

THE PROFIT ADVISOR

Business Strategies for ABB Optical Group Customers

One-Source Convenience and a Business Partner You Can Trust

ABB's products and services let you spend more time on what matters most: your patient relationships

Cover stories start on page 5

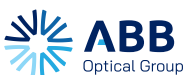
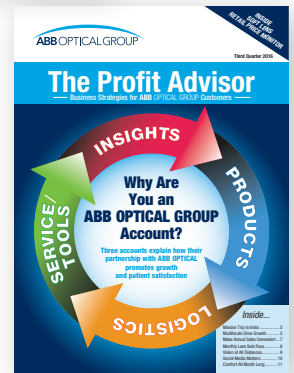
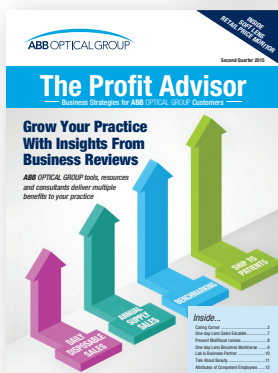


20 Years of The Profit Advisor

Publication enters 20th year of bringing business insights to ABB customers



The first issue of *The Profit Advisor*, then called *Contact Lens Profit Advisor*, appeared in 2005. Some of the messaging has been remarkably consistent, even as ABB Optical Group grew in services and scope. From its beginning with a focus in best contact lens management strategies, the publication has added articles on success with lab products, specialty contact lenses, business solutions and overall efficiency. Throughout, ABB has sought ways to help accounts share how they bring efficiency and profitability to their independent eye care practices, with the goal of allowing them to focus on what matters most: the patients themselves. **PA**



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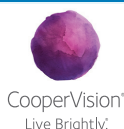
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Daniel Liberman

A CONVERSATION WITH DANIEL LIBERMAN

In February, Daniel Liberman became the new CEO of ABB Optical Group. The Profit Advisor had a conversation with him.

Q: What drew you to ABB Optical Group?

A: When I was with Essilor/EssilorLuxottica and then when serving on the ABB Board of Directors, I had the privilege of getting to know **Angel Alvarez**, ABB's founder, and **Tom Burke**, ABB's former CEO. I found them to be exceptional leaders who fully understand that the success of ABB is entirely dependent on the success of our customers. ABB is independent, and we succeed only when our customers succeed.

Angel also brought tremendous insights that ABB could enable doctors and staff to spend more time with patients if ABB could streamline some of the office's administrative tasks. Doing so would mean extra time providing healthcare to a patient or time spent seeing additional patients and growing the practice.

Based on these insights, ABB has focused on the principles of (1) give more time to our customers and (2) use ABB's scale to create valuable resources and solutions that independent eye care professionals (ECPs) could not create on their own.

You see this approach right from the start of ABB—why spend so much time interacting with all vendors when you can get one box and one bill? Then, ABB team members built upon this by providing analytics reporting and practice consultation that no ECP could do alone. For instance, ABB team members will review with customers how their key metrics compare with those of the 500 top-performing ABB customers to highlight opportunities, and the *Digital Price Monitor* saves practice owners and staff time and identifies pricing opportunities. By focusing on giving our customers more time and leveraging our scale to help our customers, ABB has grown to become not only the largest contact lens distributor in the U.S., but also the country's largest independent lab network and a leader in critical technology business solutions for practices.

Q: Beyond ABB's legacy, what are some of ABB's other strengths?

A: ABB's commitment to our customers' success and our focus on saving our customers time and providing unique resources and solutions built the foundation for our expansion into spectacle lens lab services and critical technology business solutions for practices. ABB now has the largest independent lab network in the U.S.—driven by the same focus. I've seen a lot of labs over my years in eye care, and even before I joined ABB's board, I was impressed by ABB Labs as an outsider. But now I've seen them from the inside. I've been inside our labs in Erlanger, Kentucky, and Hawthorne, New York, and they're stunning.

I spent hours touring the labs and talking with team members, and as impressive as each of the labs looks, it's the lab team members who make ABB Labs so unique. Each of the team members starts by focusing on helping our customers be successful. First and foremost, they take pride in the quality of the products because they know that if patients are sent a poorly manufactured lens, the only person the patient knows to blame is the doctor. So, there is a tremendous amount of rigor and determination in achieving excellence. At the same time, the team strives to get jobs back to offices quickly because they know this also helps our customers to delight their patients and reduces the time and distractions of checking on a job status. This culture of focusing on quality and speed for the benefit of our customers and their patients has been the lynchpin for ABB Labs' rapid growth to being the largest independent lab network in the U.S. For anyone who has not used ABB Labs, I hope they'll give us an opportunity so they can experience this unique culture.

