

THE PROFIT ADVISOR

Business Strategies for ABB Optical Group Customers

CUSTOMIZATION, QUALITY AND CARE: THE INDEPENDENT LAB DIFFERENCE

*ABB Labs accounts share why they
value independence in their labs.*

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ABB Optical Announces the Winners of the 10th Annual Optometry Student Challenge

The three student winners of the annual Optometry Student Challenge were invited to attend the Global Specialty Lens Symposium and present their winning posters. The 10th Annual Student Optometry Challenge drew submissions from third- and fourth-year optometry students. Winners also received a \$1,500 travel grant.

Here are this year's winners and their presentation subjects.

Colleen Furey, from Nova Southeastern University College of Optometry, summarized a post-PK case in a patient with low vision. The paper, Reverse Geometry Intralimbal GP Fitting on a Monocular Patient with Multiple Glaucoma Drainage Devices - A Low Vision Perspective. She and her team concluded that intralimbal GP lenses are a fitting option after corneal transplant when scleral lenses are not recommended.

Mariana Garcia, from Pennsylvania College of Optometry at Salus University, presented a case report on the successful management of monocular diplopia in a patient with keratoconus. The presentation was titled One Eye - two views Resolving Monocular Diplopia in Keratoconus with Custom HOA-Correcting Scleral Lenses. She and her team concluded that personalized scleral lenses were effective in managing complex visual issues related to keratoconus and higher order aberrations, ultimately leading to enhanced visual outcomes and improved quality of life for the patient.

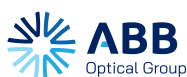


Front row: Optometry Student Challenge Winners Suzanna Hui, Mariana Garcia and Colleen Furey at the GSLS

Suzanna Hui, from New England College of Optometry, presented Debilitating Ocular Surface Diseases Managed With Scleral Lenses. Her team looked at the case of a 70-year-old female with severe ocular dryness and discomfort. The presentation concluded that ocular cicatricial pemphigoid and neurotrophic keratitis

can cause ocular surface dryness, corneal degradation, and vision impairment. Scleral lenses are essential in the management of patients with these conditions and can significantly improve patients' quality of life.

Honorable mentions went to **Brandon Cohenmehr** of SUNY College of Optometry and **Clair Chu**, of PCO at Salus. [PA](#)



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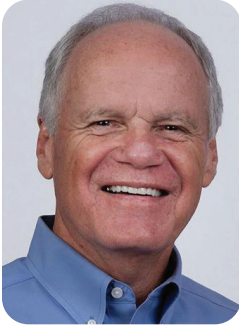
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ABB SPECIALTY VISION PRODUCTS ROUNDS OUT ROBUST OFFERINGS

By **Andy Jackson**,
Director, Specialty Vision Products
at ABB Optical Group

ABB Optical Group is known for its contact lens distribution and increasingly for ABB Labs and ABB Business Solutions. But when I think about what makes ABB Specialty Vision Products stand out, it comes down to two words: innovation and simplicity. Our recent launches, DELTA Scleral and HydroPure, exemplify both. These products aren't just advancements—they're game-changers.



Andy Jackson

reputation precedes them, and when they asked if we'd license and exclusively manufacture their latest creation, it was an easy decision. The result? DELTA, a scleral lens that is parameter-rich, intuitive and designed to simplify the lives of both doctors and patients.

"One of DELTA's standout features is how intuitive it is to fit. From chair time to ordering, it's incredibly straightforward."

One of DELTA's standout features is how intuitive it is to fit. From chair time to ordering, it's incredibly straightforward. The lens is designed to mimic fitting and ordering experiences perfectly. When adjustments are necessary, they're made in precise micron increments, offering unmatched precision. Basically, the changes to the

diagnostic lens are the parameters. This simplicity thrills our consultants because it makes their jobs easier, and it's equally exciting for doctors who value efficiency.

At the Global Specialty Lens Symposium (GSLS), the excitement around DELTA was palpable. We hadn't officially announced the launch, but word spread quickly. By the time our booth opened, people were already asking about it. The response has been overwhelming. The designers have highlighted the ability of the lens to address decentration and limbal issues in a way that's ahead of its time. With toricity on the back surface and unparalleled stability, DELTA is a lens that redefines expectations.

