

THE PROFIT ADVISOR

Business Strategies for ABB Optical Group Customers



*Customized, Optimized, Curated
and Independent*

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ABB Labs Earns Unity® Gold Seal of Excellence, Reinforcing Its Leadership in Quality and Service

ABB Labs has achieved a Unity® Gold Seal of Excellence, a recognition that underscores ABB Optical Group's unwavering commitment to deliver exceptional service and quality. Earning this honor required meeting rigorous quality testing practices and signifies ABB's commitment to delivering high-quality Unity® and TechShield® products. ABB is one of the first to receive the Gold Seal of Excellence as VSP debuts its new Unity Gold Lab Certification Program.

"Achieving the Unity Gold Seal of Excellence reflects our dedication to exceptional quality and service for our eye care professional customers and the patients they serve. This recognition is consistent with survey results* from an independent study that showed ABB Labs had the highest customer loyalty of any national lab network in the United States," said **James Gilchrist**, President of ABB Optical Group. "I want to thank our team for all of their hard work and expertise that got us here. This achievement not only reflects the trust eye care professionals place in us, but why ABB Labs is among the fastest-growing independent lab network in the country."

ABB Labs has a proven track record of excellence, having twice received the

Unity Independent Lab of the Year award from VSP Optics Group for demonstrating exceptional quality of work, exceeding Unity sales targets and providing superior customer service.

Over the past five years, ABB has strategically expanded its lab network to meet growing demand, which has included the addition of a state-of-the-art

42,000-square-foot optical laboratory in Erlanger, Kentucky, and acquisition of Green Optics, an independent full-service optical laboratory based in Auburn Hills, Michigan. The company has also significantly expanded the manufacturing space and capacity of its Hawthorne, New York, optical laboratory, while increasing its stock lens portfolio and distribution capabilities. ABB now serves the country with three core labs—all in the U.S.—employing over 700 team members who focus on customers' success and the care of their patients.

"We're honored to be recognized for what we value most, service and quality," added Gilchrist. "We are excited to see the positive impact our independent lab network has had on our customers and are honored by this achievement. We are eager to continue this momentum through ongoing innovation in our product portfolio to better serve ECPs and their patients."

To learn more about ABB's award-winning lab network visit: info.abboptical.com/abb-labs-lab-awareness. **PA**



The seal signifies ABB's commitment to delivering high-quality Unity® and TechShield® products

*Data Source: According to an independent study of 307 eye care professionals conducted by Emergent Research. Data on file.



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TAKE YOUR BUSINESS HIGHER WITH ASCEND

By **James Gilchrist**,
ABB President

Looking for reasons to switch labs? You're not alone. Across the country, practices are voicing similar concerns: inconsistent quality, long delivery times, limited product options and unpredictable pricing. These are pain points that can disrupt your workflow, impact patient satisfaction and affect your bottom line.

Now more than ever, practices are seeking stability. They want to work with a lab that delivers consistent results, offers a robust portfolio and supports their growth—not just today, but long term. At ABB Labs, we've built our foundation on delivering that level of dependability. Our independent network of labs is designed to offer personalized service, fast turnaround times and a range of solutions that meet the needs of independent eye care professionals (ECPs).

That commitment has only grown stronger in recent years. We have invested in infrastructure and expanded our offerings to ensure practices can count on us. Whether you're looking to improve turnaround time, reduce remakes or gain more control over your optical, ABB Labs is here to help you move forward with confidence.

Introducing Ascend

At ABB Optical Group, we're always looking for ways to support independent ECPs. That's why we've launched Ascend, our premium portfolio of lens designs and coatings available exclusively through ABB Labs.

This isn't just another lens offering. Ascend is a performance-focused product line built for ECPs who want more control, more visibility for their own brand and better margins. It's an opportunity to deliver exceptional quality while strengthening the patient relationship and protecting your

Because they're exclusive to ABB Labs, Ascend lenses help you build loyalty to your business and brand instead of someone else's. Patients can't find these products online, and that helps reinforce the value of your expertise and care.

Consider this: 83% of patients don't



James Gilchrist

"When practices succeed, we succeed. That's why we'll continue to build tools, products and partnerships that put independent eye care professionals in the driver's seat."—James Gilchrist

business from big-box and online competition, all while enjoying healthier margins for your practice.

With the expansion of our industry-leading lens portfolio, we are excited to offer ECPs an independent advantage. And that's exactly what Ascend delivers.

Build around your brand

The Ascend portfolio includes everything you need to build a complete optical

know their lens brand. And 74% of patients want a lens recommendation from their eye care provider. In other words, patients want their eye care professionals to help them choose. Your practice and your recommendation are what your patients trust most.