Technology business solutions is our third business pillar. In this pillar, we build critical technology business solutions no independent ECP could develop

“As impressive as each of the labs looks, it's the lab team members who make ABB Labs so unique.”

— Daniel Liberman

alone. ABB Verify, for example, automatically checks every month whether the thousands of patients in a practice have unused managed care benefits and, if so, reaches out to them to get them back into the practice. No individual practice could do this sustainably. ABB Verify helps drive substantial growth and, more importantly, helps get patients back into practices to get consistent eye care to avoid or limit more serious conditions. We also provide other technology business solutions like Abby—a contact lens reordering platform that helps keep a practice's patients from buying contact lenses from a competitor; ABB Analyze—a leading platform for deep practice analytics; and more.

Q: How do you see yourself advancing ABB's momentum?

A: First, we don't want to deviate from our focus. It's easy to get caught up in new ideas and lose sight of core strengths, so our #1 priority is executing what we do with excellence so that our customers are successful.

After making sure we are executing with excellence, I encourage the ABB team to be creative in understanding what our customers need today and into the future. For me, I like to go on ride-alongs with our Optical Sales Consultants, and I also like

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A CONVERSATION WITH DANIEL LIBERMAN

Continued from page 3

to mystery shop ECP offices. I want to see how our customers operate and where they are looking for solutions. What services and resources can we build to support their success? Let's try to walk in the patients' and our customers' shoes to see if we can develop ideas that they weren't even conceptualizing that could simplify and improve their days.

In a similar fashion, I also believe there are even more opportunities for the industry to work more seamlessly together. For instance, at one point, I saw an analysis that a typical practice will use 80+ digital interfaces in a single year, such as different ordering portals for each frame company, different portals for each managed care entity and more. That's a lot of effort and complexity. How can we streamline this?

Abby is a good example of a way that ABB has added value. It simplifies contact lens reordering through one platform that eye care professionals and patients can use. Abby works with all contact lens brands. Abby can reach out to patients on behalf of our customers, reminding them it's time to reorder. We know that better compliance to the recommended replacement schedule can help both eye health and financial results.

Our momentum will continue to build as long as we execute with excellence and look for opportunities to remove complexity and improve experiences.

Q: *What are some of the opportunities you see for ECPs and the industry?*

A: Let me touch on a few across a range from more tactical to more broad-reaching. The first derives from recognizing the special, unique relationship our customers have with their patients.

Many folks with whom I speak have commented that 1-800-CONTACTS and other e-commerce players in the optical industry have a strategic advantage over ECPs. Quite the opposite exists; it's ABB's ECP customers who have the strategic advantage. Online companies like 1-800-CONTACTS pay an extraordinary amount of money to acquire new customers. Our ECP customers already have trusted relationships with their patients.

They also know when their patients come in for products such as new contact lenses, eyeglasses or other purchases; what type they purchased; how much they purchased previously; and more. Even better, if our ECP customers introduce a patient to new technology, then they further shift the playing field away from e-commerce retailers. The independent practice is the dominant place where people get their eye exams. By leveraging these relationships and knowledge with leading solutions like Abby, we together make sure independent ECPs benefit from their unique strategic advantage.

Second, what can we learn from other industries, such as dentistry, where

“The first way to help our customers succeed is by giving them more time with their patients.”
— Daniel Liberman

there is coordinated action to increase engagement with consumers? What excites me about our opportunities is that in survey after survey, when consumers are asked what sense they treasure most, it's their sight. Yet there's an under-engagement in the messaging about treating and taking care of sight. The eye care industry can, and should, work better together to create patient awareness. One of the most fascinating specific opportunities is in the exam lane itself. Most patients go to the eye doctor because they need a prescription and leave without understanding the high quality of medical care they are getting. Most don't realize that more than 50% of all age-related blindness is preventable if detected early during an annual eye exam. In my mystery shopping of ECPs, I have experienced occasions when the ECPs could have quickly offered that education. They might have explained the importance of the retinal

imaging and what it shows. They might have emphasized that sight-threatening conditions are often treatable if caught early but often do not exhibit symptoms at that stage, reinforcing why an annual exam is important. Together, we should all be raising awareness.

As a final example, leveraging technology such as artificial intelligence (AI) is another opportunity. AI can drive a higher level of care and a higher level of engagement with consumers. There are these large repositories of patient information inside and outside of your office. ABB Verify can already help, but we can learn how to mine the information we have to see what more we can do and how we can do so effectively. AI can help us determine what kind of engagement, for example, prompts a person to get off the couch and come into the office. It can help in creating or assessing and adjusting clinical protocols that rely on a complex set of solutions and physiologies. Sometimes people fear technology, but it can be a great tool. Remember when eye care professionals were worried that the autorefractor was going to end their careers? It didn't; the technology gave them time to get into other conversations and spend more time with patients or add patients to the daily schedule.