Another feature that sets DELTA apart is the Prime Warranty. Doctors have 120 days with no-charge exchanges and unlimited adjustments. If the patient cancels, there's a full refund. It's simple, straightforward and exactly what your customers need.

HydroPure: Meeting a critical need

While DELTA addresses scleral lens fitting, HydroPure tackles another significant issue: specialty lens care. For years, patients have been sent home with starter kits for multipurpose solutions, only to

Continued on following page



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later grab whatever they find on the shelf. This has been especially problematic for patients with “sick” eyes who require tailored care.

HydroPure changes the game. It’s an affordable, high-quality multi-purpose solution combined with a lubricating rewetting drop, suitable for both GP and soft lenses. Not only is it a third of the cost of comparable products, but it’s also exclusive to independent eye care professionals, protecting patients from buying it elsewhere, like Amazon. This exclusivity ensures patient compliance

“HydroPure changes the game...Not only is it a third of the cost of comparable products, but it’s also exclusive to independent eye care professionals.”

for the doctor and affordability and convenience for the patient.

The response to HydroPure has been tremendous. We launched it with a 7 a.m. lecture at GSLS, and while attendance was modest, people began to crowd our booth. We gave away every sample we brought. Doctors see the value immediately, whether they’re dispensing it in-office or having us ship it directly to patients. HydroPure aligns with our mission to simplify the doctor-patient relationship while ensuring optimal care.

ABB continues to innovate

DELTA Scleral and HydroPure are just two examples of what makes ABB and ABB Specialty Vision Products exceptional. Our division thrives on consultation and education, with a team of 12 consultants trained to support these products. From lunch and learns to scleral wet labs and boot camps, we equip doctors with the tools and confidence to succeed. Our focus on education means you hit the ground running, which benefits your patients and practices alike.



DELTA SCLERAL

Real-World Experience

Julie Song, OD, FAAO, FSLs, of Fromer Eye Centers and one of ABB’s lead investigators for the DELTA lens says, “At our 5-location practice across New York City and Westchester, we rely heavily on fitting sets for our specialty lens patients. When I tested the DELTA lens, it was so easy to fit my patients without having access to all the custom fitting tools and fancy instruments that other high volume specialty contact lens practices utilize. For almost all of my patients, I was able to find the right fit on the first try or second try, which really improves the patient experience and ultimately saves me a lot of time.”



Dr. Song

More information on the DELTA lens can be found at [DELTA Scleral Lens](#). ABB has also launched new HydroPure MPS and HydroPure Lubricating Eye Drops for both soft and gas permeable lenses, which can further assist ECPs and their patients in the fit process: [HydroPure MPS Contact Solution](#) and [Rewetting Drops](#).

HydroPure is an exclusive product line for ECPs through ABB Optical Group that is priced with the ECP in mind. **PA**



This travel kit is included at no cost for each new DELTA patient order.

Our customer service team is another key part of our success. Dedicated to specialty products, they love what they do, and it shows. Whether it’s working with licensing, manufacturing or supporting our extensive portfolio, we’re committed to exceeding expectations. Independent eye care professionals trust us because we make your lives easier and help you provide better care.

We are passionate about simplifying complexity. From innovative products like DELTA and HydroPure to unparalleled support, we’re here to elevate specialty vision care. And as we continue to grow, we’ll remain focused on what matters most: helping you and your patients achieve their best possible outcomes. **PA**

WHY DIETRICH OPTICIANS WORKS WITH ABB LABS

For **Peter Goetz**, owner of Dietrich Opticians in Manasquan, New Jersey, the decision to work with an independent lab is about more than just pricing—it's about reliability, service and a shared commitment to quality. As a third-generation optician, Goetz has seen the evolution of the optical industry firsthand. His grandfather founded the business in 1952, followed by his father in 1965. Goetz himself joined in 1988 and took over ownership in 2007.

"Our business has deep roots, and we value long-term relationships," Goetz says. "That's why we seek out independent labs that align with our standards."

About two-and-a-half years ago, the business went through some big changes, led by a \$2.5 million expansion that doubled the size of the optical. The optometric group that provides the optometry services added a doctor, so now four ODs can see patients there.