The Ascend line joins our already extensive portfolio of Shamir, Unity, Varilux, Seiko and other popular lens brands. As the largest independent lab network with the broadest portfolio, we can provide ECPs with unbiased consultation and the ability to choose what is best for their practice. When combined with our tremendous lab service, it's clear why ECPs are selecting ABB Labs.

That's what makes this product line so powerful. It's not just the lenses—it's the full package of choice, support and flexibility that gives you the edge.

Drive satisfaction and profitability

What sets Ascend apart is how it helps you take care of both your patients and your business. With fast turnaround times and fewer remakes, practices are already seeing strong patient satisfaction. Combine that with better margins and Ascend becomes a

Continued on following page



solution: a wide range of progressive lenses as well as digital single vision, photochromic, and specialty lenses; and treatments and anti-reflective coatings. These lenses meet or exceed the performance of well-known national brands—while reducing your expenses so you can better compete and enhance your practice margins.

Continued from previous page
smart business tool.

Whether you're looking for a lens that fits right the first time, a coating that holds up to daily wear or a design that competes with national brands, Ascend delivers the performance and margin to set your practice apart.

You're also backed by the strength and scale of ABB Labs—consistently rated among the highest in satisfaction by independent practices across the country. That consistency helps you deliver a reliable experience to your patients with every job.

Powered by U.S.-based labs

Behind every Ascend lens, as is true for our extensive portfolio of lens brands, is a commitment to quality and efficiency. We continue to invest heavily in our U.S.-based lab infrastructure so you can rely on fast, consistent delivery and competitive pricing.

We want our ECP partners to feel confident knowing that they can rely on our labs not just for quality, but for innovation, speed and support. That's part of the independent advantage we're proud to deliver.

Ascend isn't just about high-performance lenses—it's about building a stronger foundation for your practice. These lenses help you retain patients, simplify training for your team and reinforce your value in a crowded market.

It's also a portfolio that works across a wide range of patients. Whether you're fitting a complex prescription, upgrading a longtime progressive wearer or helping someone frustrated with their current eye-wear, Ascend gives you tools to meet that need—on your terms.

Results from an independent survey support this approach. ABB Labs continues to earn high marks for quality and service:

- 92% of ABB Labs customers report satisfaction with our services, the

highest of any national lab network

- 90% of customers plan to continue working with ABB in the next year, the highest of any lab
- 98% of lab orders meet customer quality expectations
- 95% are satisfied with consistent quality and service

When practices succeed, we succeed. That's why we'll continue to build tools, products and partnerships that put independent eye care professionals in the driver's seat.

Ascend was built for practices like yours—practices that want to grow, differentiate and keep patient care at the center of everything. Whether you're looking to simplify your lens offering, improve your margins or create a more personalized patient experience, Ascend can help you get there.

To learn more, visit info.abboptical.com/abb-ascend. [PA](#)

ABB Labs Offerings

Progressive Lenses

UNLIMITED

Personalized free-form progressive design with precise and comfortable vision in all distances.

MOD2

Fully customized digital PAL with precise vision at every distance.

GPAL

Digital general purpose PAL with balanced visual fields and precision accuracy.

Single Vision Lenses

UNLIMITED SV

Personalized free-form single vision design featuring flawless visual quality, clarity and comfort.

FLEX SV

Digital single vision design with sharp focus across multiple distances.

Specialty Lenses and Treatments

UNLIMITED WORKSERIES

Personalized free-form occupational lens designed to reduce visual fatigue.

FLEX PLUS

Personalized single vision lens with a light add power.

BLUDEFENSE

Harmful blue light-absorbing and filtering technology built into the lens monomer.

CHOICE PHOTOCHROMIC

Exceptional performance and great value photochromic lens treatment.

Anti-Reflective Coatings

CLARIS HD+

Superior AR coating featuring increased levels of clarity, scratch resistance, and durability.

CLARIS BLU+

Superior AR coating with blue light protection.

CLARIS HD

HDPremium AR coating featuring excellent cleanability and scratch resistance.

CLARIS BLU

Premium AR coating with blue light protection.

CUSTOMIZED, OPTIMIZED, CURATED AND INDEPENDENT

These accounts share how using  **ABB Labs** benefits them and their patients

Seeing It Firsthand: How ABB Labs Makes Work—and Life—Easier

Lab manager Deborah Kiesel says ABB Labs delivers the products, service and experience that patients and staff appreciate

For **Deborah “Keyz” Kiesel**, lab manager at Harleysville Eye Associates in Harleysville, Pennsylvania, for the past three years, making the switch to ABB Labs wasn’t just a smart business move — it was personal. She had long trusted ABB Optical Group for contact lenses, but the practice still sent lab work elsewhere. When ABB’s team offered a chance to try the lab’s finished lens services, the package was too good to ignore. What started as a trial quickly became a game changer—not just for patients, but for Kiesel herself.