ABB is invested in this idea that we only succeed if our customer succeeds. The first way to help our customers succeed is by giving them more time with their patients. We can support that with more choice of products, single-source convenience, consultation and tools that they otherwise might not have available. We look to you, our customers, to help guide us in finding new, innovative ways to support your success.

Q: *What else do you want readers to know about you?*

A: I've been married to my wife, Cristina Sierra, for almost 25 years; our daughter Gabrielle is a senior in high school. We have a Cavalier King Charles Spaniel named Penny. I've recently taken up pickleball. I love cycling, listening to podcasts and spending time with family and friends. I'm also a geek about talking business, and I love the eye care community. **PA**

ABB Optical Group Wants You to Focus on What Matters Most

Running an independent eye care business has become more complex. Eye care professionals (ECPs) who want to focus on the patient or customer in front of them may find themselves distracted by the management and administrative tasks of ordering, inventorying, pricing, scheduling, unpacking deliveries, calling patients, verifying insurance and making sure that the business is running profitably and well. ABB Optical Group can help. The three business pillars of ABB Labs, ABB Contact Lens, and ABB Business Solutions, all with dedicated account managers and consultants, create a foundation of support that allows ECPs to redirect their attention to making the most of every patient encounter.

As Practice Grows, So Does the Need for Streamlining

When **Chris DiTavi, LCO, NCLC**, first joined Vision North in Boston, Massachusetts, in 2012, the practice was using ABB Optical Group as its contact lens distributor. "It was the logical



Chris DiTavi

choice to receive all of our orders in one shipment and to pay one bill rather than reconcile several statements," he says.

As the practice has grown—from one doctor to three and from three employees to 10—the need for efficiency has become even more important. And at many steps along the way, the practice has found an agile and responsive partner in ABB.

ABB Contact Lens

Single-source convenience helps him free up staff to focus on providing care for the patients, and it also simplifies the administrative duties of product management and online ordering in one platform.

Currently, the practice has about 50% of its contact lens sales shipped directly to the patient. The reason that the percentage is not higher is by design. Owner **Paul Cangiano, OD**, has found this urban Boston North End location has a high percentage of young, working professionals. They're already in the city every day, so many prefer to stop by to pick up their contact lenses rather than have the order left in an apartment building. But for patients who

live a little further out, the convenience and simplicity of having contact lenses shipped

directly to them is great, says DiTavi, the practice manager.

As the practice moves more into fitting specialty contact lenses, the ABB consultants will be helpful if doctors or staff have any questions about which lens to order. And consolidating specialty lens orders makes sense, as well.



Dr. Cangiano

In addition to the streamlined work, ABB helps the practice save money. "Our ABB Optical Sales Consultant **Lisa Dougherty** brings us presentations of what's available. We take advantage of bank pricing whenever we can. We are fighting the internet for sales, so if we can earn an extra 50 cents or \$1

per box, extrapolate that for all our patients, and that's a big boost to the bottom line," DiTavi says.

Because he and Dougherty look over the Business Review together, they can identify trends, see the products that the practice uses most and can lock in on the pricing that will provide the biggest benefits.

Continued on page 6

ABB Contact Lens Advantages

A diverse portfolio and extensive inventory allow you to find the perfect product that meets your patients' unique needs with confidence.

With the single-source advantage of ABB Contact Lens, ABB simplifies processes, helping staff members save valuable time and enabling them to focus on creating more meaningful moments for your patients.

ABB Specialty Vision Products is a leading provider of specialty lenses and personalized product consultation in the industry. The portfolio includes a wide selection of gas permeable and custom soft options. ABB Specialty Vision Products are specifically designed to meet the unique visual needs of your patients.

Learn more at abboptical.com/contact-lenses. **PA**



ABB Contact Lens

ABB Labs

The practice began to consolidate even more of its ordering with ABB, especially in lab services and stock lenses. ABB Senior Lab Account Manager **Gracanne Zenga** showed him how the same efficiencies the practice had gained with contact lens orders could be replicated on the lens side. "We went full steam ahead and started to move all our business there," DiTavi says.

That consolidation saved him time when it came to reviewing invoices and paying bills. "On every level now, it's one bill."

Another helpful benefit of using ABB Labs is that Zenga has assisted when it's time to train new optical staff. "Whenever we have a new employee, she's helpful in making sure that the staff knows how to explain the products. When we recently had two new opticians join, she brought in the Shamir rep for an hour-long class to help them feel comfortable fitting and presenting the lens. She has done that for us a lot," he says.

That kind of attention nets results. Today, "Shamir lens designs are our top sellers. It's our bread and butter. We find that it's competitive with other brands, and the pricing is great," he says.

Although the brand is not known as well by many consumers as some other advertised brands, this can be a benefit.



