

STREAMLINING THE CONTACT LENS WORKFLOW

At the Kapperman McGarvey Eye Group in Chattanooga, Tennessee, ABB Optical Group is more than a contact lens distributor. It is a business partner that helps keep contact lens operations efficient, supports pricing decisions and opens the door to growth in specialty care.

Robert McGarvey, OD, practice partner with **Mark Kapperman, OD**, in this four-doctor practice, says the office orders a high volume in contact lenses each month through ABB. More than 95% of those orders are shipped directly to patients through MARLO, Alcon's reorder platform that ABB supports. That setup, he says, has transformed the way the practice handles its contact lens business. "Pretty much everything goes direct-to-patient now."

For his team, that means fewer interruptions at the front desk and less time spent managing one-off pickup orders. He says the model keeps the practice moving smoothly and allows staff to focus more on patient care.

Dr. McGarvey says the efficiency extends beyond fulfillment. The practice also relies on ABB's Business Reviews, which he and his ABB Optical Sales Consultant go over quarterly. Those reports give him a clearer look at product mix, pricing and purchasing trends. "We love the Business Reviews," he says. "They're very, very helpful for us as we

look at pricing and overall strategy."

He says the reports help the practice keep track of its top lenses and make sure its product mix stays aligned with its goals. His office is about 89% one-day lenses, and the data helps him see quickly if the practice begins to drift from those targets.

"We like to know what our top 10 lenses are," he says. "Because we use a distributor like ABB, we know every lens that we're using. We know when things are getting off course a little bit."

That kind of visibility matters, Dr. McGarvey says, because the practice aims to stay competitive while minimizing unnecessary handling. "We understand that contact lenses are, in a sense, a commodity," he says. "If we're going to charge a slightly lower price to be competitive, we don't want to be having to ship them to us and then dispense them and handle them and make calls and all this. We want to streamline the process."

Expanding to scleral lenses

Dr. McGarvey says ABB has also become part of the practice's specialty lens strategy. He recently received a fit set for the DELTA scleral lens and says he is eager to begin using it. The lens, he says, could make scleral fitting more accessible and efficient for him.

"Bringing my scleral lenses in line with ABB will be helpful both with pricing and



Dr. McGarvey

with the consistency and being able to get some one-stop shopping."

He says that familiarity with ABB and access to consultants can make a meaningful difference in whether he takes on more of these challenging cases. "Simplifying the process and having a known company that I've dealt with for 10 years at my side helping me is going to be a net positive," he says.

For Dr. McGarvey, the appeal of ABB is not just convenience. It is the combination of service, data and support that helps the practice work smarter. In a busy office where contact lens volume is high and patient expectations are even higher, he says that kind of business partnership matters. [PA](#)



The Kapperman McGarvey Eye Group team seeks out efficiencies to keep the busy practice running smoothly.