

# Streamlining Process for Patients Helps Increase Practice Efficiency, Too

**Jessica Crooker, OD**, signed onto a pilot project with MARLO in 2017 at her Scituate Harbor Vision Source in Scituate, Massachusetts. Earlier, the practice had operated a webstore, but staff felt—and patients confirmed—that the MARLO online ordering platform was more convenient and user-friendly.

She more recently shifted to MARLO ProPlus, which provides the added convenience of prescribing and fulfilling non-Alcon contact lenses. There's additional convenience for patients who may want to



Dr. Crooker

reorder their own contact lenses and a family member's lenses that may not be one of the Alcon brands, for example. Patients appreciate the simplicity of being able to order all their lenses on one site.

She has found that the digital platform helps the practice in multiple ways.

Patients trust MARLO. "Because we introduce it in the office and it has our

branding on it, patients know their orders are coming from us. Many patients say they prefer to order from us versus a website where they don't know the people behind it," she says. That branded ordering experience links patients' purchases to the practice rather than to an anonymous retailer.

Not only have patients used the platform at times outside normal business hours, but it has also created operational efficiencies. Notably, there have been fewer disruptions to the workday, as there has been a decrease in requests for contact lens verifications and fewer in-person visits from patients stopping by to pick up small reorders.

As a result, the front desk staff spend less time placing and tracking contact lens orders since patients can place orders directly through the platform. Fewer shipments arrive at the office for routine orders, which reduces the need to process and shelve large numbers of trial boxes.

A reallocation of storage space previously used for trial lens boxes allows the practice to maintain a focused set of fitting lenses and commonly requested inventory. The office can continue to stock for same-day dispensing for commonly

used lenses, while less common or specialty lenses are readily available to patients via the platform.

The practice's operational goals included increasing the number of patients on annual supply plans and maintaining clear avenues for in-person follow-up when adjustments or problem resolution were needed. The MARLO platform served as the primary online channel for ordering, while the practice retained responsibility for fitting, follow-up and resolving issues in-office when necessary.

## Enhanced communication

The platform also enhances communications with the patients. The digital platform sends automated alerts and reminders, informing patients when supplies are running low and prompting online reorders. It is easy to send a quick follow-up to gauge how patients are doing shortly after their contact lens fitting. This check-in can help the office identify any concerns and take corrective action swiftly, if needed. Overall, a reliable online ordering option has simplified the contact lens reordering process for patients. For the practice, that means more time being in the moment with the patients who are in the office. [PA](#)



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ABB works with many great business partners who support the doctor-patient relationship. ABB serves as the contact lens fulfillment for these online platforms to help patients get the products they need with access and ease. ABB customers have access to Abby, Arrello, CLX, Dr. Contact Lens, MARLO, MyEyeStore, Opal by Bausch + Lomb and Otto Optics.

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**6%** year-over-year increase in average revenue per contact lens fit

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