How ABB Staff Help You Create MOMENTS THAT MATTER

"Thanks to **Nizar Virani's** mentorship, I have seen an improvement not only in our contact lens sales but also in streamlining our office workflow with Abby. His advice and recommendations have been spot-on, and I am able to see this in my reports over the past few months. I cannot thank Nizar enough for helping us grow, and I look forward to our continued success working together. We are off to a great start for February, and I look forward to our next meeting."

—**Arshia Khan, OD**, Clara Vision, Houston, Texas

"We try to make it so that people come to us for specific items. Our patients know that we have this lens and love it. I

tell them, 'You may not know the name, but this lens has some of the best optics available.'" With the rebates and rewards programs, it serves as an attractive lens for both patients and the practice.

The ABB Labs data available to DiTavi allows him to be reactive and pivot toward a solution more quickly.

ABB Business Solutions

Another area where ABB has supported the practice is in its Business Solutions pillar. The practice has installed ABB Analyze. "I use it mostly to track what the optical is selling. Seeing this data helps us know if there are targets that we need to hit or where we're doing very well," DiTavi says.

For example, in the fall, DiTavi noticed that optical sales took a dip. Rather than let the issue linger to see

if the trend repeated the next month, his ABB Analyze report provided him with some quick insight. One optician was selling primarily from the value frames collection. That allowed DiTavi to spend some time helping the optician understand that there are quality differentials with higher-priced frames and how to feel comfortable presenting those options first. "We were able to address this right away."

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ABB Labs

Experience the speed and convenience of the ABB Labs independent lab network. ABB Labs offers a brand-neutral portfolio, including ABB Labs products and services and ABB Stock Lenses.



ABB Labs offers comprehensive solutions, live chat support and an online ordering platform for seamless ordering, live job tracking and shipment tracking. ABB Labs uses the industry's best resources, manufacturing technology and a premier product portfolio to ensure high-quality service and customer satisfaction.

ABB Stock Lenses supports eye care providers with an extensive portfolio of stock lenses with next-day shipping availability, increased inventory levels and the support of a dedicated customer service team.

Learn more at abboptical.com/abb-labs. **PA**

ABB Business Solutions

ABB Business Solutions is a suite of comprehensive technology tools that can help your eye care practice achieve long-term cost savings and grow your business while minimizing staff workload. These technology solutions make every aspect of your business simple and clear, empowering you to focus on what matters most—patient care.

ABB Verify offers a powerful solution to simplify insurance verification, saving valuable staff time and increasing operational efficiency. With ABB Verify, you can expect your team to focus more on patient interaction, leading to improved patient satisfaction and a thriving practice. Trust us to streamline your insurance verification process and experience the confidence that comes with it.

ABB Analyze makes business clear and simple. ABB Analyze tracks and analyzes your data efficiently. The performance dashboards provide a clear and concise view of your practice's performance, whether you have one location or multiple. Unlike practice management reports that simply present data, ABB Analyze takes it further by converting your data into actionable insights. This way, you can gain a complete understanding of your performance and make informed decisions to take your business to the next level.

Learn more at abboptical.com/abb-business-solutions. **PA**





Ongoing value

Over the past decade, ABB has enhanced its value to the practice by offering more services and products. It can be tempting to look for other ways to save some money—and DiTavi tried that. “We wondered whether we could save by buying directly from contact lens vendors. As a manager, I felt I had to try it to see if we could save,” he says.

The experiment lasted about nine months before DiTavi returned to ABB,

How ABB Staff Help You Create MOMENTS THAT MATTER

“I called into the ABB Labs customer service line and spoke to **Nicole**. She was so helpful and knowledgeable; she made my job so much easier. I really appreciated all the information that Nicole was able to provide me.”

—**Beth**, Cardinal Family Eye Care, Worthington, Ohio

consolidating all his soft lens orders. “I do the ordering, and everything was so fractured. It was taking me about two hours a day because I had to key in names, addresses, birth dates and more. Each day,

we’d get a dozen different boxes. With ABB, I could plug in the patient’s name, and the order goes into the cart. Receiving one box with contact lenses or other ABB orders is so much easier.”

From relationships with ABB Account Managers that have spanned across years and resulted in excellent consultative advice to gaining savings and convenience, ABB has helped make managing this growing practice a little easier, DiTavi says. **PA**

Bringing Value

Lisa Dougherty, the ABB Optical Sales Consultant for Vision North in Boston, Massachusetts, says that the ABB Business Review is an important and powerful tool for the practice. “On a quarterly basis, we analyze the purchases with recommended buying and pricing strategies to maximize profit. By focusing on the top lenses, we can identify opportunities for savings through banks. We analyze percentages for modality, wear frequency and annual supplies.” She notes that practice manager **Chris DiTavi** makes smart use of the *Digital Price Monitor* to keep his retail prices updated. **PA**



Lisa Dougherty

Abby

ABB Optical Group developed Abby, its online contact lens platform for eye care professionals (ECPs) and their patients to streamline contact lens orders and refills. Patients expect easy and convenient access to their prescription information and a way to order their contact lenses online from every major manufacturer. In order for ECPs to retain these sales and create additional points of connection throughout the year, this simple web-based platform provides you with direct-to-patient shipping and a way to send related messages directly to your patients.