“I’ve been in optics for years, but I had never bought progressive sunglasses for myself because the price just felt out of reach,” she says. Her ABB Labs Lab Account Manager got her a pair of progressive sunglasses to try. “I took a pair home for the weekend. I called my boss and said, ‘I’m never looking back.’ It was revelatory.”

From there, she started ordering her own sunglasses, progressives and other lenses from ABB Labs. “I’ve ordered at least four pairs for myself,” she says. “I wear them every day, and I tell patients that this is what I wear. That recommendation carries weight.”

That personal experience opened the door for patients to experience the same seamless quality that she discovered—all while keeping eyewear sales in-house instead of losing business to online retailers. The turnaround time, competitive pricing and quality all reflect well on the practice, she says.

A smooth switch and a surprise win

When the practice started ordering finished lenses from ABB Labs, the team found a business partner that could handle its more complex orders. Kiesel remembers a



Deborah “Keyz” Kiesel

particular case that sealed her confidence in the lab: a plano prescription with prism.

“Prism jobs are always tricky, but prism in plano lenses complicates everything,” she says. “Issues with cutout and decentration can be a nightmare. ABB produced complex lenses correctly the very first time.”

The lenses were surfaced perfectly. “It was beautiful,” she says. “I actually grabbed three other opticians and had them come look at it. It was that good.”

She and her team guide patients through lens options using a good-better-best model, but they make one thing clear: they would like every patient to choose the best.

“We used to feel like offering a lower tier was like telling the patient we were downgrading them,” she says. But even the value products from ABB Labs are quality

lenses that perform well. “Now, I can confidently say that these lenses are my everyday lenses, and I have a great experience with them.”

Even for certain patients who need

“When I can say that these are the lenses I choose for myself—and I love them—that’s powerful. It’s good for patients, good for business and good for my peace of mind.” —Deborah Kiesel

designated labs based on their insurance, she finds ways to keep ABB Labs in the picture with an attractive second-pair discount. “Our practice offers a steep discount. If patients use their benefit to buy a year’s supply of contacts, we can offer them 30% off their glasses that we order from ABB. It’s all about making sure they see the value of staying with us.”

Seamless patient care powered by ABB Business Solutions

The practice also relies on ABB Verify to verify insurance before a patient even walks in the door. A staff member typically runs insurance verification a week ahead for all patients on the appointment books. Patients appreciate knowing that their coverage is in effect and what their benefits are.

“Patients are so appreciative, so they can avoid an unnecessary trip,” Kiesel says.

Continued on following page

ABB LABS SIMPLIFIES DAILY OPERATIONS AND BOOSTS PROFITS

When **Travis Motell** stepped into the role of optical manager at Mazzuca Eye and Laser Centers in May 2022, he knew the lab business partnership needed attention. The practice had two busy locations in New Jersey and was already working with ABB for contact lenses—but not for lab jobs. He says the other lab's work was costly, inconsistent and often frustrating.



Travis Motell

Motell says ABB Labs provides a discount that allows them to pass those savings to the patient. The pricing structure is clear, with no guesswork or penalties. "It makes my job easier," he says. "Profitability is higher for even better quality and quick turnaround times."

Whether it's a standard job or a more complex order, turnaround time from ABB Labs has remained steady. Plus, he can

track the jobs, and ABB Labs' communication is excellent. He says, "Orders come back so quickly that people are often surprised

previous labs was a hassle. "If someone called about their eyeglasses, we didn't have a status update that we could pull up in real time," he says. Now, his staff doesn't have to hang up with the patient, call the lab and wait on hold for a representative. It's efficient to be able to track jobs live, with no callbacks or delays.

Convenience across the board

That flexibility saves time and keeps patient interactions focused and efficient, helping Motell and his team create more moments that matter. "Now we can spend more time with the patient in person and not bother them with phone calls at home."

Even when it comes to contact lenses, ABB has helped. "The Abby platform is super convenient for a busy, growing practice," Motell says. "We don't have to call the patient back here to dispense, which saves everyone time."

The consistency, quality and clear communication from ABB Labs have helped streamline operations and improve patient service. "We're not waiting on labs and not dealing with missed discounts or unclear pricing," he says. "It just works—and that makes a difference." **PA**

"At first, there were no issues," Motell says. "Then prices increased, and the lab didn't offer any second-pair discounts. Warranties became stricter with shortened timelines. Coatings would only last six months or so."

It was clear the practice needed a change, but a different lab that promised a lot fell short, he says. So Motell made the switch to ABB Labs in December 2023 and has been satisfied.

Speed, support and stronger margins

For a small private practice, a second-pair discount program can be a valuable differentiator—and a financial boost.

"It just works—and that makes a difference." —Travis Motell

when we say, 'Your order is ready!' ABB Labs shows you where you are in the process, such as if they're being shipped or processed. Live job tracking is easy to pull up and explain to the customer over the phone."

Checking the status of an order with

Seeing It Firsthand

Continued from previous page

"It's a small thing, but it's one more way we show we care." The staff also runs a second verification the day before, ensuring nothing slips through the cracks. For these patients, that level of attention stands out.

Kiesel believes that attention to detail is why patients keep coming back, even if they've moved away. "Patients tell us all the time that we're so kind or that they've never felt ignored here," she says. "Whether it's holding the door, helping with insurance or treating them like they're special people, it matters."

That same warmth and care is what Kiesel says she feels from ABB Labs. "From day one, the ABB team listened



(l-r): Deborah "Keyz" Kiesel, lab manager; Helena Davis, optician; Shikira Ward, optical director

to what we needed. They didn't rush us. They worked through every question until

we were comfortable," she says.

Even now, if a question comes up, she knows her ABB reps are just a call or email away. "The customer service is amazing," she says. "I've worked with a lot of labs over the years, and ABB Labs stands out because they genuinely want to know how they can do better—and they actually follow through."

With that kind of business partnership, she feels confident that every patient is getting lenses that not only meet her standards but also the standards for quality that her patients have come to expect from the practice. "When I can say that these are the lenses I choose for myself—and I love them—that's powerful," she says. "It's good for patients, good for business and good for my peace of mind." **PA**

Managing Six Opticals Made Easier With Lab Partner That Keeps Up

When overseeing optical operations across six medical-heavy locations, there's no room for labs that drop the ball. **Toya Davis** is an industry veteran with two decades of experience and optical manager of all six locations of Metrolina Eye Care in central North Carolina. She knows what's at stake—including unhappy patients and inefficient days. That's why she switched to ABB Labs and hasn't looked back.



Toya Davis

"ABB Labs has totally exceeded all my expectations," Davis says. "It wasn't uncommon to have a dozen issues every week with previous labs. Since switching to ABB Labs in fall 2023, I can count on two hands how many times I or a rep had to be involved for a lab issue."

Making things easier

With different patient demographics and staff personalities at each location, Davis needs her lab to deliver consistently and accurately. ABB Labs has helped streamline her team's workflow, especially when handling complex prescriptions or patient-specific requests.

In one case, a patient had worn the same drill-mount frame for 25 years, and

lenses from previous labs didn't fit properly. "The lenses just softly pulled away—they weren't edged right," Davis says. Her ABB rep connected her with a senior lab technician who personally handled the job. "The frames came back wonderfully," she says. "No matter what the issue is, it comes to a resolution with ABB Labs."

She also values the lab's speed and transparency. "The lab's turnaround time is great. It isn't uncommon for jobs to come back more quickly than expected."

nies," she says. "But from the moment I met my ABB Lab rep, we clicked. She was thorough and helped me understand everything."

She has people at ABB Labs that she can count on. "I have my wonderful Lab Account Manager **Doug Clarkson**." But she only connects with him once in a blue moon, as needed. "I haven't needed to reach out to a rep with issues in who knows how long," she says. "There really aren't any problems we're facing right now."

ABB's digital tools also make her team's day-to-day easier. The live job tracking function, which allows her to

"We're connecting with patients in order to serve them better. There's a reason ABB Labs has the reputation that it does. They are all about timeliness, quality and support." —Toya Davis

Built-in support from real people

ABB's customer service stands out just as much as its product quality. When Davis first considered switching labs, she was hesitant to leave the rep she trusted. "I'm more loyal to people than to compa-

ny check job status online, is a time-saver, she says. "Maybe you told a patient you'd check on their order—but you don't have time to call a lab and wait on hold. The reporting shows the date the frame was received, where it is in the process and when it is shipped back—all the information is in one convenient, easy-to-understand space."

For Davis, that kind of information saves time, builds patient trust and gives her staff the confidence to handle daily operations themselves. Plus, it's helping her create moments that matter.

"We're not sitting on hold to get order statuses or calling the lab to complain about yet another incorrect job," she says. "Instead, we're connecting with patients in order to serve them better. There's a reason ABB Labs has the reputation that it does. They are all about timeliness, quality and support." **PA**



The Metrolina opticians connect with each other, building a team that better connects with patients.

MAXIMIZING EFFICIENCY WITH COMPREHENSIVE SOLUTIONS

Jack Forrest, OD, co-owner of Eye Associates, a three-location practice in southeast Pennsylvania, has seen impressive results since working with ABB Optical Group. The three-location MD/OD practice has always prioritized efficiency, patient care and strong vendor relationships. Dr. Forrest, who worked as a technician before joining as an OD six years ago, initially used ABB solely as a contact lens vendor. Over time, the partnership expanded to include ABB Labs, ABB Verify and now Abby, the contact lens ordering platform.



Dr. Forrest

The value of an independent lab

Dr. Forrest says he takes pride in working with an independent lab and that ABB has delivered

in and say, 'Hey, I got a message, so I'm here.' It's proof that the [automated reminder] system works."

Recently, Eye Associates revamped its website and saw an opportunity to

"Patients come in and say, 'Hey, I got a message, so I'm here.' It's proof that the [automated reminder] system works." —Dr. Jack Forrest

consistent quality and fast turnaround times. "We've seen patients get upset with other labs messing up jobs—sometimes more than once—and waiting weeks for their orders. We understand that frustration. ABB Labs has eliminated that problem," Dr. Forrest says. The reliability of ABB Labs ensures patients are happy while operations continue to run efficiently.

ABB Verify has been a critical tool across all three Eye Associates locations. The system's ability to efficiently verify insurance benefits, flag inactive medical coverage and streamline administrative tasks has saved time and improved practice operations. "The efficiency and speed make ABB Verify pay for itself," Dr. Forrest says. It's easy to train staff on the system, and it lets them focus more on patients instead of paperwork."

The automated reminders for unused benefits have also been effective in keeping patients engaged. "Patients come

implement Abby, ABB's contact lens ordering platform. The platform offers a seamless way for patients to reorder contact lenses directly from the practice, reducing the likelihood of them purchasing elsewhere. When his rep showed him how it worked, Dr. Forrest says, "Implementing it seemed like a no-brainer."

A trusted partnership

Dr. Forrest says much of the success can be credited to their ABB Optical Sales Consultant **JoAnne Barron**. "There is nothing like a responsive rep," Dr. Forrest says. "Plus, the consultation and specialty teams are always helpful and available for questions. They provide ongoing support"

By leveraging ABB's full suite of services, Eye Associates has improved efficiency, enhanced patient satisfaction and strengthened its position as an independent practice committed to high-quality care. **PA**



Dr. Forrest and his son Benjamin

INTRODUCING ABB VERIFY MESSAGING

YOUR MESSAGE WITH ABB Verify

Eye Associates

Jessica,

You may be overdue for your annual eye exam, but do not worry! You still have vision care benefits available to you for your exam and lenses or contacts. Schedule today!

THEIR MESSAGE:

+1 (855) XXX-XXXX

Appt reminder: JesSica
Jan 24 10 a.m. Call our
office for details.

Let ABB Verify Help You

ABB Verify streamlines insurance verification and patient messaging. This platform boosts repeat visits by notifying patients of their unused benefits, so you can focus on what matters. Demo ABB Verify Messaging today.



Enhancing Vision and Stability for Astigmatic Patients

Kenneth Boxer, OD, believes in exploring new contact lenses as they are introduced. "We are always looking for the next lens that could provide our patients with the comfort and vision they desire. Ignoring new product developments would be unwise," he states.

The three optometrists in his Brookhaven, Georgia, practice have embraced the innovative design of Bausch + Lomb INFUSE® daily contact lenses.

"We had the sphere, and patients were enthusiastic," Dr. Boxer explains.

"As long as Bausch + Lomb could develop a toric design that would ensure stable vision and maintain comfort, I was optimistic." His expectations were met with the introduction of the

INFUSE® for Astigmatism lens in the summer of 2024.

"I've been very happy. I'm not surprised; I expected it to perform well."

One of the standout features of the INFUSE

for Astigmatism lenses is their stability.

"While contact lens manufacturers have been improving stability for some time, I'm particularly impressed by this lens. I haven't experienced a single lens rotating more than a few degrees."

INFUSE for Astigmatism lenses are engineered with ProBalance Technology™ and the proprietary OpticAlign® design, minimizing contact lens dryness while providing astigmatic patients with clear, stable vision.

