practice! With a custom strategy, you can make tiered adjustments to the unit price and markup of each product, for a catalog that's uniquely yours.



Biotrue ONEday 90 Pack

	SINGLE	SEMI-ANNUAL	ANNUAL
Unit Price	\$76.90	\$82.89	\$81.89
Avg. Markup	10.11%	21.91%	23.83%
Avg. Cost	\$69.84	\$67.99	\$66.13

To instantly update prices, click "Apply Now." To create a batch of updates, click ☰ and then "Review Changes" to edit, delete, or apply all updates.

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

Products Showing 2 Sort ▾

Biofinity Energys™ 6 Pack

	SINGLE	SEMI-ANNUAL	ANNUAL
Unit Price	\$74.72	\$73.72	\$72.72
Markup	20.13%	22.13%	24.29%
Cost	\$62.20	\$60.36	\$58.51

To instantly update prices, click "Apply Now." To create a batch of updates, click the ☰ icon and "Review List" to edit, delete, or apply all updates.

Reset **Apply Now**

Collapse -

Biofinity® XR toric 6 Pack

	SINGLE	SEMI-ANNUAL	ANNUAL
Unit Price	\$166.67	\$165.67	\$164.67

Expand +

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



COVER STORIES

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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).

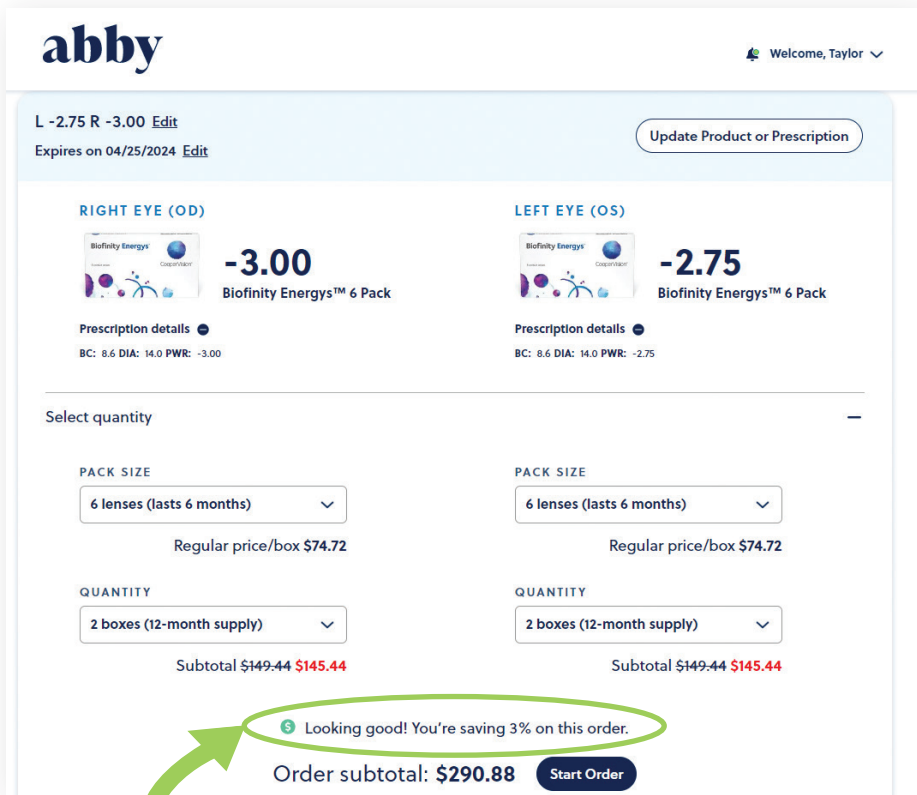
Once the order is complete, patients get regular updates on the status. When the status changes, the patient and practice get an email report. Plus, the ECP's office user can see a full report on every order, where it is or if there's a delay.

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](#)

On the patient order screen, patients are shown how an annual supply sale will save them even more.



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Welcome, Taylor

L -2.75 R -3.00 [Edit](#)
Expires on 04/25/2024 [Edit](#) [Update Product or Prescription](#)

RIGHT EYE (OD)
Biofinity Energys™ 6 Pack
-3.00
Prescription details [-](#)
BC: 8.6 DIA: 14.0 PWR: -3.00

LEFT EYE (OS)
Biofinity Energys™ 6 Pack
-2.75
Prescription details [-](#)
BC: 8.6 DIA: 14.0 PWR: -2.75

