

THE PROFIT ADVISOR

Business Strategies for ABB Optical Group Customers

Innovations to Support Your Business



*ABB Optical Group
provides resources
in each of its three
business pillars*



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Showcasing What's New at Vision Expo East

In its debut showing at Vision Expo East, ABB Optical Group showed up boldly with a large and prominent booth, with representatives from all pillars supporting interest and questions about contact lens fulfillment, e-commerce, business solutions, lab services, specialty vision products and more.

ABB held daily Abby demos at the booth to showcase the new performance and order status dashboards. This free and easy-to-use online ordering platform is a great way to connect patients to their eye care professionals' (ECPs') offices throughout the year and offers access to all major manufacturers. Patients and practice staff alike can use the platform to order refills that are shipped directly to the patient, another convenience that everyone appreciates.

The ABB Business Solutions team also provided on-site ABB Verify demos showcasing how the tool can reduce hours of staff time verifying insurance benefits and seamlessly communicate with patients to help reach practice revenue goals. ABB Analyze demos were available to show how practice owners can track performance and benchmark the competition. Attendees who stopped by could see how the software could help them by gathering the appropriate metrics and applying actionable items, all critical elements to practice performance.

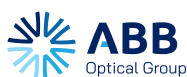
ABB Labs showcased its latest offerings and stock lens portfolio as well as new products such as the ABB Unlimited SV and Unlimited PAL lens designs, which feature the ultimate advancements in digital lens personalization. The Specialty Vision Products team was also available with a large portfolio of specialty lenses (gas permeable and custom soft), education and consultation offerings and completed fittings for Altius® Performance Tinted Contact Lenses.

Visitors could test their trivia skills on ABB Optical and New York City facts with the opportunity to win a daily grand prize of a tablet. For each user who tapped in at the booth to follow ABB on LinkedIn and Facebook, ABB Cares donated \$5 a follower to Optometry



Giving Sight, an organization that raises vital funds to support projects that train ECPs, establish vision centers in developing countries and deliver eye care services to those in need. [PA](#)

Pictured clockwise from top right: the exhibit hall opens; Abby demonstration in progress; two sets of trivia players win ABB beanies; (l-r) Steve Rose, Scott Pearl and Mike Dari on the exhibit hall floor; and the ABB team at the booth



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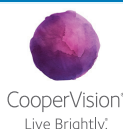
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2023 IS LOOKING BRIGHT FOR OPTICAL



By Tom Burke
ABB Optical Group CEO

Tom Burke

2023 is well underway and ABB Optical Group is here, ready and willing, to support the eye care professional (ECP) to navigate a new year of challenges to meet practice goals. ABB invested heavily in its optical platform last year from expanding its independent lab network to launching its new online contact lens ordering platform, Abby; building out a National

Logistics Center (NLC); and more. The company is excited to see these important milestones come to pass and make a real difference for its customers and the optical industry.

Here are some highlights of the bright moments ahead.

» **Customer experience enhancements:** ABB has opened a brand-new NLC in Hebron, Kentucky, which is now fully operational. The NLC expands ABB's SKU coverage and supports more on-hand product availability. Distribution centers have been enhanced by increased staffing and customer service support as well as innovative robotic technology to accelerate fulfillment and help improve the customer experience.



» **Abby is learning and evolving:** Abby is ABB's newest way to support ECPs and their patients by keeping the ECP at the center of eye care. She does this through an easy, single online ordering platform for both ECPs and patients. Abby provides access to contact lenses from every major manufacturer, free shipping direct to patients and hassle-free returns. ECPs can track the order status and shipment of every purchase, and they have access to insightful reporting and metrics with the performance dashboard. Plus, Abby significantly helps increase contact lens reorder rates. Abby is continuing to learn and adapt to the feedback and needs of her users and has a robust roadmap of new features that will be released throughout 2023.



» Product innovation:

Innovation helps drive ABB's ability to provide customers with the best choices and access for their patients. The company continues to identify new additions to its contact lens portfolio, expanding on its large inventory of soft contact lenses and specialty lenses to meet unique ocular needs.



ABB Labs recently launched its most technologically advanced lens designs with the launch of ABB Unlimited and will be further optimizing its stock lens portfolio this year.

» Supporting the future of optometry:

Every year, ABB hosts an Optometry Student Challenge, connecting and encouraging collaboration between students, optometry schools and industry leaders. The challenge encourages optometry students to learn about specialty lenses and make a difference for patients. Contestants bring a fresh perspective to the table, and it is a great stepping-stone to network as they start their careers in optometry. More information will be announced in the coming months on the 2023 Challenge.