Around the same time, the opticians began experiencing some challenges with the lab they were using. Goetz had seen several former labs he worked with be acquired by large labs, and losing that independence translated to a drop in quality and service, he says.

So, he set off to find a new lab. The optical relies heavily on Shamir lenses, so Goetz asked his lens rep to recommend labs based on his experience. "Our rep told us that ABB was the best lab out there, and they had all the right coatings and products," he says. "That gave us confidence. We started ordering small and were working with four other labs at the time, but ABB consistently delivered faster and more reliably. Some of the others were a disaster." ABB Labs Senior Lab Account Manager **David Utnick** helped him and the staff with all the elements of the transition.

"Pricing and production time are always important, but the overall ordering platform and support also matter," Goetz explains. "ABB delivered on all fronts."

Dietrich Opticians processes between 140 to 160 pairs of progressive lenses each month, many of them Shamir designs such as Autograph II Plus and Intelligence. But he appreciates the wide portfolio that ABB Labs offers, which allows him to select lenses to meet all his customers' needs. Today, Dietrich Opticians sends about 95%

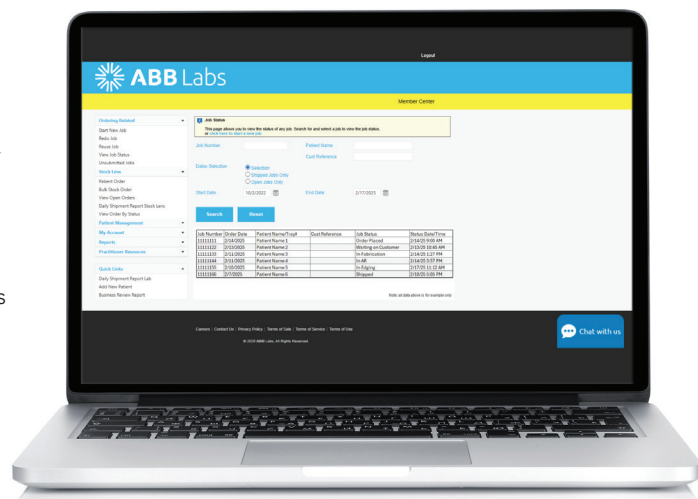


From stock lenses to custom craftsmanship, ABB Labs helps you deliver great eyewear to your patients.

of its work to ABB Labs, a testament to the trust they've found in the business partnership. ABB Labs Sr. Lab Account Advisor, Stock Lenses **Jeff Glickman** also lends his expertise in the stock lens department. "Jeff has helped us streamline the workflow and optimize pricing," Goetz says.

"Service and turnaround time are just as critical as pricing," Goetz says. "The ability to check on a job's status, see if it has shipped and track orders easily is a big advantage. If we run into an issue, we reach out to ABB, and they guide us through whatever we need." That helps him and his opticians be more responsive to patients more quickly. In turn, patients feel more confident about their orders.

Working with an independent lab is important to an independent optical, Goetz says. He doesn't want to be influenced by the lab to select brands or products. "We like to support those who support us,"



The ability to track job status easily is a big advantage.

Goetz says. "We don't want to have to pick and choose constantly. As long as ABB remains independent and continues providing the same level of service, we're sticking with them."

For Goetz, the right lab partnership isn't just about transactions—it's about working with a team that understands the needs of an independent optical business and consistently delivers results. And for Dietrich Opticians, ABB Labs has proven to be that trusted business partner. **PA**

OPTICAL CRAFTS UNIQUE GLASSES FOR HIGH PRESCRIPTIONS

At Optical Arts, **Valerie Lambert** takes pride in offering high-quality, custom eyewear solutions for patients with complex prescriptions. Working alongside a team that includes an apprentice, Lambert ensures every patient receives a personalized experience tailored to their visual and aesthetic needs.

"We really focus on unique, quality glasses for our customers," Lambert says. "Our real passion is in custom work." The optical also orders its contact lenses from ABB.

"We really focus on unique, quality glasses for customers."

