

# AN ONLINE REORDERING PLATFORM CAN HELP IMPROVE CONTACT LENS CARE

**W**hat happens to those patients who ask for their contact lens prescriptions at the end of the exam and leave? Where will they ultimately purchase their contact lenses? And what safeguards are in place to ensure that the lenses they order are exactly what the eyecare professional prescribed?

A contact lens ordering platform simplifies the process for the patient, can help ensure that the patient's order stays in-house and creates efficiencies for the staff. Read how three ABB accounts have found multiple benefits through using an online reordering platform, supported by ABB Optical Group. [PA](#)

## Increase the Revenue and Capture Rate

**J**oseph Fishkin, MD, of Fishkin Vision in Oradell, New Jersey, finds that using a contact lens reordering platform helps close the loop between clinical decision-making and patient follow-through. His practice uses the Otto platform, which he says restores continuity to a part of the patient journey that often happened outside the practice—the actual purchase and receipt of contact lenses. Shifting to Otto has resulted in practical, measurable benefits for patients and staff alike.



Dr. Fishkin

Dr. Fishkin says, "I started using Otto about five months ago, as part of an effort to improve continuity of care for our contact lens patients." For years, he explains, the practice invested significant time and expertise selecting the optimal lens for each patient, only to see many patients purchase elsewhere through

large online retailers. That outcome was frustrating not only from a financial perspective but because the final step of the patient experience—in which the patient actually purchases the lenses prescribed—was happening outside the practice that made the recommendation.

Dr. Fishkin says the onboarding experience exceeded expectations. "The process was straightforward. The staff training was well-organized, and any questions we had were addressed quickly." Otto integrates naturally into existing workflows. Staff members who initially handled multiple vendors and manual orders now guide patients through a single, consistent system that simplifies both trials and revenue orders. He says once the team realizes how streamlined the process is, adoption follows quickly and positively.

### Putting reorders in patients' hands—immediately

The most visible change in daily operations is the speed and ease of reordering. "At the end of the exam, while I'm finalizing the prescription, we now send a lens reorder link directly to the patient's

phone." He adds that he has created a clinic workflow shortcut so the link is sent within seconds, often before the patient even leaves the exam room. That immediacy reduces the chance that a patient will delay reordering, shop elsewhere or become nonadherent with replacement schedules.

Dr. Fishkin says the platform reduces post-visit friction in meaningful ways. When the reorder process is immediate and simple, patients are much more likely to follow through without delaying or shopping around. He says, "We also see more timely reordering since patients are prompted before they run out of lenses." In turn, that timely behavior reinforces better patient habits and supports adherence to replacement schedules that preserve eye health.

### Operational and financial impacts

The benefits extend beyond convenience. Dr. Fishkin notes both quantitative and qualitative improvements. "Some of the benefits are measurable, such as increased contact lens revenue and improved capture rates. Others are

*Continued on page 6*

## Increase Revenue

Continued from page 5

more qualitative but equally important. We see fewer delays in reordering, fewer patient questions about where or how to order and a smoother overall experience.”

Indeed, the simplified process has shifted how the practice sees the role that contact lens revenue plays. Contact lenses were not a major practice focus in the past, Dr. Fishkin says. They are now becoming a more significant and reliable revenue stream without demanding extra clinical time.

Dr. Fishkin is careful to emphasize that the platform is an interface, not a replacement for the vendor relationships that are important to his business. The system “acts as a more efficient interface, while still allowing us to work directly with vendors when needed.” That balance preserves clinical and commercial flexibility while bringing consistency to patient-facing ordering.

### Measuring success and looking ahead

Dr. Fishkin says his team measures results through increased revenue and capture

rates, along with staff feedback and observable reductions in patient confusion and delays. In addition, the entire contact lens experience for the patient is much more cohesive. “We are no longer relying on patients to remember to reorder. We’re meeting them at the moment when it’s easiest to act,” Dr. Fishkin says.

That has shifted the paradigm. “For the first time, the effort we put into selecting the right lens is actually carrying through to how the patient receives it.” He adds, “It has fundamentally changed how I view contact lenses within my practice.” PA



## Your Complete Contact Lens Operating System Connecting Your Patients to Your Practice

### The Problem

Every time you print a contact lens prescription, there’s a good chance that patient is ordering somewhere else. You’ve tried reminders, you’ve tried stocking more—but patients still walk. This is a systems problem, not a people problem.

### The Fix

Dr. Contact Lens is your complete contact lens operating system giving you an online contact lens store connected to your EMR, loaded with your patients’ prescriptions, insurance, and rebates—so ordering from you is now the easiest option.

### Why Practices Are Switching

Practices using Dr. Contact Lens see an average 33% increase in contact lens revenue. When ordering from you is easier than ordering anywhere else, patients stay.

### What Dr. Contact Lens Delivers:

- EMR integration—no double data entry
- 24/7 patient ordering with insurance and rebates
- Automated reminders for reorders and appointments
- Full visibility into your contact lens business
- Dedicated support to help you succeed

### By The Numbers

**\$300:** Average amount leaving your practice every time you print a contact lens Rx

**\$100k:** Yearly loss per provider due to one “walking script”/day

**39%:** Percentage of patients currently ordering their contact lenses online

**33%:** Average increase in contact lens revenue with Dr. Contact Lens

**The results:** \$10K earned in two hours after integrating Dr. Contact Lens (the first 10 orders); 2,415 patients ordered year one.



## Ready to Keep More Revenue in Your Practice?

See how practices are capturing 76%-98% of their contact lens sales—and how yours can too.

**Book Your Demo Today at [DrContactLens.com](http://DrContactLens.com)**