» **Giving back:** The ABB Cares program is fueled by ABB's core values of Passion, Accountability, Customer Focus and One Team. We are all in this together as one team—together we succeed. ABB will continue to have an important focus on giving back to our communities.

The ABB Cares program combines strategic relationships with local and national nonprofits, volunteer activities and other community investments, with the goal of contributing to solutions that help strengthen the communities in which we live and operate. ABB Cares will have two national charities: Optometry Giving Sight and the American Red Cross. Optometry Giving Sight is a global fundraising initiative that specifically targets the prevention of blindness and impaired vision due to uncorrected refractive error. The American Red Cross provides compassionate care to those in need with a network of generous donors, volunteers and employees who share a mission of preventing and relieving suffering at home and around the world. **PA**



ABB Optical Group Provides a Framework of Support for Your Business

When ABB Optical Group entered the market more than 30 years ago, the company first started off by bringing the value of contact lens distribution to its customers. This provided greater access to a wide portfolio of products and helped improve practice efficiencies so that eye care professionals (ECPs) could focus more of their time on patient care. Over time, ABB has grown and evolved with its customers, expanding its products and services to fit the ever-changing needs of the ECP and what patients expect today. What has not changed along the way is ABB's commitment to keeping ECPs at the center of eye care.

Today, ABB has key business pillars—ABB Contact Lens, ABB Labs and ABB Business Solutions—each of which supports practices in different ways. Each issue of *The Profit Advisor* this year will look at what these pillars are and how ECPs have benefitted from them.

It's not a one-size-fits-all solution. If a business owner wants to engage with ABB primarily for its comprehensive distribution network for contact lenses, great. But that customer should know that ABB provides that same great service for stock lenses and specialty vision contact lenses, too.

If business owners feel as if they need a better understanding of how the business operates, ABB has multiple ways to help. First and foremost is the consultative input of ABB Account Managers, who can show business owners how to use the information included in periodic Business Reviews to manage the practice or identify growth areas. ABB Business Solutions representatives can discuss unique software programs, such as ABB Verify and ABB Analyze, that can help the practice do even more with the valuable data on these dashboards.

And for those business owners who may want to raise the bar in any or all of these areas, they can think of ABB as the strong framework that supports the practice with resources, tools and optical consultants who are there with them. [PA](#)

Simplifying Verification and Communication Allows Staff to Focus on Patients

In the past, it was not uncommon for an employee at Chittick Family Eye Care to have to stay in the office for hours after the business closed to catch up on insurance verification for the next day's appointments, says practice Chief Operating Officer **Jason Shanks**. In the practice's busiest locations, there could be three doctors working, each seeing about 30 patients a day. Insurance verification often fell to the bottom of the daily to-do list, he says.



Jason Shanks

But that changed when the practice brought on ABB Verify from ABB Optical Group. Now, the process that would take about three hours a day takes less than one hour—and the information gathered through the ABB Verify system is more complete and accurate.

The practice has entered the data for 16 separate insurance plans into its ABB Verify system—seven in-network vision plans and nine medical plans. That enables the ABB Verify system to not only identify the pertinent information from the insurer, but it often also detects another benefit that the patient might be able to use. For example, says Shanks, while verifying the patient's coverage under a health plan, the software program might detect that the patient also has a managed vision plan and will pull that information.

The result is that in a fraction of the time it used to take, the practice staff can verify insurance for all of the next day's patients, have any authorizations ready to go, alert the front desk what co-payments need to be collected and have the patient's deductibles and coverage details ready.

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Messaging function

In addition to the administrative simplicity that ABB Verify brings, the software also has a robust messaging function that allows the practice to communicate more effectively with patients. Best of all, it's behind the scenes for practice staff; the messages are customized to look like they come from Chittick but are prepared and sent directly through ABB Verify. The messages are seasonally appropriate, personalized and professional. The branding is all Chittick with no mention of ABB anywhere on it.

"Because messages are more personal and customized, patients respond to them," Shanks says. "We have people call in to say, 'I got a message regarding my unused insurance benefits that I can use for vision care.' That is much more of an incentive than getting a general reminder. If I learned I still had money on a gift card, for example, I'd make sure I used that. People respond because it's tangibly important to them."

Generating calls

With ABB Verify handling so much of the back-end work, staff in the practice locations can do what they do best: taking care of patients who are in the practice or calling in for appointments.