—Valerie Lambert

Optical Arts specializes in high prescriptions, often working with patients who have severe myopia, including those with prescriptions as strong as -9.00D, -10.00D, or even -18.00D. Lambert relies on ABB Labs to create lenses that offer both clarity and comfort without compromising aesthetics. The optical's reputation draws people with high prescriptions who want a unique and fashionable look.



Even looking at the outside of Optical Arts, patients and customers can see it will be a unique and colorful experience.

"With ABB, we can create a lens that is not only optically clear but also comfortable to wear, without looking overly thick," she says. "We also love adding edge colors to lenses, which can enhance the overall look. Even for a -2.00 prescription, a pop of color can make a pair of glasses feel more unique."

Customization is at the heart of Optical Arts. From selecting the right frame size to coordinating lens designs, Lambert and her team collaborate closely with ABB Labs to determine the best materials and index

choices for each patient's prescription.

"We'll call the lab and discuss our options. We'll ask what they think about whether we go with 1.60 or 1.74 index. Or what will work best for this particular frame and prescription?" she says.

While Optical Arts carries premium progressive lenses, the optical also utilizes ABB's Ascend brand of proprietary progressive lens offerings as a cost-effective alternative for patients who might be considering big-box retailers. It helps with

Continued on following page



ABB Labs in Michigan completes stunning and unique custom orders.



Valerie Lambert, right, is on hand to greet customers as they come in.

Continued from previous page

those cost-conscious patients to be able to offer them a high-quality alternative that will keep them with Optical Arts—or help them return. “We see patients leave for places like a big box, only to come back and say, ‘I can’t see with these lenses.’ That’s when we step in and fix the problem,” Lambert says.

Optical Arts dates back to 1962 when the previous owner’s father started the business. Over the years, the focus evolved to address the needs of patients with high prescriptions, emphasizing craftsmanship and custom design. “We take pride in making glasses that work both functionally and aesthetically,” Lambert says. “It’s not just about the lens—it’s about the entire combination of frame, fit and optics.”

For Lambert, working with ABB Labs provides the flexibility and expertise needed to create truly custom eyewear. Whether designing for a patient obsessed with crystals or fine-tuning the perfect high-index lens, the business partnership ensures Optical Arts can continue delivering top-tier eyewear solutions tailored to each individual’s needs. **PA**

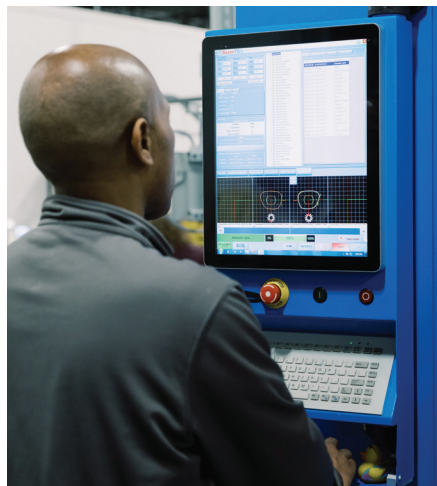
A Lab That Works to Put Patients First

ABB Labs has become a collaborative business partner

David Goodrich, owner of Goodrich Optical in Holt, Michigan, has built a strong working relationship with ABB Labs Michigan, formerly Green Optics, valuing the expertise and dedication the lab team members bring to solving complex optical challenges. As a second-generation master optician, Goodrich has been in the industry since he was 13 years old and full-time since 21. Over the years, he has sought out labs that share his commitment to precision and innovation.

Goodrich appreciates lab consultants who are willing to work with him to tackle difficult cases. “We brainstorm issues, bounce ideas off each other—good and bad—until we agree on a solution,” Goodrich says. “It’s good to know there are people willing to try, rather than simply dismissing a case because they don’t know how.”

ABB Labs’ responsiveness has been a major factor in Goodrich’s continued relationship with them. While the transition



In the edging department at ABB Labs in Erlanger, Kentucky

after ABB took over Green’s Lab was not without its challenges, Goodrich acknowledges that the lab’s commitment to quality

and customer service has remained strong. “If I have a problem, I can call **Nick Folkers**, and he tries to take care of things,” he says. “That personal connection is important.”

