

# KEEP PATIENTS CLOSE: PLATFORM ORDERING DONE RIGHT

At Des Moines Eye Surgeons and Eye Designs Optical, contact lens reordering platforms do more than simplify logistics. They streamline care, protect revenue and improve the patient experience, head of the contact lens department and lead contact lens specialist **Sherrie Lee Young, NCLE-M, FCLSA, NCLE-AC, CLSA Fellow**, and **Lindsay Richard, NCLEC**, contact lens department assistant in charge of placing orders. This busy practice has five ophthalmologists and one OD and relies primarily on ABB's Abby, Alcon's MARLO and Bausch + Lomb's Opal to fulfill most soft lens orders.

Because the practice EMR doesn't integrate with ordering systems, staff mark which portal to use when placing an order. "This is going to be an Abby order; this is going to be a MARLO order," Young says. Richard submits orders in real time while the patient is still onsite or on the phone. That live workflow reduces data entry errors. Addresses, expiration dates and lens parameters are saved in profiles. Problems such as out-of-stock items or non-serviceable addresses surface immediately, and the systems return an order confirmation number that makes tracking straightforward. "We try to get it all taken care of from start to finish within those first few minutes," Richard explains. It's a habit that prevents end-of-day backlog and improves accuracy.

About 99% of orders ship directly to patients, which keeps disruptions to the staff day low and turnaround times fast. The clinic keeps a small supply of trial lenses and emergency lenses for patients who run out, while the platforms fulfill routine annual supply orders. To remain competitive, the practice absorbs modest shipping fees, if incurred, so patients don't feel compelled to shop larger online retailers.

Routing orders through brand portals also simplifies rebate processing and claims. "We stick to the brand-specific platform for Alcon and Bausch + Lomb; Abby covers the rest," Richard says. The staff can collect payment in-office, file insurance claims on patients' behalf and confirm shipment before the patient leaves — a one-stop experience that patients appreciate.

Patient trust is a major differentiator. When customers order through the practice portal, they receive tracking and push notifications for expiring prescriptions or low supplies. They also have direct access to familiar staff for help with trials, returns or troubleshooting. "They know they're going to talk to Lindsay," Young says. This continuity builds loyalty and reduces the calls from patients asking, "Where are my lenses?"

Finally, the platforms deliver operational intelligence: dashboards and reports give visibility into order volume, inventory and refill patterns. For a high-volume operation where Richard processes dozens of orders daily, that data supports staffing, purchasing and growth decisions.

Ordering platforms therefore offer independent practices a competitive edge: convenience and automation that



Sherrie Young and Lindsay Richard

match what patients expect from online retailers, paired with personalized care that maintains revenue and strengthens patient relationships. PA

## Give Patients the Option of Ordering Directly From You

86% of online contact lens purchases are happening outside of your office<sup>1</sup>.

Abby is an easy and efficient web-based soft contact lens ordering platform that keeps patients connected to eyecare providers.

### Abby's intuitive platform helps you:

- Keep more patients in practice
- Increase capture rates
- Grow your practice revenue
- Facilitate easy reordering for patients
- Save time to serve more patients

abby



Visit [helloabby.com](https://helloabby.com) for more information

### Here's how Abby makes a difference:

Abby users see a semiannual and annual supply rate of 43%, compared to an industry average of 25%.<sup>2</sup> The average Abby order is \$167. Remember that 62% of patients do not reorder from their doctor.<sup>2</sup> Abby users see a direct-to-patient usage of 65%, compared to an industry average of 41%.<sup>2</sup> And Abby's direct-to-patient users are growing by 13%.

<sup>1</sup> ABB data on file. <sup>2</sup> Abby customer averages, results by practice may vary.