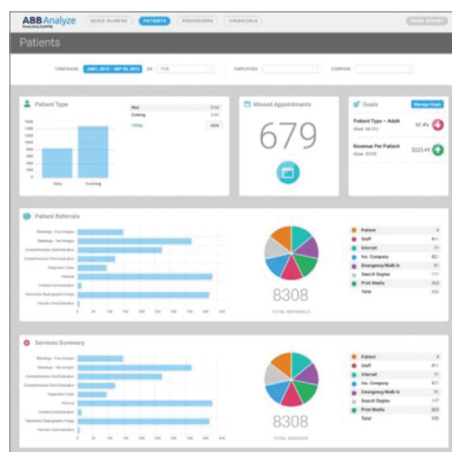
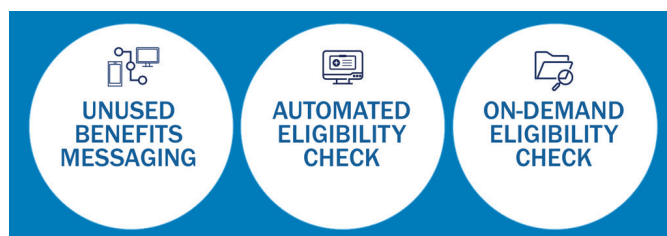


ABB Analyze gives practices a glimpse of the data so that they can be more informed on changing conditions.

"Staff used to have to spend hours trying to reach people who may have moved out of town or leaving messages for people who don't answer their phones," he says. But ABB Verify's texts and email messages encourage patients to call the office.

The practice currently uses ABB Verify in its three busiest locations. "In those locations, the process to manage the high volume of patient verifications was so cumbersome. Now, we're able to put the verification process and outbound texts and recalls on autopilot. As the other locations grow, we would consider adding ABB Verify there, too," he says.



Practices with in-network vision and medical insurances will benefit from the three key components of ABB Verify.

Dovetails with other ABB services

Shanks says he knows that ABB Verify is working, not only because of the reduction in staff time but in the improved efficiency overall throughout the business as shown through its ABB Analyze dashboard and data management. "Before I came to the practice, there wasn't a

system to track metrics. If you don't have a game plan for measuring and tracking improvement, it's like driving a car with a broken fuel gauge and speedometer. You're missing really important context," he says.

Now, every staff member sees the key metrics that drive actionable items at the start of every day. This lets each person know where he or she stands in terms of goals and percentage toward that goal for the month. That allows all team members to gauge and refine their goals for the day while Shanks and other managers can address any "hiccups" that are occurring. For every key performance indicator (KPI), there's an action plan. So drilling the data down to the level of who is working on the days where KPIs are up or down provides an opportunity to analyze quickly what's going well or not so well. As a result, the practice can pivot and remedy that situation before more revenue or upgrade opportunities fall.

Whether you have a single office or multiple locations, learn more about how ABB Verify can help your practice by visiting <https://info.abboptical.com/abb-business-solutions>. **PA**

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New PAL Design Creates Unparalleled Viewing Experience

When optician **Patti Morgan** first heard about ABB Optical Group's new Unlimited lens from her ABB Labs account manager **David Singer**, she was a bit skeptical. "I've



Patti Morgan

never worn a progressive lens design that delivers clear vision at all distances without compromising peripheral vision, intermediate and/or near widths," she says. But the Unlimited lenses provided her with the clearest vision she's ever had, she says.

When introducing the new Unlimited lens to patients at Optics Fashion Eyewear located at the Lakeshore Eye Care clinics with branches in Hamburg and Irving, New York, Morgan describes vision as very smooth and natural, adding that this is the first progressive add lens (PAL) in her entire career for

which there was no adaptation time; it was instantaneous, she says.

An early presbyope since her early 20s and through her work in her family's optical business, "I've had the opportunity to wear a multitude of different PALs over the past 30 years," she says.



"In comparison to overall clarity, the Unlimited surpassed other lens designs that I've worn in the past."

ABB introduced the Unlimited lenses in single vision and progressive add designs in 2022. Among the features of the Unlimited PAL is a stability control to reduce swim and sway effect caused by lateral image distortion. The result is a personalized free-form progressive that adapts to every lifestyle and provides a wide viewing range at any distance throughout the entire lens.

These are ideal candidates for Unlimited PAL lenses:

- » Those patients and customers who want the best visual quality and the most innovative solutions
- » Wearers wanting maximum visual comfort
- » Digitally connected wearers with all types of prescription and addition powers
- » Active wearers with demanding visual tasks

In addition to being perfect for indoor tasks and outdoor activities, including using digital devices, these lenses provide precise and comfortable focusing for all working distances in any direction of gaze. The design has eliminated most or all of the peripheral blur and provides superior visual quality when using digital devices.