Quality and precision remain top priorities for Goodrich, even above speed. “I’d rather have it right than fast—make it right the first time,” he emphasizes. This dedication to excellence is what keeps him returning to ABB Labs for his most challenging cases. He recounts a particularly rewarding experience where he helped a young patient with brittle bone disease and hydrocephalus. “The finished product came back perfect, and seeing the difference it made for her reaffirmed why I do this,” he says. “That’s what keeps me going.”

ABB Labs has proven to be more than just a vendor for Goodrich—it’s a collaborative business partner that understands the nuances of independent optical work. “They try. They’re always willing. And that makes all the difference,” he says. **PA**

ABB LABS: MADE IN AMERICA

Mitigate some risk as tariff concerns grow

Independent eye care professionals (ECPs) worrying about the impact of tariffs on important spectacle lenses should feel a little more secure with their orders from ABB Labs. "ABB Labs currently sources only a limited amount of lens materials from China, Mexico and/or Canada. Second, and potentially more importantly, all of our ABB spectacle lens labs and our more than 700 lab team members are right here in the U.S.," says **Daniel Liberman**, ABB CEO.

ABB feels it is well-positioned to handle potential border delays that result from the tariffs as well. "We focus on ensuring our customers have access to a broad range of spectacle lenses (i.e. Shamir,



Daniel Liberman

to the consumer, so it's important for ECPs to know how they will handle their pricing strategy. "ABB prides itself on being transparent with our customers across all areas of our business and will continue to communicate on any price changes. For all ABB Contact Lens customers, ECPs



James Gilchrist

have access to the Digital Price Monitor (DPM). The DPM is the most trusted and utilized pricing report in the optical industry, designed to empower ECPs with the insights needed to fine-tune their retail pricing strategy,"

says **James Gilchrist**, ABB President. The DPM helps ECPs keep a competitive edge with weekly pricing alerts so practices can adapt quickly to the dynamic market, which would include changes like if an online competitor changed their price due to impact of the tariffs.

Finally, ABB Labs accounts should know that a team at ABB is focused on what happens next. "We meet with our vendors and discuss opportunities to ensure consistent level of services for the mutual customers we serve. Over our 35 years in this industry, ABB has always been the independent business partner that brings innovative solutions to the table on behalf of our customers. We will continue to focus on ensuring our customers can succeed at providing the best care to their patients," says Liberman. **PA**

"All of our ABB spectacle lens labs and our more than 700 lab team members are right here in the U.S."

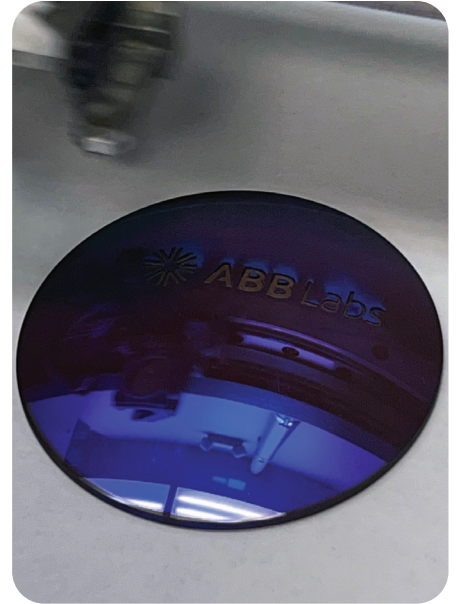
— Daniel Liberman

Unity, Varilux, our ABB proprietary lenses, and others) at attractive prices delivered quickly and with the highest possible quality," says Liberman.

Assessing risk in this environment is important. Independent ECPs can ask their current lab providers where they are surfacing and coating their spectacle lenses and where any of the goods they order are coming from China or Mexico. Opening an account with an independent or exclusively domestic supplier, like ABB Optical Group, could help mitigate some of that risk.

Transparency in pricing

Tariffs can have financial implications throughout the supply chain, ultimately



The ABB Labs logo is etched on a lens.



