

A Business Partnership That Supports Independence

Over 34 years, **Muneer N. Hanna, OD**, built Hanna Eye Care with the steadiness of someone who believes in private practice as more than a business but as a home and a legacy for the community. As the practice grew to multiple locations, he had a rotation of associates. While that scale brought opportunity, there were some challenges with him being the one constant in the equation. A few years ago, he intentionally scaled back to a single office, not knowing that eventually two of his children would become optometrists and join him.

Today the practice hums with a multigenerational energy. His son **Daniel Hanna, OD**, and daughter **Carly Hanna, OD**, are optometrists on the clinical team; his other daughter, **Lauren**, works at the front desk. Dr. Daniel Hanna graduated from Kentucky College of Optometry and Dr. Carly Hanna is a Nova Southeastern College of Optometry grad, each bringing different perspectives and experiences to the practice.

Dr. Hanna says he never pressured—or even encouraged—his children into the profession or into joining him. “I did not want to be responsible for that decision,” he says. Although he considers his children his partners, they are not fully vested. Dr. Hanna is bringing them into more management decisions to prepare them for eventual ownership. In the everyday life of the clinic, he encourages them to make changes, be active and find their own styles. Watching them treat patients, share a lunch break and laugh together between appointments, he sometimes still has to pinch himself. “It’s a dream come true to work alongside my children,” he says.

Relationships matter

A less visible—but no less important—part of the practice’s ability to thrive across generations has been its relationship with ABB Optical Group. For Dr. Hanna, ABB offered two complementary advantages that proved decisive for a private practice that prizes reliability and continuity.

The first is operational simplicity. ABB became a one-stop partner for many of



A legacy practice with (L-R): Dr. Carly Hanna, Dr. Muneer Hanna and Dr. Daniel Hanna

the practice’s needs: contact lenses; ABB Labs for stock lenses for the in-house lab and finished pairs as needed; and practice tools such as ABB Verify to streamline ordering and verification. The integration with ABB made inventory and workflows far smoother. Using one company to manage so many moving parts removes friction, frees staff time and allows clinicians to focus on patient care rather than logistics.

The second advantage is the relationships and resulting support. Their ABB Optical Sales Consultant **Christina Marble** is more than a salesperson. She’ll coordinate meetings with the office team to update staff on new products and provide training that keeps the whole clinic current on ABB products and services. That practice-support network, Dr. Hanna says, is what differentiates ABB from other labs and distributors that may offer lower prices but turn out to be less dependable.

Business support

Practical offerings like ABB Verify and regular Business Reviews are parts of the package he values tremendously. ABB’s Business Review breaks down every aspect of the practice’s optical and contact lens operations—from lab work to clinical stats—providing an analysis that Dr. Hanna calls “invaluable. I know how I’m doing in

my own practice, but the Business Review lets me see a much broader picture.” In a world where competing labs can tempt practices with lower prices, he’s learned to weigh cost against dependability and longevity. How long will a cheaper lab be in business? Will they be around when you need them? For a multigenerational practice, reliability matters.

Dr. Hanna also believes in the human intelligence that a rep brings. He tells other clinicians it’s short-sighted to dodge meetings with representatives. “They know what’s happening in other practices and carry a wealth of practical information,” he says. He has told his children, “Never turn down a meeting. You never know what you’re going to learn.”

Dr. Hanna sees patients three days a week, but he is in the office most other days for administrative functions. He looks at the practice he built and sees more than a successful practice. He sees continuity: a family of clinicians, a staff that grew with the clinic and a business partner in ABB that helped steady the practical work of keeping the doors open and the care excellent. For him, that combination of family and dependable partnership is what allows an independent practice not just to survive, but to thrive into the next generation. **PA**