The Unlimited single vision (SV) lens allows eye care professionals (ECPs) to offer personalized free-form single vision



Learn more about the new Unlimited lens at info.abboptical.com/abb-labs-unlimited.

Two Technology Breakthroughs

The Unlimited digital lenses include revolutionary personalization technologies featuring new Digital Light Tracing (DLT) and Stability Balance Control (SBC).

DLT incorporates the wearer's natural eye rotations to accommodate functionality in the final lens calculations. It works in collaboration with the human eye to refine the optimization of personalized lenses throughout the lens-viewing zone. The revolutionary DLT technology reduces oblique aberrations for personalized compensated free-form lenses.

SBC provides another technological breakthrough in free-form lenses through a strict control of mean power resulting in progressive lenses with unparalleled levels of wearer satisfaction. This design provides a high level of image stability for reduced swim and sway effect and an improved peripheral visual acuity in the distance zone. **PA**

lenses designed for modern lifestyles, with flawless visual quality, clarity and comfort. These lenses are ideal for patients who seek the most innovative solutions, active wearers with demanding visual tasks and digitally connected wearers.

Seeing is believing

Morgan says that experiencing the lens was the most convincing. "I was amazed and quite surprised with my experience looking through the Unlimited lenses. My initial reaction was as if my eyes were seeing in 'pre-presbyopia mode.' My vision with the Unlimited is so unbelievably clear and natural, I actually forget I am wearing eyeglasses," she says.

Having that impressive experience herself makes it easy to share it with patients and customers. They hear her praise of the lens and are eager to try it. And the feedback from these patients is just as enthusiastic as her own. "Since I've been dispensing the Unlimited lens to both new and previous progressive wearers, I've been told by many satisfied patients they felt very confident in choosing the Unlimited lens over other choices."

She recommends that ECPs who work with presbyopes or digitally connected patients try the Unlimited PAL or Unlimited SV designs for themselves. Her personal testimony and experience are key factors in how well this lens is performing. Working closely with an account manager like Singer is an added benefit to stay up to date on new products and services from ABB Labs. **PA**

Simplifying the Contact Lens Ordering Process

As the optometric technician at Vision Center of Delaware in Newark, Delaware, **Jamie Coyle** has to handle a lot of tasks before and after patients see **Amy M. Farrall, OD**. That includes making sure that patients purchase their contact lens supplies and that the office has enough in-office trials on a regular basis. When ABB Optical Group introduced Abby, Coyle and Dr. Farrall saw this as a way to remove some of the administrative burdens off Coyle's plate every day.

It's an easy system to use. The practice's ABB account manager helped the staff set it up. Coyle entered the pricing for each of the lenses ordered through the system, which makes it very easy to present patients with a per-box cost breakdown and helps show how an annual supply plus rebate provides patients with the biggest bang for their buck.

Best of all, the lenses are shipped directly to the patient at no charge. "That's a big benefit. Even patients who are ordering only a three-month supply can get the free shipping, and they love that," Coyle says. She recently saw one of these patients who told her how much she appreciated the reminder that the Abby system sent her when it was time to reorder.

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(l-r): Dr. Farrall and Jamie Coyle

“[Patients] appreciate not having to drive into the office for their contact lens refills.”
— Dr. Farrall

New Dashboards Launched for Abby E-commerce Platform

ABB Optical Group recently launched two new dashboards for the Abby contact lens ordering platform. One is a new order status dashboard to monitor and track the shipment of any contact lens purchase easily, and the second is a performance dashboard designed to provide the eye care professional with insightful reporting and metrics on their practice.

"Customer and patient needs have changed. We've heard how critical it is that ABB empowers offices to get closer to their data and see the impact Abby is making for patients," says ABB Senior Vice President of Strategy and Commercialization **Erika Jurrens**. "This is just the beginning. The platform continues to learn and improve based on feedback from doctors, staff and patients. Abby keeps getting better."

The order status dashboard is designed to help see quickly and easily the status of any order at any time. It allows the practice to see what patients have ordered, view

delivery status updates and includes tracking numbers.

The performance dashboard helps the eye care provider understand patient purchase behavior, which includes the ability to see contact lens reorder/recapture rates broken down by in-office inventory and patient-initiated orders, as well as insights into their top contact lens products and how adjustments in product pricing and practice discounts and rebates can affect their bottom line. It also allows them to benchmark practice performance against other historical timeframes.