Large market

The introduction of the INFUSE for Astigmatism lenses has expanded the candidate pool for daily disposable lenses.

"Anyone with 3.00D to 3.25D of astigmatism now has options for a one-day lens," Dr. Boxer says. "Today, many patients prefer daily disposables, and we can now accommodate that preference."

This shift has surprised many patients who were previously told their options were limited. "I've even told them, 'There's

no suitable lens for you,' but with time and technology, it's now viable," he notes.

Astigmatism affects a significant portion of the population—24% of a study population had at least 0.75D of astigmatism in both eyes, while another 23% had it in just one eye.¹ This represents a substantial percentage of a typical practice's patient population.

Having a lens available in sphere and toric designs also offers a solution for those with varying prescriptions. "Having a toric lens in one eye and a sphere in the other used to

be a real challenge," he explains. "We would fit one eye with a comfortable lens, but then have to inform patients that they might experience lens awareness or need a

night and costs the same as or less than the older design lenses you currently use." Patients also like to hear that they are getting access to more products developed more recently. "I tell patients that we have used this lens extensively and that all three doctors in our practice are very satisfied with it."

Ultimately, it's what the doctor communicates in the exam room that helps patients say yes to trying a different lens. Yet Dr. Boxer also relies on his contact lens representatives and Account Managers from ABB Optical Group to assist his staff with product introductions. "I had the representative come in, and she's been excellent at introducing new products." It is helpful to ensure that staff members can also reinforce the benefits of the lens to patients.

Limiting glare and halos

Dr. Boxer emphasizes the importance of patient comfort and satisfaction.

"The complaints I hear from patients with astigmatism often revolve around comfort, fluctuating vision due to lens

"The complaints I hear from patients with astigmatism often revolve around comfort, fluctuating vision due to lens rotation and glare and halos at night."

—Dr. Kenneth Boxer

rotation and glare and halos at night," he explains. "The INFUSE for Astigmatism lenses effectively address these common issues. If lenses can be comfortable, reduce glare, remain stable and help reduce some of those spherical aberrations, patients are generally very satisfied."

Indeed, he considers it his go-to option because it performs well. "In practices today, there is only so much space for fit sets. If we weren't satisfied with the lens, we would have requested that it be removed." However, it has consistently delivered in terms of stability, vision and comfort. Plus, as the only silicone hydrogel daily disposable toric lens with -2.25D and -2.75D cylinders available in a fit set, it has allowed him to provide more options to his astigmatic patient base. [PA](#)

References

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Dr. Boxer



Astigmatism affects a significant portion of the population

24% of a study population had at least 0.75D of astigmatism in both eyes

23% had astigmatism in just one eye

PROVIDING EYE CARE ACCESS ACROSS THE GLOBE

Cindy Piper-Watson, Optical Sales Consultant at ABB Optical Group, always knew she wanted a career that made a difference. That desire to help others led her to the eye care field—and this past October, it took her halfway across the world.

Just after her six-month mark with ABB Optical, Piper-Watson joined a VOSH International mission trip to Uganda, combining her professional expertise with her personal passion for service. Alongside a team of doctors, opticians and optical support staff, she traveled with 24 bags packed to the brim with donated eyeglasses and equipment, all bound for communities in need.

Creating moments that matter

Over nearly two weeks in Uganda, Piper-Watson and her team helped restore clear vision to more than 1,300 patients. Each pair of eyeglasses provided was more than just a tool—it was a gateway to independence, learning and connection for the people they served.

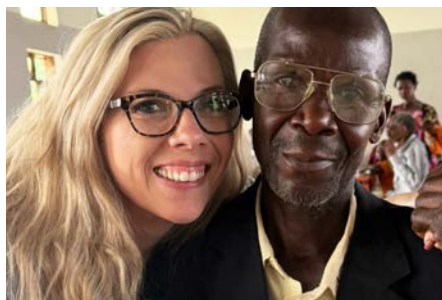
One moment in particular stands out for Piper-Watson: a pair of siblings who were both nearly legally blind. After their exams and fittings, the children could finally see their mother clearly for the first time. “The immediate smile on their faces when they saw her—it’s something I will never forget,” Piper-Watson says.

A team effort

Piper-Watson credits her ABB colleagues for making her participation possible. Her team stepped up to support her accounts while she was away, giving her the peace of mind to fully focus on the mission.

She hopes her experience inspires others in eye care to explore volunteer opportunities through VOSH. “There’s so much need around the world, and the skills we use every day can change lives in ways we can’t even imagine,” Piper-Watson says.

