

MAXIMIZING EFFICIENCY WITH COMPREHENSIVE SOLUTIONS

Jack Forrest, OD, co-owner of Eye Associates, a three-location practice in southeast Pennsylvania, has seen impressive results since working with ABB Optical Group. The three-location MD/OD practice has always prioritized efficiency, patient care and strong vendor relationships. Dr. Forrest, who worked as a technician before joining as an OD six years ago, initially used ABB solely as a contact lens vendor. Over time, the partnership expanded to include ABB Labs, ABB Verify and now Abby, the contact lens ordering platform.



Dr. Forrest

The value of an independent lab

Dr. Forrest says he takes pride in working with an independent lab and that ABB has delivered

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Recently, Eye Associates revamped its website and saw an opportunity to

"Patients come in and say, 'Hey, I got a message, so I'm here.' It's proof that the [automated reminder] system works." —Dr. Jack Forrest

consistent quality and fast turnaround times. "We've seen patients get upset with other labs messing up jobs—sometimes more than once—and waiting weeks for their orders. We understand that frustration. ABB Labs has eliminated that problem," Dr. Forrest says. The reliability of ABB Labs ensures patients are happy while operations continue to run efficiently.

ABB Verify has been a critical tool across all three Eye Associates locations. The system's ability to efficiently verify insurance benefits, flag inactive medical coverage and streamline administrative tasks has saved time and improved practice operations. "The efficiency and speed make ABB Verify pay for itself," Dr. Forrest says. It's easy to train staff on the system, and it lets them focus more on patients instead of paperwork."

The automated reminders for unused benefits have also been effective in keeping patients engaged. "Patients come

implement Abby, ABB's contact lens ordering platform. The platform offers a seamless way for patients to reorder contact lenses directly from the practice, reducing the likelihood of them purchasing elsewhere. When his rep showed him how it worked, Dr. