

SMARTER OPERATIONS, STRONGER PRACTICES

Independent eyecare practices are always balancing two priorities: delivering excellent patient care and running an efficient business. As practices grow, the need for reliable business partners, streamlined workflows and better visibility into operations becomes even more important. The right business relationships can make a meaningful difference, helping doctors and staff save time, reduce complexity and stay focused on patients.

This cover story explores how three practices are finding value in relationships that support the business side of their practices. In different ways, each has discovered that efficiency is not just about convenience—it is about creating a stronger foundation for growth, consistency and long-term success. Whether through better ordering systems, improved data access or more dependable fulfillment, these practices are showing how thoughtful operational changes can have a real impact.

At a time when many independent practices are looking for ways to work smarter, these stories offer a reminder that the right support can help make everyday tasks easier while opening the door to bigger opportunities ahead. [PA](#)

A Lab Change That Paid Off



Jessica Ra Ooley and Lyle Ooley bring a high level of personalized attention to their customers at Ra Opticians.

When **Jessica Ra Ooley** and **Lyle Ooley** opened Ra Opticians in Indianapolis, they brought with them years of experience in the eyewear side of the business—experience that made them unusually selective about the optical lab business partner they would trust.

Both had extensive experience in lab and wholesale roles before opening the luxury eyewear boutique, and both knew what they wanted from a lab long before Ra Opticians opened its doors. After testing several options in the first year, they landed on ABB Labs Michigan (formerly Green Optics). They say the move has improved nearly every part of the business, from turnaround time and quality control to patient satisfaction and the handling of complex custom orders.

The switch, they say, has been about more than just getting eyeglasses made. It has been about building a more reliable, more responsive workflow that supports the high-touch, high-end and highly customized experience the practice is known for.

"We auditioned two other labs in our first year before finding ABB Labs Michigan," Jessica Ra Ooley says. "What

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attracted us was that they have a qualified team.”

That team has been especially important when the practice runs into complex requests. Ra Opticians specializes in customized eyewear, including custom tinting and high-end frame work that requires a lab able to handle specialty details without compromising quality.

The responsiveness extends beyond production. Both say the ABB Labs Michigan team helped them work through precisely which lenses they wanted to offer, an especially useful benefit as manufacturers use different terminology for similar products.

They’ve settled on what they call the House of Ra Lens. These are ABB Labs’ Unlimited single-vision and progressive



The wow factor likely played a role in Ra Opticians reaching \$1 million in its first year.

“We are sending [ABB Labs Michigan] the most challenging frames on the planet to edge. Almost every frame we send is specialty.”

—Jessica Ra Ooley

digital free-form lenses, with ABB Labs’ Claris HD premium anti-reflective treatment designed to reduce glare and improve visual comfort.



Lyle Ooley, above, and Jessica Ra Ooley, right, auditioned a few labs before finding the right fit with ABB Labs Michigan.

“Other than Transitions lenses or custom tint, we don’t have a lot of discussions on options,” Jessica Ra Ooley says. “We don’t want it to seem like we’re selling one upgrade after another.”

The “wow” factor is impressive, they say. “Customers often just nod their heads when we talk about digital lenses, but when they come back and put them on, they cannot believe the clarity of their vision,” Lyle Ooley says.

Ra Opticians recently marked its first anniversary and crossed \$1 million in revenue.

Reliability

Reliability was another major factor in their switch in labs. With a previous lab, turnaround time had become a problem, stretching from the promised two weeks to three weeks or even a month.

That lag created more than an inconvenience. It forced the practice to spend more time apologizing to patients and managing expectations after the sale. In a boutique setting where reputation is built on service, those delays were costly.

“It was really feeling like it was damaging our reputation too,” Jessica Ra Ooley says.

With ABB Labs Michigan, the practice says turnaround has become more dependable, which helps preserve the patient relationship and reinforces the premium experience the optical boutique is built on. That consistency matters particularly because many of the frames Ra Opticians sells are not simple jobs.

The practice sends in thin, hard-to-edge, highly specialized frames as part of its normal workflow. “We are sending the lab the most challenging frames on the planet to edge,” Jessica Ra Ooley says. “Almost every frame we send is specialty.”

The optics, the service and the brand all depend on execution. The couple says ABB Labs Michigan has helped them maintain consistency in a way that supports both the patient and the business.

“When people have a good experience, they come back after two, three or four months to get a second and third pair,” Jessica Ra Ooley says.

That repeat business is part of the broader success story. For Ra Opticians, lab choice is not a behind-the-scenes detail. It is part of the promise they make to patients — a promise that premium eyewear will be delivered accurately, on time and with the care needed to match the couple’s standards.

For a practice built around craftsmanship and trust, the switch to ABB Labs Michigan has become both an operational upgrade and a business advantage. [PA](#)