For now, she’s back to serving her accounts, but the experience left an indelible mark—and she’s already looking ahead to her next mission trip. **PA**



Cindy Piper-Watson, pictured in the center of the VOSH volunteers, enjoyed the special moments she shared with people in Uganda.



Moments that matter

“In our very busy days, we sometimes forget the most important things that matter in our daily routine. We give our patients customer service but what about our comrades? I have to give a shout out to **Tracy Greco**,” Customer Service, ABB Labs, wrote a satisfied account.



“She was right on top of a very important job for me and never skipped a beat. She deserves a huge thank you.”

Steve Solimini, ABB VP of Operations, has been honored with the prestigious 2024 President’s Choice Award. Celebrated at the ABB national sales meeting this March.



His unwavering commitment to enhancing ABB’s distribution centers and streamlining daily operations has set a new standard of excellence. His genuine passion for our customers and employees is evident in every action he takes, making a remarkable impact on our organization.

Seeing Through Their Eyes: Young OD Empathizes With Presbyopes

Jonathan Lowery, OD, isn't presbyopic, but that doesn't stop him from understanding just how disruptive presbyopia can be. The 2024 graduate of the University of Houston College of Optometry who joined Nacogdoches Eye Associates in Nacogdoches, Texas, right out of school, is still years away from experiencing presbyopia himself, but he's already tuned in to the psychological and functional challenges it presents.



Dr. Lowery

"Presbyopia is fascinating,"

he says. "Everyone will go through it, and they're going to have to deal with it. It's one of the biggest reasons patients come to see us."

As a myope, he finds that he can create a parallel. "I certainly understand the dependency aspect of needing correction to see," he says. That's a factor in his strong recommendations for patients to address even low levels of vision correction so that they can appreciate the sharpest vision they can get.

Many of the staff members in the practice are young, too, and Dr. Lowery recently had a conversation about the frustrations patients feel when they begin to lose their near accommodation. "They were asking what the big deal is, and I

reminded them that they've all been dilated at one point. 'Now walk around with that, not just for an hour, but all day, every day. That's the reality for patients with presbyopia.' It's hard to understand until you go through it, and then suddenly, panic mode sets in."

"Prescribing contact lenses to us as eye care professionals is routine, but for the patient, it can be life-changing,"

— Dr. Jonathan Lowery

Solving patients' problems

Dr. Lowery, who grew up in Nacogdoches, loves his patients with presbyopia because he knows that he can help them. "They come in looking for help to solve a problem, and it's our job to give them options."

Prescribing contact lenses is an easy way to do that. Emmetropes who are coming into their presbyopic years are often dismayed that they now have to wear readers or eyeglasses. For them, a one-day contact lens from CooperVision, like clariti® 1 day multifocal 3 Add¹, is his first-line solution. "A lot of patients with presbyopia don't want to wear glasses, and contact lenses are such a good option," he says.

Many patients at this age are also starting to develop symptoms of ocular dryness, so a one-day lens is an ideal recommendation, he says, "The disposable option is convenient, clean, comfortable and offers all the benefits of putting in fresh lenses each day."

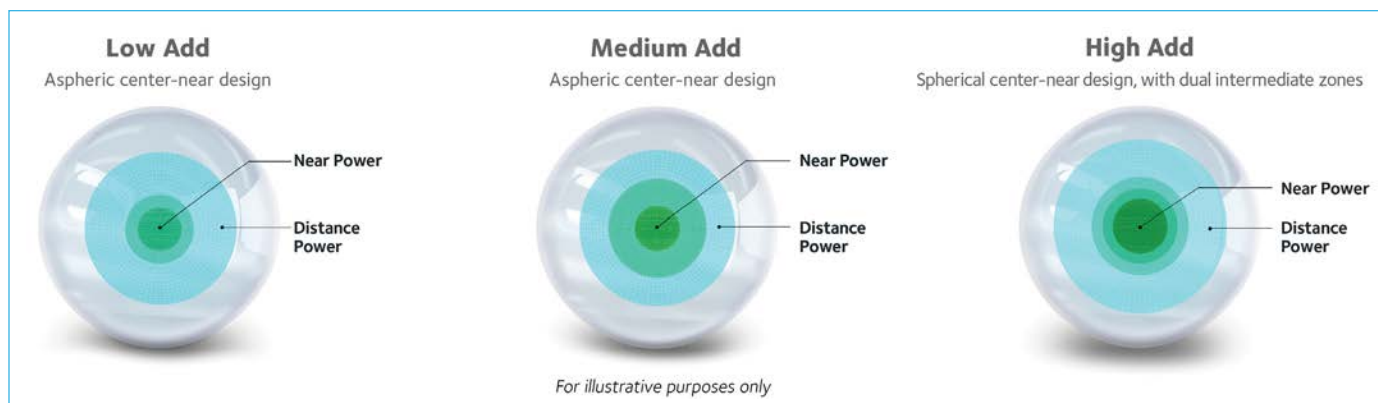
Dr. Lowery has been recommending clariti 1 day multifocal 3 Add¹, which features Optimized Comfort Edge™ for enhanced comfort and the Binocular Progressive System™ for clear vision at all distances.^{2,3} "With the range of parameters, I can offer even more fine-tuned options."

