

Online Ordering Platform Helps Ensure Patient Service Beyond the Exam

A patient's eye care experience extends far beyond the short time they spend in the exam room at Bogey Hills Vision Center in St. Charles, Missouri, says **Stephen McCullough, OD**. The ongoing logistics—getting the right lens to the right person at the right time, answering the same questions on the phone and nudging people toward timely replacements—are important factors in a patient's contact lens success.

While the practice was an early proponent of shipping lenses directly to patients, there was still friction in the system. The staff still fielded calls about misplaced prescriptions, lost rebate paperwork and frantic requests from patients who'd discovered at bedtime that they were down to their last box. When his office adopted Bausch + Lomb's Opal™ platform, about six to twelve months earlier, things began to change in ways he hadn't expected.

Opal arrived as an integrated ordering and engagement system that bundled several loose ends into a single secure workflow. For Dr. McCullough, the appeal was simple and practical. Opal, for which ABB Optical Group fulfills the orders, took the logistics—ordering, shipping, rebate processing—and folded them into a service the patient can complete quickly. The platform links the patient's prescription securely to the order and delivers rebate information automatically. After platform implementation, Dr. McCullough and his staff noted that some patients have commented that the ordering process feels easier, particularly with fewer steps for tasks such as submitting receipts for rebates.

Understanding the benefits

Dr. McCullough rolled the change out deliberately. Staff were the first to use

Opal: they logged in and placed trial orders so that they could experience the patient journey. That provided them with greater confidence so they could answer questions from firsthand knowledge. Now the staff feels confident speaking with patients about what they may expect. They can explain the simplified and auto-

told him that they experience clear vision in low-light situations. These lenses have become a go-to for those seeking a high-performance daily disposable lens. For his patients who prefer a monthly replacement, the practice relies on the ULTRA® line of products. He says that with the wide parameter range of ULTRA



Dr. McCullough

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mated rebate process, with minimal steps required of the patient. Once patients began using it directly, the staff also noticed how Opal's refill reminders and simple reorder flow alleviated many of the routine interruptions that had eaten into their day.

Dr. McCullough also found a simple but effective trick to drive adoption: checkout staff staple a small sheet with a QR code directly to Opal on every contact lens prescription. When patients reach the end of their contact lens supply, scanning the code becomes faster and more convenient than hunting around online.

Patients get the brands prescribed

The platform helps Dr. McCullough ensure that patients are more adherent to the replacement schedule for the lenses he prescribes, often from the Bausch + Lomb portfolio. Dr. McCullough says that he positions Biotrue® lenses as the office's cost-conscious daily disposable. He appreciates having a hydrogel for some patients who have experienced discomfort with certain silicone hydrogel lenses.

He also reaches increasingly for advanced Bausch + Lomb products, such as the INFUSE® family of products. Not only do INFUSE lenses retain 96% of their moisture for 16 hours, but many patients

multifocal lenses, he can send patients home with a trial lens that is very close to optimal.

He values that immediacy. "When someone goes home with a lens that works well, they're far less likely to give up on the fitting process," he says.

The cumulative effect of capturing more sales through a reorder platform has also changed the rhythm of the office. With patients able to access their own reorder information easily, patient phone volume for routine lens ordering dropped. Staff spends less time correcting lost receipts or chasing expired prescriptions. Patients reorder on schedule more often, frequently responding to Opal's reminders. Rebate incentives, once a paper chore, are now a reinforcement and immediate reward for buying from the practice rather than an online vendor.

Dr. McCullough and his office staff describe Opal as a useful tool to help streamline administrative processes and reduce challenges with contact lens reordering. In their experience, it supports a simpler workflow and helps facilitate patient service. PA

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