

# SUPPORT FOR INDEPENDENT PRACTICES YESTERDAY, TODAY AND FOR YEARS TO COME



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Independent eye care practices are the backbone of communities across the country. At

ABB Optical Group,

we believe our role is simple: empower those practices so they can focus on what matters most—patient care.

As the largest independent provider of optical services, ABB brings unique access, choice and consultation through a comprehensive suite of products and solutions designed specifically for eye care professionals (ECPs). That single-source convenience—contact lenses, labs and business tools—enables practices to operate more efficiently, serve patients more fully and grow more predictably.

Since its founding in 1989 as a contact lens distributor, ABB Optical Group has grown through strategic investments and always keeping its finger on the pulse of what independent ECPs want and need to be more efficient and profitable. Those priorities are reflected in ABB's expansion into ABB Labs and ABB Business Solutions, supporting the original mission of ABB Contact Lenses.

One of the most powerful ways we have

been supporting practices for decades is by making data meaningful. ABB Analyze and our regular Business Reviews turn sales, inventory and patient-behavior data into clear, actionable insights. Because ABB serves roughly three-quarters of the market, our benchmarking is uniquely robust.

Practice owners and managers who schedule a quarterly Business Review get a rare—and highly practical—comparison against regional and national peers. In addition, they gain a comprehensive look at the entirety of their business with ABB, rather than snapshots of business with multiple vendors. These conversations reveal where to prioritize pricing adjustments, which lens fits drive the greatest lifetime value and which operational changes will free up staff time for patient care.

## Opportunities hiding in plain sight

Revenue opportunity often hides in plain sight.

“Every penny counts today for ECPs, and that’s really leaving a lot of money on the table,” says **Shelby Lemasters**, Lab Account Manager. One straightforward example is second-pair sales. With margins on second pairs and sunwear, small shifts in how you present options and price products can translate to meaningful revenue increases for the practice. ABB’s consultative teams help identify which product mixes and messaging work best for each office and then measure results to iterate quickly.

In addition, our 65-member-strong team of Optical Sales

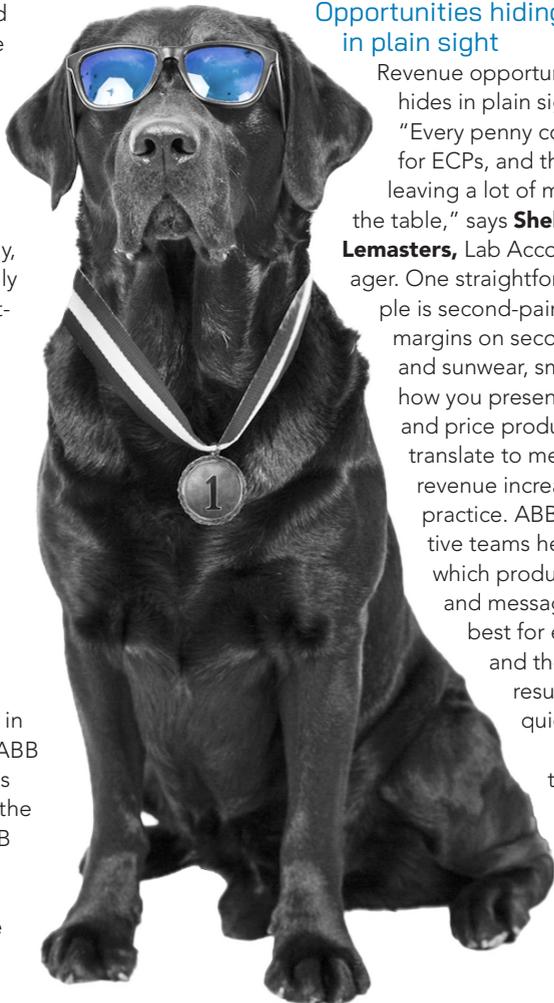


ABB team members are ready to help.

Consultants work as advocates and champions for the practice. The ABB Contact Lens and Labs teams understand the rebate landscape across manufacturers and can help practices hit rebate benchmarks—ensuring offices capture every available incentive. Our consultative approach means we work with practices to track progress and adjust tactics, not just hand over paperwork.

For example, our Specialty Vision Product (SVP) consultation team supports offices whether they are beginning to offer specialty services or expanding an existing program. The expertise we provide—from product selection to training and marketing—helps practices serve patients with complex needs while growing a high-margin area of care.