From Niche to Essential: Myopia Management Becomes More Mainstream

When Bellaire Family Eye Care in Houston began offering myopia management services, the consultations and fittings mostly landed on the shoulders of **Ashley Tucker, OD, FAAO, FSL, Dipl. ABO.**

She was trained in orthokeratology, which was the primary option the practice offered. Since CooperVision launched MiSight® 1 day* contact lenses, however, that all changed. The availability and ease of fitting that lens has transformed the practice into a comprehensive myopia management center.^{†1,2}

"When MiSight 1 day came on board, it was such an approachable way to implement myopia management into the practice," Dr. Tucker says. "Because this lens is so straightforward to fit, all six of the doctors in the practice adopted it."^{†1,2} MiSight is an FDA-approved* soft contact lens specifically designed to slow myopia progression in children ages 8-12 at the initiation of treatment.^{†2}



Dr. Tucker

can confidently tell parents that the statistics hold up, and I've had parents moved to tears when we see minimal or no progression in their child's myopia year after year."²

Educating parents about myopia management has been an evolving conversation. "For some, myopia wasn't a big deal when they were kids, so they don't understand why it's an issue for their children now. But when they realize their child's prescription is already equal to or worse than their own at a young age, the concern becomes real. For others, it's a no-brainer—they just want the best for their child."

Dr. Tucker's passion for myopia management is deeply personal. "I love working with children. Seeing the joy on their faces when they experience clear vision never gets old. But more than that, I love knowing that I can manage this, that I can help protect their vision for the future."^{§1,2,3} Now that I have kids of my own, it's even

"I love working with children. Seeing the joy on their faces when they experience clear vision never gets old. But more than that, I love knowing that I can manage this, that I can help protect their vision for the future."

— Dr. Tucker

And it has made a significant impact on the number of children in a myopia management program. "I would estimate we all fit it at least once a day, which may not seem like a lot, but is well on its way to being primary eye care," Dr. Tucker explains. While the practice has lots of families, children make up about half of the patient base. "We've built that from the ground up. We're a family practice, and we just happen to see a lot of kids."

For Dr. Tucker, the impact of MiSight is not just about ease of fitting; it's about results.^{†1,2} "I love that it does what it says it's going to do," she says. "The vast majority of my patients have success with this lens. I

more personal. Their dad is a -4.00D; I'm a -1.00D, so chances are they'll develop myopia.⁴ It's a challenge I take on both as a doctor and as a parent—to keep their myopia as low as possible."

She also notes that conversations around myopia have shifted dramatically in recent years. "Fifteen years ago, I rarely talked about myopia in children. It just wasn't a big deal. Now, it's a massive topic. When I see a child, I almost expect them to have myopia. And parents are coming in more informed than ever, asking about myopia management options. That makes the conversation easier."

Last year, Dr. Tucker joined the Myopia Collective, a collaboration between

CooperVision and the American Optometric Association aimed at raising awareness and expanding myopia management efforts. Her associate **Aamena Kazmi, OD**, is a Change Agent for the Myopia Collective, representing Texas. Dr. Tucker was also selected as a World Council of Optometry Myopia Management Ambassador, dedicated to education and advocacy for myopia management as a public health concern.

With the rising prevalence of myopia, Dr. Tucker believes there's no reason not to be proactive.⁵ "From a public health perspective, this is a game-changer. If we can slow myopia progression in children today, we are setting them up for a lifetime of healthier vision.² That's something worth investing in." **PA**

* Indications for use: MiSight® 1 day (omafilcon A) soft (hydrophilic) contact lenses for daily wear are indicated for the correction of myopic ametropia and for slowing the progression of myopia in children with non-diseased eyes, who at the initiation of treatment are 8-12 years of age and have a refraction of -0.75 to -4.00 diopters (spherical equivalent) with ≤ 0.75 diopters of astigmatism. The lens is to be discarded after each removal.

† Compared to a single vision 1 day lens over a 3-year period.

‡ Initial CL BVP selection and observation of fit follows same fitting protocol for single vision CLs; fit success rate same with MiSight® 1 day and Proclear® 1 day.

§ ActivControl® technology in MiSight® 1 day contact lenses slows axial length elongation and corrects refractive error for age-appropriate children.

◇ MiSight® 1 day shows sustained slowing of eye growth over time on average. While eyes are still growing; children fit ages 8-12 and followed for 6-years. n=40.