Learn more about Abby at helloabby.com. **PA**



Inside Track to Great Ideas



Gracanne Zenga

ABB Senior Lab Account Manager **Gracanne Zenga** says she admires the ways that the doctors, managers and staff at Vision North in Boston, Massachusetts, have been willing to make changes that could help the business. When she joined ABB Optical Group, she already knew some of the staff and hoped that getting the practice to consider changing labs would not be too daunting. “They were up to the task. It’s a VSP Premier practice, so the Unity conversation was easy in the single vision space.” For private pay and progressive lenses, the practice moved to Shamir designs to maximize the rebates. Learn more about Shamir’s rebate program at rcpvrewards.com.

She’s been happy to see how often the practice says yes, such as to banks and ABB Analyze—an indicator of the trust the doctors and staff have in her. “I think they appreciate that they are considered when ABB launches something new, and being an insider is exactly what makes them value ABB,” Zenga says.

“I have extensive discussions with the practice manager **Chris DiTavi** about the business and trends quite often. He values my feedback and analytics that we can share through our Business Reviews.” **PA**

Focus on the Patient, Not the Transaction

Scott R. Moscow, OD, of Roswell Eye Clinic in Roswell, Georgia, says that bringing in ABB Verify has helped the practice staff quickly and accurately check patients' insurance status before they arrive.



Dr. Moscow

"It may seem unreasonable to us as practice owners, but many patients consider insurance verification to be the doctor's responsibility. They expect us to tell them about their insurance coverage, rather than the other way

around. If they arrive at your office, and your team has to spend significant time looking up their insurance, they may get annoyed, and even more annoyed if it turns out their insurance isn't what they thought it was," he says, in a story originally

published in Review of Optometric Business.

In practices without this technology, patients might wonder why the staff hasn't already pulled that information for them or why the process takes so long. But by using ABB Verify, the six-OD practice has been able to ease the workload of its employees to the point that it didn't need to hire an extra full-time employee. Now the practice staff members can focus their full attention on the patient in the office, something that patients notice and appreciate.

Another advantage of the system is that ABB Verify sends reminders about unused benefits, many times prompting patients to purchase additional contact

lenses. "During appointments, when we know that the patient has multiple material benefits to use, we can mention it, noting the usefulness of additional eyewear. For instance, I might suggest a pair of computer glasses or prescription sunwear. That second-pair sale becomes more likely once patients know they have benefits they can put toward it," he says.

The practice has seen its contact lens capture rate and overall per-patient revenue increase since implementing ABB Verify. **PA**



How ABB Staff Help You Create MOMENTS THAT MATTER

"Our rep, **Hunter Sharp**, is the biggest reason we have been happy with ABB. He is always there for us and is incredibly helpful. We are a small practice, and the bottom line is so important to us. We also appreciate the fast shipping."

—**Carey Brooks, OD**, Eye Source, Frisco, Texas

ABB Hands Award

Each January, ABB Optical Group employees are encouraged to nominate their teammates for outstanding activities performed in the prior year for one of these three categories:

» One Team

Award—exemplifies ABB's core value of One Team by inspiring, recognizing and respecting each other's strengths.

» Customer Focus Award

—exemplifies ABB's core value of Customer Focus by striving to serve with excellence.

» Passion and Accountability

Award—exemplifies ABB's core value of Passion by being 100% committed to putting their best foot forward and exemplifies ABB's core value of Accountability by having the willingness to truly own a situation, a timeline, an opportunity or a challenge.

Cheryl Sisson



Makiba Whitfield

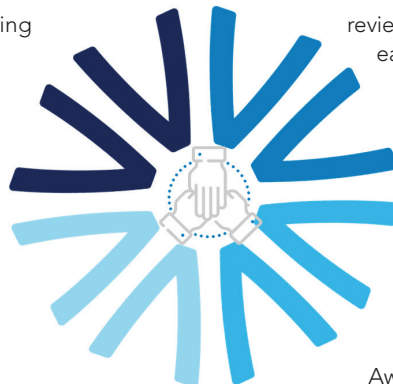


Laura Urbani



Nominations may be made for superior performance and/or contribution by a teammate involving activities such as exemplifying ABB Core Values, internal or external customer service or outstanding citizenship. The ABB Leadership

reviewed all nominations and selected a winner from each of the three categories. The ABB Hands Award is presented annually; winners receive both a physical award and cash prize.



