



ACCELERATING YOUR GROWTH WITH ABB

ABB Optical Group offers the unique convenience of a single-source optical platform, providing the products, services, and solutions you need to grow your business, navigate market changes, and remain competitive.

Eye Care Practices Are Facing Market Changes



Labor Shortages

63.4% of business owners report that hiring and retaining top talent is the #1 challenge for businesses.¹



Consumer Behavior

59% of patients buy contact lenses online, as opposed to 28% pre-Covid.²



Inflation Rate

Currently at 8.5%, inflation is the highest it has been in years.³

50% of optometrists identify business growth as their #1 goal in the next three years.⁴

 **ABB** Contact Lens |  **ABB** Labs |  **ABB** Business Solutions

PUSH YOUR VISION FORWARD. LEARN MORE AT [ABBOPTICAL.COM](https://www.abboptical.com)

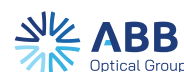


ABB is Your Business Partner in Paving The Way For Growth

As the vision care industry's trusted independent business partner, ABB is supporting practices to reach their goals and overcome challenges by helping them to:



INCREASE PROFITABILITY

- Increase revenue: ABB Labs, ABB Specialty Contact Lenses
- Understand competitive retail pricing: ABB Digital Price Monitor
- Control costs: Manufacturers' rebates programs
- Facilitate efficient insurance benefits eligibility search and patient recall: ABB Verify.
- Provide data and business insights: ABB Analyze.



OPTIMIZE STAFF PERFORMANCE

- Stimulate growth and development: ABB training programs and consultative services.
- Drive efficiencies and productivity: ABB advantages and technologies.
- Invest in operational excellence: ABB Labs network, superior logistics, Abby.
- Assist and support: ABB live online chat, customer service and dedicated account managers.



DELIGHT & RETAIN PATIENTS

- Offer convenience, health, and safety: ABB direct to patient shipping.
- Keep the patient Your patient: ABB online patient ordering platform.
- Secure in-office purchases: ABB educational resources for eye care providers and patients.
- Differentiate your practice: ABB choice and access to the widest portfolio of optical products.

ABB Creates Value For Practices

Working with ABB creates greater efficiencies for practices resulting in:



Reduced administration time: up to 57% for ship to office orders; up to 85% for ship to patient orders.⁵



Annual savings: up to \$7K for ship to office orders; up to \$10.5K for ship to patient orders.⁵



Increased profits by taking advantage of growth opportunities and maximizing promotions.⁵



Improved competitive edge with business reviews, industry insights and shared best-practices.



Best-in-class quality of eye care and patient experience thanks to unmatched services, innovative solutions and state of the art facilities.

Choosing ABB means having an independent business consultant by your side, committed to helping you grow and achieve your vision.

Because your success is our goal.

1 <https://www.multivu.com/players/English/8956151-score-small-business-jobs-megaphone-report/> 2 MKM Research, June 2020, data on file 3 <https://www.bloomberg.com/news/articles/2022-04-12/u-s-inflation-quickens-to-8-5-ratcheting-up-pressure-on-fed> 4 Eyes on Eye care 2021 Optometrist Report. 5 Data on file, ABB internal reporting, based on average practice placing 60 orders/ month, 2020. Results may vary depending on tools used, volume of orders and administrative costs.

CONTACT YOUR ABB ACCOUNT MANAGER AT **1.800.852.8089**