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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

"The ability to use ABB Verify to check vision care eligibility frees up our staff to keep their focus on patient care."

— Dr. Hoban

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.

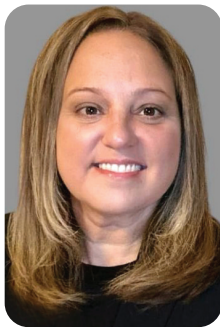


David Singer is honored as Lab Account Manager of the Year.

A Smart Alternative for Patients Not Ready or Able to Buy a Daily Disposable Lens

Maria Sampalis, OD, has found a reliable solution for patients who are not ready to commit to daily disposable contact lenses: Alcon's PRECISION7® one-week replacement contact lenses. In her Rhode Island practices, where she says that nearly three-quarters of her patients choose daily disposable contact lenses, she needed an alternative for those seeking a cost-effective yet high-performing option.

"PRECISION7 lenses have been easy to recommend to patients," Dr. Sampalis says. "We do a lot of daily disposable lenses, but for those who aren't ready or able to



Dr. Sampalis

buy those, the weekly option has been great." She notes that compliance can be an issue, especially with two-week replacement lens wearers, as patients often forget when to replace them. She encourages patients to pick a consistent day—like Sunday or Monday—to swap out their lenses. "I wore these myself and made Monday my day. It helps patients remember¹, and that makes a big difference."

Dr. Sampalis has had success fitting both new wearers and established lens users with PRECISION7 and with PRECISION7® for Astigmatism lenses.

Innovation in the segment

Since its launch, PRECISION7 has stood out as a compelling option for Dr. Sampalis and her patients. She recalls being intrigued when Alcon first introduced the lens, noting that two-week replacement lenses have remained largely unchanged since 2005. "When I tell patients about PRECISION7, I position it as the latest innovation," she says. "For those open to change, it's an easy transition."

As a part of the Alcon WaterInnovations™ portfolio, this innovation is helpful. It allows her to recommend advanced technology

at an affordable price. "The price point is good. Patients get more lenses than they would with a monthly option. Today, many people are price-conscious, and this is a budget-friendly alternative." She estimates that 95% of the time, patients purchase a year's supply upfront, thanks in part to rebate incentives. "It's been easy to sell."

Dr. Sampalis appreciates the lens's advanced technology, including blue-light filtering* and the ACTIV-FLO System, a unique combination of a water-loving moisturizing agent embedded in the lens matrix and a proprietary replenishing agent that is continually released to moisturize the surface for 7 days.^{2,3}

"I've tried them myself—they're very comfortable and easy to handle⁴," she says. For younger patients and new wearers, she educates parents about the benefits of daily disposable lenses but sees PRECISION7 as an excellent alternative when cost is a concern. "If a daily disposable are not in the budget, I'd rather have them in a weekly replacement."

"Today, many people are price-conscious, and this is a budget-friendly alternative."

— Dr. Sampalis

Memorable replacement schedule

Beyond offering a strong patient experience, Dr. Sampalis emphasizes the efficiency PRECISION7 brings to her practice. "It's easy to explain" she says. "We see a lot of patients per hour, so I need something that's easy to fit. This lens fits that need."

Dr. Sampalis also sees PRECISION7 as a tool for retaining patients in her practice. She likes to be able to tell her patients what advances have been made since their last visit. She encourages patients to give the lenses a try. "There's no drawback—if you don't like it, let me know."

Data shows that 66% of two-week wearers are noncompliant with their replacement schedule,⁵ and 76% of them are interested in trying a one-week lens.⁶

Ultimately, she believes that education is key in growing contact lens adoption and improving patient satisfaction. "I do not believe that growth in contact lenses is stagnant. As practitioners today, we can do more to help patients by resolving an underlying issue or switching to a different lens," she says. "PRECISION7 has been a win for the practice and the patients—it's affordable, comfortable and a great option for those who aren't ready for daily disposables." **PA**

* Filtering of HEV light (HEVL) 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. Consult your eye care professional for more information.