Recipients of the 2023 Hands Award

» **Cheryl Sisson**, Sales Trainer—One Team Award

» **Makiba Whitfield**, Senior Strategic Sales Support Specialist—Customer Focus Award

» **Laura Urbani**, Process and Project Operations Administrator—Passion and Accountability Award **PA**

Advances in Progressive Lenses Help Practice Strike the Best Balance With Patients

The eight locations of Eye Specialists of Mid Florida are busy with patients of all ages, and presbyopes are abundant in these retirement destinations, says **Traci Smith**, the practice's director of operations. While the opticals carry an array of progressive addition lenses, the



Traci Smith

Shamir Autograph Intelligence® is the practice's top seller for a variety of reasons. This lens incorporates elements of artificial intelligence, creating a premium design that offers a unique solution that optimally matches a person's

visual age with their visual needs.

"It's one of my go-to lenses, both because of the performance and price point, and also because the company is cutting edge and still down to earth," she says. That level of support is important to her and newer opticians. "When we have questions, the support team builds us up so that we can speak about these products with confidence," Smith says.

Digital demands

The Autograph Intelligence lenses are aligned with digital vision demands. Using Shamir IntelliCorridor™ technology, the lens provides improved intermediate vision by increasing softness, visual field and visual acuity—providing the right power profile for each visual age.

Shamir offers a second lens designed for today's digital demands: the Shamir Autograph II-Office™. This lens enhances the patient's experience by providing them a personalized Dynamic Power based on the additional measurements taken. Smith says that this lens is doing very well in the practice, and she's looking forward to ordering her own pair.

Excellent performance

Patient response to these lenses is terrific. "We have a surgeon in our practice who was unsuccessful with every other progressive lens that he has tried. I ordered the Autograph Intelligence lenses for him, and he loves them. I tell patients that it's the lens I wear, the lens I gave my parents and the lens I ordered for my boss," she says. That testimonial carries a lot of weight.

Unless patients' insurance plans require a different lens, "we automatically go with Shamir," she says. "I've done about 8,000 Shamir lenses and only a few hundred of other brands. Generally, when a patient goes with the Shamir lens, we cannot get them out of the brand."

Patients appreciate that the practice can offer them quality products at a good price. "I believe this is one of the best lenses, and I feel comfortable with these. I love mine, and patients know that I can choose any lens I want. The Shamir lenses provide us with a way to give patients a great-performing lens at a very attractive price point," she says.

ABB Optical Group support

Managing an eight-location practice, with an optical in each, requires significant administrative time. Smith has an office area where she has monitors on the walls so she can see the patient flow in two of the locations, one with 26 rooms and the other with 32 rooms. "I need to be able to see where my techs and opticians are and where the patients are," she says.



So any time that she can streamline some of the administrative tasks, she's happy to do so. "ABB has been amazing. We use ABB for ophthalmic stock lenses, lab services and contact lenses. We have the one account, but our lab orders are sent to individual practice locations, and the majority of our contact lenses are shipped directly to patients. That saves our contact lens technicians so much time in

not having to unpack orders and contact all those patients," she says.

Laurie Mogck, the ABB Labs Senior Account Manager says, "We do a quarterly review of all the numbers for all offices with Traci to make sure the goals we have set are being met and to collaborate on which opportunities we need to pursue next to keep them growing."

Relying on products and services that help streamline business and offer patients a high level of satisfaction helps the practice's bottom line and allows the staff to focus on the patients in the practice rather than on diversions, such as to-do lists and potential non-adapts. **PA**



Laurie Mogck

Doctor Recommends Two Strategies for Success With One-Day Lenses

Keep the presentation simple, and don't take patients' choices personally

Penn Moody, OD, of Moody Eyes in Indianapolis, Indiana, began fitting one-day contact lenses almost 20 years ago at the urging of his CooperVision representative. "We rapidly rose to fitting 45% to 50% of our soft lens patients in one-day lenses. As time went by, we adapted our strategies and our recommendations as material science improved," he says.



Dr. Moody

Keep it simple

In his presentation, Dr. Moody keeps it streamlined. "Our job is to give people advice. And my advice is simple: 'I want you to try this lens.' That's almost all I say about it. I say the same thing to patients who are new to contact lenses, wearing two-week or monthly lenses or even wearing a different brand of one-day lenses," he says.

It's important to ask every potential new wearer, "Have you ever thought about one-day contact lenses?" If those patients are candidates for clariti 1 day lenses, the key is to get them to try the lenses. Dr. Moody checks the prescription and fit carefully at the time of fitting and during any follow-up.

