

Doctor Looks Forward to Greater Efficiency with ABB Optical Group

For **Adam Cárcamo, OD**, growth has meant more than adding independent eyecare practice locations. It has also meant finding smarter ways to manage the day-to-day demands of a busy, multi-site practice. As he continues to expand his footprint in the San Francisco area, now with a third practice, he is looking to ABB Optical Group to help bring more efficiency, simplicity and support to his operations.

The practice recently entered into a new business relationship with ABB, a move that comes at an especially meaningful time. He calls himself Dr. Adam to distinguish himself from his father, **Aris Cárcamo, OD**. They work together with three associate doctors (and room for more), and like many growing practices, they have been juggling multiple vendors, ordering systems and operational details. The opportunity to consolidate more of those needs through ABB felt like a natural fit.

What drew him in initially was the potential for a more streamlined way of doing business. Instead of placing orders through several different vendors, Dr. Adam is moving toward a more centralized approach. He expects that shift to make life easier not

only for him, but also for the staff members helping keep everything running smoothly across all three offices.

"Now I can order everything through ABB," he says, noting that the only product category he cannot source through the company is frames. Contact lenses, Rx lenses and specialty contact lenses are among the items he plans to bring under the ABB umbrella. He also described the relationship as one that will support him for years to come.

Beyond ordering convenience, Dr. Adam sees broader benefits for him and his staff. Managing multiple vendors often means juggling different systems, separate shipments and more administrative work. By reducing those moving parts, he believes ABB will help free up time and make daily operations smoother across all three practices.

He also sees the relationship as one that will support the practice over time. Working with ABB gives him the chance to build a business partnership that feels less transactional and more collaborative—something he values as he continues to shape the future of his practice.

Dr. Adam is also eager to take advantage of ABB's analytics and reporting



Dr. Adam Cárcamo looks forward to the efficiency his new business relationship with ABB Optical Group will bring to his growing practice.

tools. He said that while he has long relied on spreadsheets and his own systems for collecting practice data, the new ABB Analyze platform should help him consolidate information more efficiently and make it easier to see how the business is performing in real time.

"It's just so time-consuming," he says of the current process of running reports and assembling the data manually. "I'm going to be a lot more efficient with not just ordering but also with seeing how my business is doing."

That increased visibility could also make him more responsive as a practice owner, helping him identify trends and adjust course sooner rather than later. That kind of insight is particularly important during a period of growth and transition. He has been navigating the realities of practice expansion, including remodeling and moving one of his locations. In that context, a business relationship that supports better organization and smoother workflows is especially welcome.

He sees it as an investment in a more efficient future—one that will help him better manage a growing practice network while keeping his focus where it belongs: on patients, staff and sustainable growth. **PA**

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