"There is no way to consider Abby anything but an upward move for our business, and the future looks incredibly bright with it," says **Michelle Luedke**, office manager of Eye Site Center in Riverview, Florida. "Any practice that doesn't use the Abby platform misses out on a huge opportunity to grow its business. On top of generating patient reorders, Abby will increase our employees' ability to focus on other areas in our office that need our attention." **PA**



COVER STORIES

Continued from page 7

The graphics are clear and easy to read, and the message looks like it comes from the practice even while it uses the Abby branding.

Any patient who orders less than a year's supply is delighted with the direct-to-patient shipping option. "We are in a tri-state area; we see patients from right here in Newark, Delaware, of course, but we also have patients coming in from Maryland, Pennsylvania, the rest of Delaware and even New Jersey. Most of them really appreciate not having to drive into the office for their contact lens refills."

Because Abby prompts the patient to renew the prescription, it also creates greater loyalty. Patients aren't frantically searching online portals for a quick contact lens reorder after a few months, says Dr. Farrall. The Abby portal shows them the pricing, which is in line with online competitors, as well as any patient discounts, and can approve the shipment right away.

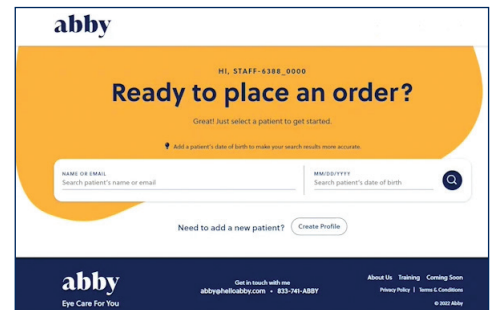
Contact lens patients are no different from other consumers in many ways, says Coyle. "The Abby platform alerts them when the order has been processed, shipped and expected to arrive. We have all gotten accustomed to seeing that information with products we buy, so patients really like that their eye doctor's office can provide that same level of detail."

Dr. Farrall is a proponent of daily disposable contact lenses, and a majority of the lens sales are in this category. She and Coyle have worked hard to show patients the benefits of an annual supply, and most of their sales are in annual supplies. Before Abby, Coyle had created a worksheet that showed patients the cost breakdown and value benefits of annual supplies. Now Abby provides that same information—and reinforces it to patients who are refilling their prescription at home.

Finally, the system provides the practice with data that it can use. Coyle keeps the dashboard open so that she can track the metrics shared there. "If Dr. Farrall wants to report on annual supply sales or



Patients and staff can navigate through Abby easily.



some other metric, it's readily available" she says.

Dr. Farrall and Coyle know that patients appreciate the benefits of easy ordering and at-home delivery. And Coyle says that she loves the ease that Abby has brought to the ordering process. "I can feel the difference every day. Not having to accept packages, log them, contact patients—those all clear up my time. Plus it saves the practice shelf space in not having to store these lenses until the patient comes in," she says.

Coyle says the ABB Abby team has been responsive to her questions and input, and she is looking forward to continued developments in the system. **PA**



The Value of Direct-to-Patient Shipping for Patients and Practices

Consumers are used to the convenience of having packages delivered directly to their homes. One-in-three Americans has an Amazon Prime account, and within the eye care industry, 59% of contact lens patients are ordering their contacts online. Is your office keeping up with consumer behavior and taking advantage of direct-to-patient services?

It's good for PATIENTS

» **Convenience:** Offering patients the convenience of at-home or office delivery of their contact lenses saves them time and the hassle of having to return to the office to pick up their lenses.

» **Simplicity:** Direct-to-patient shipping creates a one-stop shop experience for patients. They do not need to shop online for the right "deal," which could take time and cause confusion.

» **Cost efficiency:** Patients opting for direct-to-patient shipping can maximize their rebates from manufacturers and annual supply discounts.

» **Customer satisfaction:** Patients appreciate that your practice offers competitive pricing, delivers quickly and is committed to evolving to keep up with current consumer trends.

It's good for the PRACTICE

» **Enhances efficiency:** Direct-to-patient shipping not only reduces administrative tasks for the practice by having contact lenses shipped to patients' location of choice, but these shipments are four times less likely to be returned, therefore improving productivity.

» **Improves patient retention:** The convenience of a hassle-free experience creates a positive experience that builds patient loyalty for your practice.