"Social scientists will say that people remember two parts of any experience: the most intense part and the ending. Think of a baseball game. You'll remember the exciting 9th inning walk-off homer and the great double play from the second inning, but that's it. Contact lens patients are the same. They'll remember the excitement of seeing clearly when we put the lenses on, and they'll remember the last thing we tell them."

For patients who are keen on learning more about the material science or features and benefits, either his contact lens technicians or the CooperVision website are resources.

He tells patients that three criteria are important:

- » Is it comfortable to wear?
- » Do you see well?
- » Will it help your eyes stay healthy?

"These are the three things I care about. If we can hit all three, we have a winner. My main goal is to get patients to try one-day lenses," he says.

It's not personal

Dr. Moody says in talking with other doctors, he sometimes senses that they take affront when patients do not take their advice. He emphatically does not, he says. "I take it as a statistical response. The more patients I present the option to, the more patients will accept it."

He uses another analogy: the car buyer. The customer who test drives a car and doesn't love it casts no personal reflection on the sales rep. The customer just didn't love the car. And there are other cars on the lot. That's the philosophy that empowers him to make this recommendation to every patient who could benefit from one-day lenses.

By keeping the recommendation simple and staying focused on products that work well most of the time, the opportunity to get conversions is much higher, he says. "I say less now than I used to. As I learned that most patients don't want to dive into the details, I started to streamline my recommendations. Our goal is to give them a comprehensive eye exam and our best advice, and I tell patients that."

Dr. Moody believes that when patients hear your professional advice and know that the lens you're recommending is an excellent one and why you prefer one-day lenses over other options, they're prepared to make their own decision. Most often, that decision will be to take your advice and try what you've recommended. "Put the power in the patients' hands. This is an excellent lens, so my goal is to get these lenses on patients' eyes." **PA**

“My advice is simple: 'I want you to try this lens.'”

— Dr. Moody

BE THE EXPERT FOR YOUR PRESBYOPIC PATIENTS

When it comes to contact lens fittings, especially with presbyopic patients, “be the expert,” advises **Steve Rice, OD**. Dr. Rice is the CEO of Vision Clinic, a five-location practice in southwest Missouri. He is surprised by the number of patients who come to his practice who either have not been introduced to multifocal contact lenses before or were not successful with a first attempt and abandoned the idea. But with advances in multifocal materials and designs, it’s not difficult to get patients to “20/happy,” he says.

Start early, he suggests. “If you have a relationship with patients in their late 30s, have a conversation about aging and eyes. Don’t wait until they’re 55 and struggling because they don’t like to wear readers,” he says.

He has achieved excellent results with Bausch + Lomb INFUSE® Multifocal contact lenses. There’s so much to like about them with this patient population. “It’s a daily wear silicone hydrogel lens, which gives patients the flexibility to wear contact lenses when



“[Presbyopes are] interested in contact lenses, but the lenses need to be comfortable.”

— Dr. Rice

they want to,” he says. While many patients choose multifocal contact lens wear as their primary vision correction, suggesting the option to patients who want to wear lenses for sports, evenings out or other occasional wear can be a practice-builder.

The ProBalance Technology™ is infused into the next-generation lens material and released to help maintain ocular surface homeostasis to aid in minimizing contact lens dryness. The lens maintains 96% of its moisture for a full 16 hours. “That’s very important to presbyopes,” he says. “They’re interested in contact lenses, but the lenses need to be comfortable.”

The lenses perform very well with the 3-Zone Progressive™ Design, which Bausch + Lomb uses in its other multifocal contact lenses as well. The optimized design provides clear vision at all distances with seamless transitions. “That makes it an easy switch from another brand into this one-day multifocal,” he says.

Eye care professionals can reduce the number of visits by following the fitting

guide.¹ “Use it and stay within those guidelines initially. The numbers are solid on first-time success by using the fitting guide,” he says. He recommends doing a blur test to determine eye dominance.

Dr. Rice relies on his educated and enthusiastic staff to begin the multifocal contact lens conversation before he even sees the patient, and he says that eye care professionals can then find that balance between being enthusiastic and also setting appropriate expectations. “I’ll tell patients that they should be able to see clearly at all zones for most tasks, but they might still need readers if they’re doing their cross-stitch or extra-demanding near tasks,” for example. With realistic expectations, patients generally are thrilled with the clarity of vision and comfort.

There’s no downside in presenting patients with this lens, Dr. Rice says. “Patients are going to tell their friends about the experience. These patients can become great referrals for the practice,” he says. **PA**

¹Thirty-nine ECPs (from 10 countries) refitted 441 existing soft contact lens-wearing presbyopes into PureVision® 2 Presbyopia lenses. Patients returned for follow-up visits after 1-2 weeks.