## Pricing

On average, many practices tend to update their contact lens pricing just once a year. However, a best practice strategy is to do so quarterly. ABB recommends at least looking at your top 10 lenses every six months. We make this analysis easier with our Digital Price Monitor, which provides a real-time view of market pricing to help you set competitive prices that keep patients buying from you rather than online. Those small adjustments may not seem like much, but they do compound over the course of the year to ensure that our practices are

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# Support for Independent Practices

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maximizing their soft contact lens margins while ensuring their pricing remains competitive in the marketplace.

That's critical. According to a 2024 independent study by Emergent Research, 86% of online contact lens purchases are happening outside of practices. Many of these purchases are taking place when practices are closed between the hours of 9 pm and 3 am. Practices that bring reorders in-house through competitive pricing and ABB-powered platforms consistently outpace industry averages. They see contact lens revenue growth, higher average revenue per contact lens fit and significant reductions in administrative time.

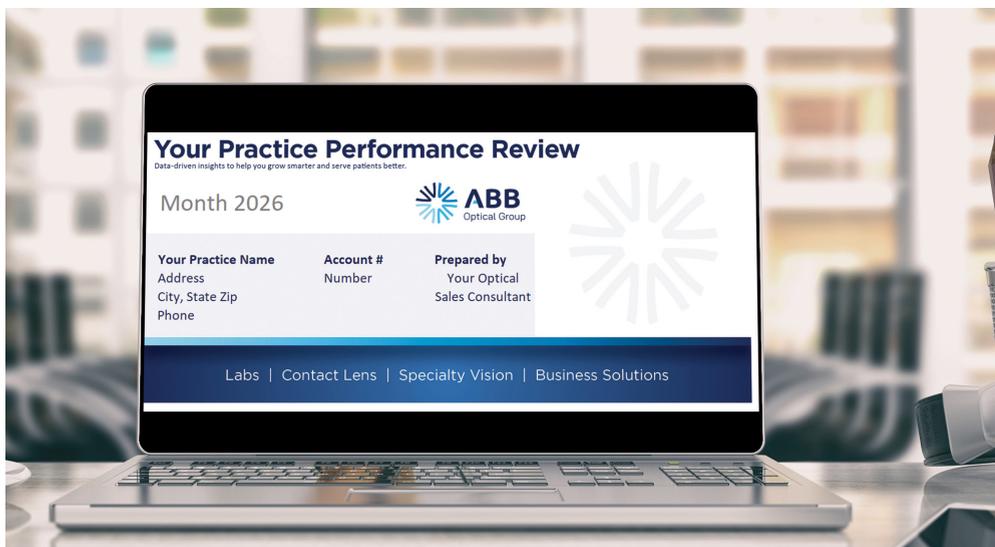
Keeping contact lens orders and reorders in-house strengthens patient loyalty and captures revenue that would otherwise be lost to online sellers. The Digital Price Monitor and ABB's reorder solutions work together to make that transition frictionless and profitable, all while ensuring that staff is spending more time with patients and less time entering orders.

## Operational friction

Operational friction is another common challenge. Many practices have discovered the convenience and efficiency of working with ABB Labs. A reliable laboratory partner reduces remakes, shortens turnaround times and simplifies communications—freeing technicians and front-office teams to focus on patient interactions rather than logistics. Our recent survey showed 92% of customers are satisfied with ABB, and nine-in-10 customers who use ABB for eye-glass lenses expect to remain with us over the next 12 months. Those are the kinds of service metrics that preserve patient trust and protect practice margins. ABB Labs is



With support from ABB, doctors can focus on their patients and practice growth.



An ABB Business Review provides detailed and inclusive analyses of your practice.

focused on improving patient, practice and staff experiences to ensure retention and practice growth for years to come.

Technology that automates simple tasks preserves staff time and keeps schedules full. ABB Verify was built specifically for eye care providers to do just that. On average, 20% of patients have unused vision benefits each year; ABB Verify Messaging identifies those patients, syncs with practice management systems and sends personalized messages about unused benefits and appointment opportunities. It's the only tool that fills appointments automatically without additional work for busy teams—and practices typically generate

40+ appointments in the first month of use. That's tangible revenue and more meaningful patient care without burdening staff.

## We win together

Finally, ABB is a business partner in the truest sense: we win when independent practices win. That commitment shows up in how we design our services—to create more moments that matter with patients, provide a broader product choice and single-source convenience and support practices with consultative tools they might not otherwise access.

How can we help you achieve your goals this year? [PA](#)



## Happy Retirement, Andy Jackson

ABB Optical Group Director, Specialty Contact Lenses, **Andy Jackson**, retired earlier this year after 10 years with the company. The ABB team wishes him well. He is pictured here with **Dede Reyes**, Director, Education and Consultation, Specialty Vision Products.