References:

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3. Phan CM, Chan VWY, Drolle E, et al. Evaluating the in vitro wettability and coefficient of friction of a novel and contemporary reusable silicone hydrogel contact lens materials using an in vitro blink model. *Cont Lens Anterior Eye*. 2024.
4. In a 2-week prospective clinical study; n=181; Alcon data on file, 2023.
5. Dumbleton K, Woods C, Jones L, Fonn D, Sarwer D. Patient and Practitioner Compliance With Silicone Hydrogel and Daily Disposable Lens Replacement in the United States. *Eye & Contact Lens* 2009;4: 164-171.
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Important information for Product PRECISION7® (serafilcon A) contact lenses: For daily wear or extended wear up to 6 nights for near/far-sightedness. Risk of serious eye problems (i.e., corneal ulcer) is greater for extended wear. In rare cases, loss of vision may result. Side effects like discomfort, mild burning or stinging may occur.

See product instructions for complete wear, care and safety information.

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BRINGING THE WOW FACTOR TO PATIENTS WITH ASTIGMATISM

Hang H. Thai, OD, has always prioritized bringing contact lens advancements to her patients in her Winter Garden, Florida, practice. As an early adopter of Bausch + Lomb INFUSE® for Astigmatism, she has found success in delivering both immediate and long-term benefits to her astigmatic patients, especially those who have had concerns about the vision or comfort of previous contact lenses.



Dr. Thai

"We always want something advanced for our patients, and Bausch + Lomb has great optics," Dr. Thai says. Comfort is critical as well, as patients often tell her they stopped wearing their contact lenses as much or altogether because of comfort complaints. The INFUSE family of lenses, with its innovative material and moisture-retaining properties, offers excellent comfort.

One of the standout features for Dr. Thai is the INFUSE for Astigmatism fitting set, which allows her to fit patients with higher than usual astigmatism quickly and effectively. "I can pull a -2.75D cylinder and have a patient walk away the same day with 20/20 vision," she says. She recalls a recent

case where a patient with high myopia and higher than usual astigmatism was thrilled to achieve clear vision.

The candidate pool

Astigmatism affects a significant portion of the population—24% of Americans have at least 0.75D of astigmatism in both eyes, while another 23% have it in just one eye. With INFUSE for Astigmatism, which launched in the summer of 2024, Dr. Thai has been able to offer a solution for these patients. "It was nice to be among the first in my territory to fit this lens. Having something innovative to share with patients adds to that 'wow' factor," she says.

"We always want something advanced for our patients, and Bausch + Lomb has great optics."

— Dr. Thai

Beyond excellent optics, she appreciates that INFUSE for Astigmatism delivers lens stability and comfort, while helping to minimize contact lens dryness. "When I ask patients about contact lens dryness, some say, 'It's fine.' But then I ask, 'Do you want a different experience?' That's where I introduce the lens," she explains.

Stability is another key factor. "The stability of INFUSE for Astigmatism is very good," Dr. Thai says. The OpticAlign® Design works with the eye's natural blink to stay in place for clarity and comfort. INFUSE lenses are designed with High-Definition optics to help reduce halos and glare, even at night and in low-light environments. That results in consistently clear vision, with less vision fluctuations with eye movements and blinking.

Influx of patients

Located in west Orlando, Dr. Thai's practice continues to welcome new patients, many of whom are exploring contact lenses



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for the first time or have struggled with previous options. "We're seeing a lot of new people moving into the area, and this lens gives them an option they may not have had before," she says. The full range of INFUSE lenses, including multifocal, spherical and toric lenses, allows her to customize solutions for patients needing different corrections in each eye.

Getting her staff on board has also been instrumental in successfully integrating INFUSE into the practice. Her Bausch + Lomb representative has kept the team informed about product updates and trial offerings. She encourages staff members who wear contact lenses to try different lenses as they're introduced. "But even those who do not wear lenses hear the positive patient feedback about INFUSE," Dr. Thai says.

The high-value rebate on these lenses also helps patients make the switch. "For both new and established wearers, the rebate makes it an easier decision," Dr. Thai says. "It definitely helps with the sale, but more importantly, it helps patients feel confident in trying something that could help improve their vision or comfort."

With INFUSE for Astigmatism, Dr. Thai continues to provide innovative solutions for her patients, ensuring they leave her office with the best possible vision and comfort. **PA**

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