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The practice’s annual supplies increased

Simplifying the Process

To make the contact lens component of the practice more efficient and profitable, **Dr. Steve Rice** huddled the brain trust. “We called together ABB Optical Group as well as our preferred contact lens vendor representatives to talk about the reasons why we wanted to do more direct ship-to-patient and annual supply sales. We had said that was a goal, but we couldn’t quite get over the hump in a multi-location, multi-doctor practice,” he says.

The plan was fairly simple: the practice distributed a survey to all of the front desk staff and contact lens technicians to find out what the challenges were. “Then we got

together, and we addressed them one by one,” he says.

That meant reiterating the *why*: why it’s better for the patient and the practice when patients buy annual supplies and have them shipped to their homes.

The next step was setting goals, and this is also where the ABB and Bausch + Lomb account managers were very helpful. “We set goals and metrics, and because the staff helped create those goals, the hurdles didn’t seem so big,” he says.

As a result, the practice’s direct-to-patient shipments jumped from 43% to 80%, and annual supplies increased. **PA**

HOW TODAY'S DIGITAL DEMANDS IMPACT CONTACT LENS PATIENTS

How digital devices affect the eye

Since 2019, digital device use has increased 35%,¹ with adults now using desktop computers and mobile devices for more than 13 hours per day.¹ Looking at digital screens can result in 60% less blinking, which can compromise a patient's tear film and may cause discomfort.^{2,3} As a result, optometrists may need to ask additional questions of their regular device users and consider alternative contact lens options.

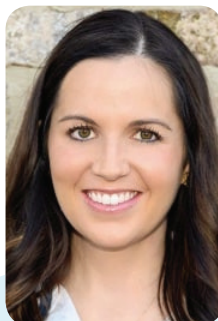
During the pandemic, eye care professionals began noticing an increase in digital eye strain. This has been validated in a study where multivariate analysis revealed associations between digital eye strain and the following factors: using more than one device, age, optical correction, employment status, gender, the use of drops and duration of use.⁴

With 71% of contact lens wearers admitting to increased screen time for work and life since 2020,⁵ digital devices have the potential to impact many patients, given that more than 40 million people in the U.S. wear contact lenses.⁶ In fact, in a survey of 470 patients, 75% agreed they want more from their contact lenses, including increased comfort and clarity.⁵

Why does blue light matter?

Data is limited about whether or not blue light exposure affects ocular health, but it is well established that shorter wavelength blue-violet light scatters more, and this can impact visual clarity.⁷

Many eye care professionals are reporting that their patients are asking if they should be concerned about blue light exposure from digital devices and when outdoors.



“Whether they work outside, spend their time out on the water or, like so many, spend long hours on digital devices, many of my patients know about blue-violet blocking glasses and are proactively asking if this is an option in contact lenses.”

— Baley Petersen, OD
Daniel Island Eye Care
Daniel Island, South Carolina

What's different about ACUVUE® OASYS MAX 1-Day Lenses?

ACUVUE OASYS MAX 1-Day Lenses harness an unprecedented combination of technologies designed to help meet the demands of today's digital generation.⁸

TearStable™ Technology

The technology leverages a state-of-the-art manufacturing process that optimizes wetting agent distribution throughout the lens and on the surface, resulting in longer tear film stability and reduced evaporation (two times more than leading competitors).^{8,9,10}

OptiBlue™ Light Filter**

Now you can provide your patients with a product that has a 60% blue violet light filter, which is currently the highest level in the industry.^{11,10}

The visual needs and demands of patients have ultimately changed over time and will continue to evolve. It is important for eye care professionals to continue to consider alternative contact lenses and how they may provide a better visual experience for patients and potentially better outcomes. **PA**

¹Filtering 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.

²Versus Dailies Total1®, MyDay® and Infuse®. Also significantly less than ACUVUE® OASYS 1-Day.

³Versus publicly available information for standard daily use contact lenses as of July 2022.

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¹Eyesafe estimate based upon Nielsen Q3 2019 Total Audience Report.

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⁵JJV data on file, survey fielded to 468 contact lens-wearing patients in the U.S. in April 2022.

⁶Cope JR, Collier SA, Nethercut H, Jones JM, Yates K, Yoder JS. Risk Behaviors for contact lens-related eye infections among adults and adolescents—United States, 2016. *MMWR Morb Mortal Wkly Rep*. 2017;66(32):841-5.

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⁸JJV data on file 2022. TearStable™ Technology Definition.

⁹JJV data on file 2022. Effect on Tear Film and Evaluation of Visual Artifacts of ACUVUE® OASYS MAX 1-Day Family with TearStable™ Technology.

¹⁰JJV data on file 2022. Material Properties: 1-DAY ACUVUE® MOIST, 1-DAY ACUVUE® TruEye®, ACUVUE® OASYS 1-Day with HydraLuxe™ Technology and ACUVUE® OASYS MAX 1-Day with TearStable™ Technology Brand Contact Lenses and other daily disposable contact lens brands.

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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