Dr. Lowery is excited about the continued evolution of multifocal lenses. "They're better now than they were just a few years ago in school," he says. In fact, the opportunities with presbyopic patients and contact lens wearers in general continue to grow. "We're seeing more presbyopes every year. The need is only growing for contact lenses across the spectrum of patients," he says. That's why he'll keep listening to patients' concerns and complaints.

"Prescribing contact lenses to us as eye care professionals is routine, but for the patient, it can be life-changing," he says. **PA**

References

1. CVI data on file 2021. Prospective, double-masked, bilateral, one-week dispensing study with clariti® 1 day multifocal 3 add; n=90 habitual MFCL wearers.
2. CVI data on file, 2024. CVI data on file, 2022. Prospective, crossover, bilateral, subject masked, daily wear, dispensing study (4 clinical sites in U.S.) (n=58 habitual soft MFCL wearers).
3. CVI data on file, 2024.



CooperVision Binocular Progressive System®: An innovative 3 Add multifocal system that uses different lens designs to optimize vision for all levels of presbyopia, even as prescriptions and vision needs change.³

EXPLORING THE LATEST INNOVATIONS IN PHOTOCROMIC TECHNOLOGY

Transitions® Lenses have always been popular at Mi Vision in San Antonio, Texas. They have been a

top choice among everyday eyewear users, seeking a single pair of glasses that adapt seamlessly to changing light conditions, darkening outdoors and returning to clear indoors.

A Transitions event where the entire optical staff was invited to become Transitions® Certified Experts last winter took the engagement to a whole new level. **Elizabeth Estremadura**, the practice's patient experience supervisor, says the education the team received resulted in a higher level of confidence.

Eight vibrant colors

Now, the team presents *Transitions*® GEN S™ lenses, available in eight vibrant colors with enthusiasm. The exclusive colors resonate with a broad audience, and the opticians can help patients identify the style that they're most comfortable with. Optical custom can match frames lenses to deter their own unique Estremadura says that people love that they are not limited to only brown or gray lenses. "They love that they can add color. And we can help them find the color that darkens to just the darkness level they want," she says.

After the training and certification, several opticians have started wearing their *Transitions* GEN S eyewear all the time. It makes a big impression on patients who see an optician with virtually clear lenses in

the office. That helps assure patients that these are perfectly suitable as everyday lenses, says Estremadura. Most patients,

she says, choose their eyewear with *Transitions* Lenses as their primary pair. "Patients don't want

"I want to know if they are already wearing *Transitions* Lenses," she says. If they are, she assumes the patient will choose *Transitions* again.

"I don't want patients who have become accustomed to the convenience and comfort of *Transitions* Lenses to buy



Elizabeth Estremadura

"I can educate them about the importance of UV protection and the comfort of having lenses that adjust to the light"

— Elizabeth Estremadura

to carry two pairs of eyewear with them," she says.

Recently, the optical department received a UV light box so that opticians can demonstrate how the lenses darken. Patients can also take a lens outdoors to see it change in real time and fade back when re-entering the optical.

regular lenses instead. I'm afraid that they'd come back a few weeks later unhappy that their new lenses don't adjust to the light like *Transitions* Lenses do," she says.

If they don't know about *Transitions* Lenses—or even if they do—she brings them to the GEN S displays so they can see the colors. "It's fun to show them, and while they're looking, I can educate them about the importance of UV protection and the comfort of having lenses that adjust to the light," she says.



Transitions® GEN S™ Lenses in Ruby

Greater staff confidence

The recent training has not only enhanced the staff's expertise, but it has also promoted their confidence when discussing these lenses with patients. Estremadura

says that demonstrating the lens technology is easy, fun, and informative for patients. Whether patients are new to *Transitions* or familiar with the brand, the *Transitions* GEN S lens option adds colorful choices and new opportunities to share education and help enhance patients' visual comfort. **PA**

Proactive presentations

Estremadura says she now asks every patient coming into the optical whether they have eyeglasses that darken when they go outside. "Do those get dark in the sun?"