



Say Hello to Abby!

ABB Optical Group launches new contact lens ordering platform for patients

BY RICHARD SOLOMON, OD

Consumers today have come to rely on online shopping and receiving their packages right at their doorstep. With this expectation, I have wanted to offer my patients an easy platform for ordering their contact lenses through my practice that will keep pace with current retail practices. Until recently, the options have been limited. Now, the introduction of ABB Optical Group's Abby, a web-based e-commerce platform for patients' personalized contact lens prescription, looks to change that.

When ABB Optical originally came out with Yourlens.com, I embraced it as an opportunity to compete with the other online ordering platforms that were luring patients

away from my practice. Unfortunately, it was utilitarian in nature and not very user friendly. With the pandemic and having to close our office, it became imperative that we find a way for our patients to order their contact lenses through us—but online. That's why I'm very excited to be part of the Abby pilot program, which addresses

some of the previous challenges I've experienced.

Now, instead of struggling with the convoluted user interface—patients were constantly calling the office with questions on how to navigate the site—or having to remember a username and password, patients just need to click on a link sent to their email address, which will bring them directly to a web page showing a photo of their specific brand of contact

lenses. It's a very attractive set-up with all the information they need, including the cost per box and the discounted cost if they purchase an annual supply. They simply choose, place an order, and they're done—and my office receives the credit. Patients will even get a reminder when it is time to re-order.

My practice tried to utilize the individual platforms of various contact lens manufacturers, but organizing information on different portals for different patients became confusing. But now, with Abby, we have a one-stop shop where all our patients can place orders. Both my practice and our patients are saving a lot of time and energy with this approach.

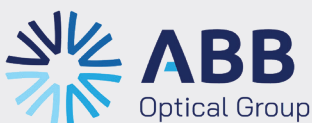
I have always tried to make things as easy as possible for the patient and this definitely streamlines their contact lens ordering process. But it has also simplified things for us. My staff can order the patients' contacts through Abby, and they are sent directly to the patient.

With easy navigation and an attractive site, it should inspire patients to follow through in ordering and not end up going somewhere else. In the past, we have lost contact lens orders to other platforms that were aggressive in advertising and made things easy for the patient. Now that we can offer the same convenience to our patients, we expect to keep a lot more contact lens orders placed through our office.

We are very excited about what the future holds. This is exactly what I have been wanting for many years now. ●



Dr. Solomon, owner of Dr. Richard Solomon and Associates based in Bethesda, MD, has been a client of ABB Optical for 20 years.



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