

# MAXIMIZE EFFICIENCY AND PROFITABILITY WITH ABB VERIFY

Independent eye care professionals (ECPs) often find insurance verification and patient communication to be time-consuming and inefficient. ABB Business Solutions offers ABB Verify, a powerful solution streamlining this process, saving staff time and boosting operational efficiency. Enhance your patients' experience and ensure they don't miss out on their benefits. Become a key player in their healthcare journey and improve your capture rates. With Verify Messaging, your staff can focus on creating "Moments That Matter" for patients.



Dr. Hoban

- ABB Verify Complete integrates with leading practice management systems, automatically pulling in-network benefits for all scheduled appointments and sending reminders about unused benefits.
- ABB Verify On-Demand provides a streamlined benefits search engine that confirms patient insurance within 30 seconds, without requiring practice management system integration.
- ABB Verify Messaging reviews patient records and sends automated emails to those with unused benefits, encouraging them to schedule appointments and reminding them of the value of their benefits. Plus, it fills your schedule with engaged patients ready to purchase.

For **Keely Hoban, OD**, of Tualatin, Oregon, allowing staff to focus on the patient rather than the administrative task is not only more pleasant, it's also profitable. "ABB Verify has done a phenomenal job of making our practice and staff more efficient. The ability to use Verify to check vision care eligibility frees up our staff to keep their focus on patient care. Additionally, the messaging system is helping us bring back patients to the practice with available unused benefits," she says.

The results speak for themselves. Soon after starting with Verify, "we were seeing an average of \$15k per month in additional

top-line revenue, easily covering the cost of the system. With a focus on growing our practice, ABB Verify is an easy way to drive more people to the practice all while making our team members' jobs easier."

The ABB Verify platform automates the

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process of checking vision care eligibility for scheduled appointments and retrieves necessary plan authorizations. This automation has been shown to cut staff hours spent on insurance verification by up to 40%, freeing up valuable time for more patient-focused tasks.

## Capture unused benefits

Many patients are confused about their vision care benefits and how much coverage they have left. ABB Verify helps staff identify unused benefits for patients and their families. Each month, approximately 20%

of patients have benefits that go unused. By using ABB Verify's automated messaging system, practices can remind these patients to schedule appointments, so they don't miss out on their benefits.

Data shows that 5% of patients who receive reminders book an appointment within 30 days. Achieve it all with Verify Messaging!

## Pulling data while you sleep

ABB Verify easily integrates with leading practice management systems like Compulink, CrystalPM, Revolution, and My Vision Express. Its streamlined onboarding process reduces staff effort for a smooth transition. Once in place, ABB Verify runs automatically, requiring minimal maintenance and providing reliable results. Imagine starting your day with a list of patients with unused benefits or having completed insurance verifications for the week.

Implementing ABB Verify is simple, and representatives from ABB Business Solutions can quickly demonstrate its benefits. After setting up, staff can focus on other tasks instead of insurance verifications, enhancing practice revenue and patient communication.

How much more could your staff achieve without the burden of insurance verifications? How would patients benefit from having this information ready before their visits? To learn more or schedule a demo, visit ABB Verify. **PA**

## 2024 Circle of Excellence Awards

ABB Optical Group recently recognized the top Optical Sales Consultants, top Lab Account Manager, top Regional Sales Manager and a President's Choice for the 2024 calendar year.

The seven top Optical Sales Consultants were **Hunter Sharp**, Optical Sales Consultant of The Year; **Christina Marble**; **Allison Loeb**; **Brian Daggy**;



Hunter Sharp receives Top Optical Sales Consultant award.

**Kaila Dunn**; **Eric Schwartz**; and **Tina Howell**.

**Nicole McGee** was honored as Regional Sales Manager of the Year, and **David Singer** received Lab Account Manager of the Year honors. **Cindy Piper-Watson** was named Rookie of the Year, and the President's Choice Award went to **Steve Solimini**, VP Operations.



David Singer is honored as Lab Account Manager of the Year.