» **Improves revenue and profitability:** When used with a semiannual or annual supply, direct-to-patient shipping increases the annual revenue per patient, eliminates shipping charges on qualifying orders and improves cash flow and profitability. Practices that have more than 45% of their contact lens orders going direct-to-patient outpace industry growth averages. [PA](#)



COMFORT AND CLARITY OF VISION COMBINE IN EXCELLENT ONE-DAY CONTACT LENS

Susan Dreyer, OD, knows that not every patient can wear contact lenses comfortably. In fact, one of the opticians at Performance Eyecare in Creve Coeur, Missouri, struggles with that. "I had tried a lot of one-day contact lenses over a course of years with her, but when she tried the Bausch + Lomb INFUSE® lens, her reaction was immediate. She said it was an extremely comfortable lens," Dr. Dreyer recalls.

Other patients react the same way, making Bausch + Lomb INFUSE one of her leading lenses for any patient who has any type of comfort complaint. Now that she feels that she has a great option for patients' comfort challenges, she's also more likely to prompt them for a fuller response. "When patients come in and say that their lens is 'fine,' I do not stop there. I'll ask patients when they start to feel their lenses, for example. If they say, 'They start bugging me around 5 or 6 o'clock,' I'll say, 'That shouldn't happen. Let's try these.'" A majority of patients find that Bausch + Lomb INFUSE lenses provide them with all-day comfort and clear vision.

Dr. Dreyer does tell patients that the lens is an advanced technology, and she summarizes a little of the science behind the ProBalance Technology™, a unique blend of ingredients that gets released to help keep the lens feeling moist and comfortable on the eye. "I'll say that the wettability is infused in the lens, not just at the surface." What resonates even more with patients is that she says she can offer a free trial. "If they don't like them, we can go back to their previous lens," she says.

She will, however, explain a little more about the physiology behind symptoms of dryness. "I will explain that blinking is important to keeping the surface of our eyes moist, but when we're on digital devices, we don't blink as often. That means that

the surface of the eye may feel dry more quickly, and that can impact contact lens comfort. A lens that's wettable is comfortable."

Proactive approach

Patients are often afraid that if they complain about discomfort with contact lens wear that they'll be told they need to stop wearing contact lenses. "They don't want to be told that they need to wear eyeglasses. And they're used to feeling a certain way. So to get the patient to verbalize a complaint, we have to ask the questions differently," she says.

That can start with the pretesting. The technicians often ask patients about their contact lens wearing experiences, including how long they're comfortable and what time of day the lenses become noticeable or if they have any complaints. The technicians can set the stage, noting that there are different options now for contact lenses that are comfortable for long hours every day.

The practice fits a large percentage of Bausch + Lomb lenses, and Dr. Dreyer says that 88% of her prescriptions are for one-day lenses. She frequently prescribes Biotrue® ONEday for many new contact lens patients. For patients with any comfort complaints, however, she mentions that



"When patients say that their lens is 'fine,' I do not stop there."

— Dr. Dreyer

Bausch + Lomb offers generous rebates that will help them get a top-tier lens for not much more money. "Many patients tell me when I see them again in a year that they are so glad that I encouraged them to try this lens. They tell me that they love it."

She knows how important that is. "I often tell patients my own story. I started having comfort issues with contact lenses when I was in my late 30s, and I started wearing eyeglasses instead. I really did not want to, and one-day lenses were a

lifesaver for me," she says. She reminds patients that not all contact lenses are made the same, so even if they've tried one-day lenses before, they're worth trying again. It's a way of bringing presbyopes back into wearing contact lenses again, too, she says.

Staff reinforcement

The staff members also reinforce Dr. Dreyer's messaging after the exam. "I will come out of the exam room and say, 'I gave Holly some Bausch + Lomb INFUSE trials that she is going to try for a few days.' Staff members often respond, saying, 'Oh, those are great. We have so many patients who love them.' They have seen

patients' enthusiasm about these lenses, and they've witnessed those patients whom we have tried in so many lenses return so happy with these." PA

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ABB Accounts Well Represented Among CooperVision Best Practices for 2023



Among the 2023 Best Practices winners announced by CooperVision, five are ABB Optical Group accounts. Learn about the winners.

Cornea and Contact Lens Institute of Minnesota: Owner

Zachary Holland, OD, purchased the practice in Edina, Minnesota, a few years ago and now focuses on specialty contact lens fittings. He and his team “work together as a unit to prioritize the patient experience” and make it a point to reward reaching and exceeding expectations. Dr. Holland instituted a bonus program to help push growth and drive team passion, and his revenue has grown ever since.



