

EMPOWERING A LEGACY OF EYE CARE

ABB Optical Group brings decades of experience helping independent practices thrive

For decades, ABB Optical Group has partnered with independent eye care professionals (ECPs), supplying the products, services and hands-on support they need to thrive. That long-standing commitment is on full display in this cover story package, which highlights legacy practices that have stood the test of time. From reliable distribution and inventory management to practice-building resources and trusted relationships, ABB's behind-the-scenes work lets clinicians focus on patient care, creating moments that matter. Those efforts help ECPs pass stronger practices—and deeper community ties—down to the next generation. **PA**

Efficiency That Lets Care Come First

Barry Gaffney, OD, has always been a builder—creating a practice, crafting a space and cultivating lasting relationships. Nearly 48 years ago, he bought a modest 3-year-old optometric practice from a retiring optometrist in Plant City, Florida.



Dr. Gaffney

From that small beginning, he grew a thriving independent optical business. Although he later sold the professional services side to a larger ophthalmology group, Dr. Gaffney retains ownership of the optical practice and the property, preserving the independence and identity he had worked so long to create.

For most of his long tenure, he has partnered with ABB Optical Group, a relationship he values because it supports his independence rather than constraining it. In the early years, his ABB representative, the late **Mark Maxwell**, visited regularly and quickly earned Dr. Gaffney's trust. "Mark did more than deliver product—he offered practical advice about fitting and patient care. He helped set up

systems that made contact lens ordering simple and reliable," Dr. Gaffney says.

Throughout the years, that steady presence translated into an easy ordering flow, fewer errors and timely deliveries that kept patients wearing the lenses they needed.

Dr. Gaffney counts the operational benefits as equally as important as the clinical ones. He praises ABB's consolidated billing and monthly reports—everything in one place so his office manager can do her job efficiently.

"One bill," he says, "is a small thing that makes a big difference." The Digital Price Monitor and regular Business Reviews with ABB have helped him track what he fits, keep costs in line and push his practice toward higher-than-average fits of toric and multifocal contact lenses. He knows that because of the larger analytics that ABB provides him. He isn't simply comparing his performance from one year to the next.

Those analytics let him innovate: offering specialty scleral lenses, gas permeable lenses and other advanced lens options when patients need them.



Father and sons' names reflect the long tradition of care.

Independence matters

Independence matters to Dr. Gaffney on principle. He watches other offices in the area that are owned by private equity or corporate groups and sees limits on clinical choice. "I can fit any lens I want to fit," he says, and that freedom is the foundation of the practice he built. He didn't grow by heavy advertising; he grew by doing what was best for patients—staying ethical, honest and focused on care.

Having a distributor that represents all the major manufacturers and delivers

Continued on page 9



Moments That Matter: ABB Team Members Recognized

During the recent National Sales Meeting in Dallas, Texas, the ABB team had the privilege of celebrating some of the incredible people who make ABB Optical Group what it is.

The Circle of Excellence honorees for Top Optical Sales Consultant included **JR Magruder, Matthew Hutchins, Sid Tonini, Rachel Adlish-Martin, Amber Meyer** and **Dayne Ramkissoon**.

Also recognized:

Rookie of the Year: **Dayne Ramkissoon**

Sales Support: **Ana Soler**

Lab Account Manager of the Year: **David Singer**

Optical Sales Consultant of the Year: **Tina Howell**
Region of the Year: Southeast, led by **Michael Blackwood**

President's Choice Awards:

Mariana Ferreira, Director, Planning and Logistics, and **Doug Sofranko**, Contracts Manager

Each award represents dedication, heart and the way this team shows up for our customers and for each other every single day.



Mariana Ferreira



ABB team members celebrate their accomplishments and connections.

Care Comes First

Continued from page 5

unbiased advice plus clear business snapshots gives Dr. Gaffney both breadth and clarity. He can choose the best lenses for each patient without brand pressure and rely on consolidated ordering and billing to reduce administrative overhead. He can keep margins healthy, making it easier to coach staff and transition to the next generation, while freeing the eye care professionals to focus on patient care rather than procurement logistics.

Nineteen years ago, he expanded—building a second office that began at about 4,400 square feet and, with additions, became roughly 5,000 square feet housing nine exam lanes. He prepared the practice to be a legacy for his two sons, both optometrists.

Even at 74 and working three days a week, Dr. Gaffney remains engaged—bouncing clinical questions off colleagues and ABB contacts like **Brian Daggy** and relying on his ABB Analyze software to track sales and revenue from frames and contact lenses.

Throughout, he recalls some advice given to him by his brother, who rose from a loading dock worker to president of a \$1 billion company. "You do business with people you like to do business with." That wisdom rings true today and helps explain some of his allegiance to ABB. The company has brought him trustworthy people, reliable systems and the efficiencies that let him focus on patients. The simplicity and efficiency ABB delivers allows him and his sons to provide a level of care shaped by independence, experience and a long-standing partnership. **PA**