Select quantity

PACK SIZE
6 lenses (lasts 6 months) [v](#)
Regular price/box \$74.72

QUANTITY
2 boxes (12-month supply) [v](#)
Subtotal \$149.44 **\$145.44**

PACK SIZE
6 lenses (lasts 6 months) [v](#)
Regular price/box \$74.72

QUANTITY
2 boxes (12-month supply) [v](#)
Subtotal \$149.44 **\$145.44**

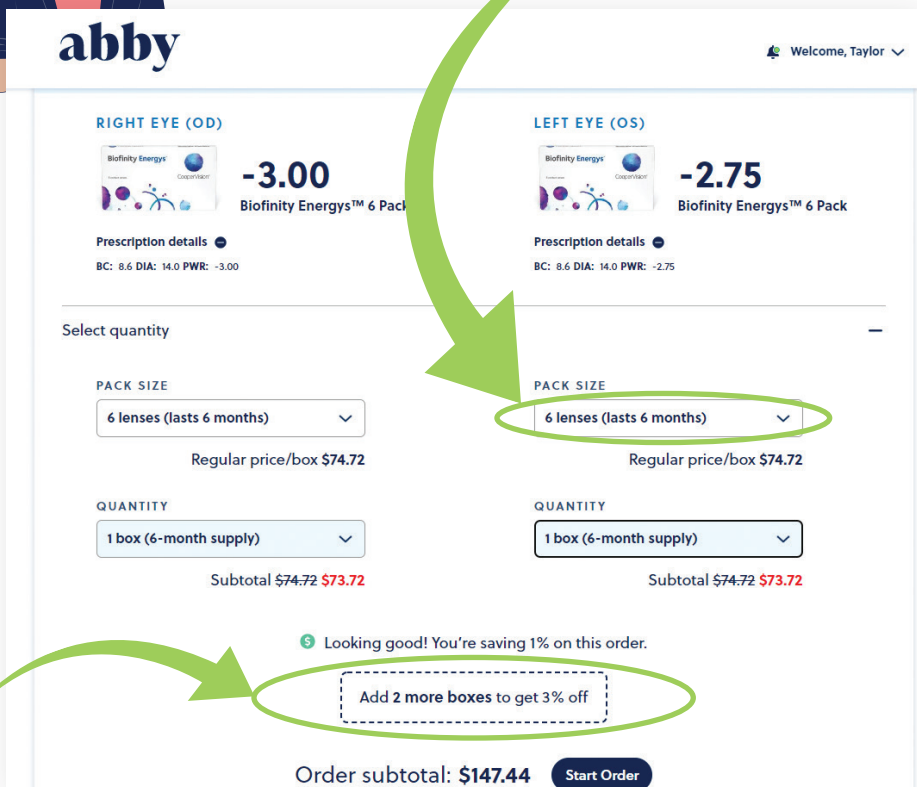
Looking good! You're saving 3% on this order.

Order subtotal: **\$290.88** [Start Order](#)



Abby lets patients know how they can save money by buying annual supplies.

Patients are reminded how long the supply of each box will last. This reinforces the replacement schedule.



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Welcome, Taylor

RIGHT EYE (OD)
Biofinity Energys™ 6 Pack
-3.00
Prescription details [-](#)
BC: 8.6 DIA: 14.0 PWR: -3.00

LEFT EYE (OS)
Biofinity Energys™ 6 Pack
-2.75
Prescription details [-](#)
BC: 8.6 DIA: 14.0 PWR: -2.75

Select quantity

PACK SIZE
6 lenses (lasts 6 months) [v](#)
Regular price/box \$74.72

QUANTITY
1 box (6-month supply) [v](#)
Subtotal \$74.72 **\$73.72**

PACK SIZE
6 lenses (lasts 6 months) [v](#)
Regular price/box \$74.72

QUANTITY
1 box (6-month supply) [v](#)
Subtotal \$74.72 **\$73.72**

Looking good! You're saving 1% on this order.

Add 2 more boxes to get 3% off

Order subtotal: **\$147.44** [Start Order](#)

HOW TO GET STARTED WITH Abby

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.

Visit helloabby.com/doctors to get started. Customers who express interest on helloabby.com will receive first access to adding Abby to their practices later this summer. **PA**

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Taylor Sales Dashboard

Performance Data For: LOCATION: All REPORTING PERIOD: 2022 COMPARISON PERIOD: 2021

Overview

Patient Orders: 124 (▲ 110 / 785.71%)

Gross Revenue: \$148K (▲ \$137K / 1352.46%)

Category	Avg #	Reporting	Comparison	Change
TORICS	2	398	36	▲ 362
Spheres	3	598	83	▲ 515
Multifocal	4	187	11	▲ 176

Sales

In-Office Inventory: Sales by Category

Shipped To Patient: Sales by Category (▲ 454.84%)

Revenue Contributors

Revenue \$148K (▲ \$137K / 1352.46%)

Top 5 Products

Product	Units
1-DAY ACUVUE® TruEye® 90 Pack	~400
Biomedics toric 6 Pack	~280
SoLens Toric 6 Pack	~120
SoLens Multi-Focal 6 Pack	~100
Biotrue ONEday for Presbyopia 90 Pack	~100