Dr. Holland

And his patients notice the difference, too. He says he’s had patients travel from hours or even states away “because of the level of expertise and results they receive here.” The work is fulfilling for him and his team, he says, which drives their passion more than anything.

an adjunct professor at Pennsylvania College of Optometry and Illinois College of Optometry. She is also an active member of the Colorado Optometric Association.

Dr. Hellerstein diversifies her group by training her staff members “beyond routine eye care, and [they] specialize in many realms.” Each of the five doctors at the practice has her own “niche of optometry, [so] patients are guaranteed to receive the exact care they need. We are dedicated to providing the highest quality vision care to patients.”

TrueVision Eye Care: Jennifer Lyerly, OD

opened TrueVision Eye Care in Morrisville, North Carolina, in 2015. She now runs two locations and focuses on giving the best experience and treatment to her patients, just as her childhood optometrist did for her, and in the process “inspired a passion to see how amazing the eye was through his microscope lens at a young age,” Dr. Lyerly says.



Dr. Lyerly

She has been involved in various pediatric community events, and she and the team use social media to offer free patient education videos and posts about ocular health, contact lens safety, parental advice and more. The practice team is driven by positive patient reviews and the smiles on their patients’ faces. “Nothing makes us happier than when a patient leaves a review calling out the great service of a staff member, and we are always excited to share and applaud when anyone on our team goes above and beyond.”

South Bay Family Eye: Located in Long Beach, California, South Bay Family Eye opened in July 2022. Practice owner **Robert Clark, MD**, is certified as a Fellow for both the American Academy of Ophthalmology and the American Association for Pediatric Ophthalmology & Strabismus.



Dr. Clark

“As one of the early adopters and advocates for myopia management, I feel a great responsibility to help advance the field quickly to help as many children as possible achieve their best vision and eye health.” Dr.

Clark has done so by working as a clinical professor and researcher, and he has been active in research and innovation, having published more than 75 peer-reviewed manuscripts. Dr. Clark gets involved with local vision clinics and patient education and aims to give his staff access to the best technology to make both their and the patients’ days easier. The practice features “iPad systems, OCT, a virtual reality visual field tester and other enhancements. I am an eye surgeon who understands that some eye problems are not surgical, but rather functional,” Dr. Clark says. “My patients appreciate that.”

Clarity Vision of Apex: David Holler, OD

opened Clarity Vision of Apex in Apex, North Carolina, in 2009. The practice now has five ODs to ensure that patient needs are met, no matter how big or small.

Dr. Holler works with several local groups to “help independent practices thrive by pooling our resources.” He and the team support community-based eye care, and they often get involved in various children’s charities, including one they formed called “Clarity for Kids.” The practice collects coats and toys around the holidays and often donates proceeds to various groups. “I have been honored with patients’ trust and confidence, and their gratitude is humbling when we are able to show them how well we can get them to see with a comfortable specialty lens,” Dr. Holler says.



Dr. Holler



Dr. Hellerstein

Hellerstein & Brenner Vision Center, P.C.: Lynn Hellerstein, OD, FCOVD, FAAO, and Tricia Brenner, OD

opened the practice in Greenwood Village, Colorado, in 1991. Dr. Hellerstein is a third-generation optometrist, one of six women in her optometry class of 1969, the third female OD licensed in the state of Colorado and “one of the few women presidents of the College of Optometrists in Vision Development.” Her own experience with headaches, fatigue and visual discomfort as a child drives her passion for changing her patients’ lives through vision therapy and preventive vision care. Dr. Brenner is



Dr. Brenner

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Read more about the 2023 Best Practices winners at coopervision.com/practitioner/best-practices. **PA**

PATIENTS NEED TO UNDERSTAND WHAT MAKES A CONTACT LENS DIFFERENT

John Czaja, OD, of Eye Designs in Merrillville, Indiana says that eye care professionals (ECPs) should be hyper-educated on lens technologies, and so he dove deeply into the research and development science behind ACUVUE® OASYS MAX 1-Day contact lenses. "It comes down



Dr. Czaja

to three main categories: why Johnson & Johnson Vision [JJV] chose to introduce this lens to the market, the nuts and bolts of the lens design and materials and how it impacts both the doctor and patient," he says. The why, he says, is easy. JJV is a health care company—so the company continually focuses on the way patients are using their eyes. "Today's patients are spending more time on digital devices,¹ causing less blinking, which can create a greater incidence of tear instability and lead to discomfort.^{2,3} Also, since blue-violet light scatters, which can impact visual clarity⁴, "more patients are asking if there are blue light-filtering contact lenses," he says. Being able to tell patients that he can offer them a lens with a 60% blue-violet light filter^{4,5} and proprietary TearStable™ Technology means he can offer his patients something truly different. ACUVUE OASYS MAX 1-Day delivers exceptional comfort all day long.⁶

