

# ONE LAB, SMARTER WORKFLOWS

## ABB Labs now expands access to Neurolens and Sequel technologies from Newton

Clarke EyeCare Center in Wichita Falls, Texas, is built around one guiding principle: treat the patient, not just the symptom. Second-generation optometrist, **Danny Clarke, OD**, and his wife, **Elizabeth Clarke, OD**, carry forward the philosophy established by founder **Calvin Clarke, OD**, whose vision shaped the foundation of the practice.

When Newton (formerly Neurolens) first arrived on his radar, he saw not only a new optical product but a way to change how his clinic approached a stubborn set of complaints—headaches, screen fatigue and persistent, unexplained ocular discomfort. “For the patient who has enough symptoms to make them interested in Neurolenses, it’s very impactful for them,” he says.

Dr. Clarke’s engagement with the technology began early. “We started using Neurolens in 2021 with the company’s first measurement device. Soon after, we switched to the second device, and in late 2023 we implemented the headsets,” he says. The practice’s adoption evolved with the product: what had once required lengthy testing is now part of a streamlined, clinic-wide workflow. “It allows us to help more people because we can screen every patient,” he says.

That operational shift matters. Dr. Clarke estimates the practice has dispensed more than 2,500 pairs of Neurolenses. The numbers speak to both clinical efficacy and patient loyalty: many patients opt for a second pair, even investing in the premium lens for sunglasses and computer lenses. “They even purchase second pairs at a higher rate than our other patients,” Dr. Clarke says. Patients who once accepted migraines or neck pain as inevitable now tell him of a measurable improvement.

### Administrative complexity

But success with a specialized product

brings an administrative cost. Newton prescriptions historically required a separate laboratory pipeline, meaning Dr. Clarke’s staff had to order outside of ABB Labs. “When we have to use a different lab for a different lens, it creates some complexity,” Dr. Clarke says. “With seven opticians, ordering Neurolenses through a lab separate from ABB Labs adds operational friction and increases the risk of ordering errors.”

In January, Newton announced it selected ABB Labs as its strategic lab partner. This collaboration dramatically expands access to Newton’s innovative lens portfolio, including Neurolens and Sequel, by leveraging ABB Labs’ U.S.-based footprint and established relationships with independent optometry.

The announcement was practical and reassuring to Dr. Clarke. With the new relationship, a single trusted lab network



and, while they’re waiting on the doctor, the staff has them put on the headset measuring device. When I come in, we can talk about the results,” he says. The result is comprehensive, efficient care for all patients. Rather than try to select which patients to screen based on screening questions, Dr. Clarke sees benefits to having all patients experience the headset testing. It’s manageable for the team, helps him identify more patients who could

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can process both standard optical orders and Neurolenses, eliminating the need to divide work between multiple vendors. “It’s comfortable to go to the lab we’re already working with,” he says. He already counts on ABB Labs’ excellent turnaround times, consistent quality and streamlined administrative touchpoints.

That confidence has two layers. First, ABB Labs is reliable and familiar. Adding orders for Newton’s Neurolenses or Sequel lens orders into the existing relationship feels low risk. Second, there are strategic benefits for the practice, such as consolidated billing, unified Business Reviews and a clearer view of product revenues. His future Business Reviews will include Newton sales alongside other lab-managed revenue, resulting in less fragmented reporting.

### Getting the team aligned

Operationally, the headset workflow became key. “We have patients come in

benefit and results in higher word-of-mouth referrals.

Yet technology alone does not drive product sales, Dr. Clarke says. “If it was only the measurement device, all practices would be doing a lot of Neurolenses.” He worked to get his entire team aligned with the benefits of Neurolenses. “It’s important for the team to understand the why of it and how it helps the patients and practice,” he says. That meant training receptionists, technicians, doctors and opticians on a coordinated workflow from headset measurements while patients wait for the doctor in the exam lane and having an optician ready to close the conversation with a confident recommendation.

With Newton lenses now integrated into ABB Labs’ network, Dr. Clarke’s team has what every high-volume practice needs: one lab, one workflow and more time for the patients who walk through the door. **PA**