An understanding of patients' needs can be gained from their subjective responses shared about time in front of digital devices or visual complaints that begin later in the day, or they can be the result of objective exam findings. But he has found the best results by asking one question: "Is there anything about the lens that you're currently wearing that could be better?" This opens the door to me telling them what makes this lens different," he says. Indeed, JJV has found that 91% of ECPs agree that ACUVUE OASYS MAX 1-Day lenses are their first choice of contact lenses for up-grading patients.¹

Jason Pingel, OD, of Mission, Kansas, agrees that asking the right questions is essential, not only for the patient's understanding but also to "nip problems in the bud" and get patients started on benefiting from the technology as soon as possible.

"We don't wait until a patient's glaucoma or age-related macular degeneration is advanced before recommending treatment, so why wait to address patients' comfort complaints with contact lenses? I ask patients to describe their digital device use and if there are times that they notice their contact lenses aren't as comfortable or their vision is not as clear as it was at the start of the day," he says.

If doctors are not asking open-ended questions, they're going to get "the dreaded one-word answer: fine," says Dr. Pingel, who has been fitting the lens since July 2022. But adults are on their devices 13 hours a day,¹ so if optometrists can bring them superior comfort⁶ by changing to a different contact lens, they should do so, he says. That's why he has begun recommending this lens as a mainstream lens. "This is not a niche lens. The superior comfort⁶ of ACUVUE OASYS MAX 1-Day can help



Dr. Pingel

meet many patients' needs."



Dr. Davis

Bob Davis, OD, of Pembroke Pines, Florida, says that as he gains experience from having fit hundreds of patients into these lenses, he is also reminding patients to recall how their previous lenses felt as the day wore on and compare their end-of-day comfort with these lenses. "I emphasize what is different with this lens and what the impact will be," he says. He mentions

that the Pupil Optimized Design feature of ACUVUE® OASYS MAX 1-Day Multifocal provides consistent vision⁷ and that his patients tell him that their vision is clear enough to drive at night.⁷ "Because I have had such positive results from the hundreds of patients I fit, I now lead with the lens. We are creating a great referral source as patients tell others how great this lens feels." **PA**

*Versus ACUVUE® OASYS 1-Day.

¹JJV Data from the ACUVUE® OASYS MAX 1-Day In-Practice Assessment, with 81 participating optometrists and 605 spherical and 390 multifocal patients in the U.S. from July to October 2022.

²Filtering of HEV light by contact lenses has not been demonstrated to confer any health benefit to the user, including but not limited to retinal protection, protection from cataract progression, reduced eye strain, improved contrast, improved acuity, reduced glare, improved low light vision or improved circadian rhythm/sleep cycle. The eye care professional should be consulted for more information.

References:

¹COVID-19: Screen Time spikes to over 13 hours per day according to Eyesafe Nielson estimates, published 3/28/20, <https://eyesafe.com/covid-19-screen-time-spike-to-over-13-hours-per-day>.

²Tsubota K, Nakamori K. Dry eyes and video display terminals. *N Engl J Med*. 1993;328(8):584. doi: 10.1056/NEJM199302253280817.

³Patel S, Henderson R, Bradley L, et al. Effect of visual display unit use on blink rate and tear stability. *Optom Vis Sci* 1991;68(11):888-892. doi: 10.1097/00006324-199111000-00010.

⁴JJV Data on File 2022. Blue-Violet Filter Utilized in ACUVUE® OASYS MAX 1-Day Contact Lenses.

⁵JJV Data on File 2022. TearStable™ Technology Definition.

⁶JJV Data on File 2022. CSM Subjective Responses ACUVUE® OASYS MAX 1-Day Contact Lenses—Retrospective Meta-analysis.

⁷JJV Data on File 2022. Subjective Stand-Alone Claims for ACUVUE® OASYS MAX 1-Day MULTIFOCAL Contact Lenses—Exploratory Meta-analysis.

Important safety information: ACUVUE®

Contact Lenses are indicated for vision correction. As with any contact lens, eye problems, including corneal ulcers, can develop. Some wearers may experience mild irritation, itching or discomfort. Lenses should not be prescribed if patients have any eye infection, or experience eye discomfort, excessive tearing, vision changes, redness or other eye problems. Consult the package insert for complete information. Complete information is also available from Johnson & Johnson Vision Care, Inc., by calling 1-800-843-2020, or by visiting www.jnjvisionpro.com.

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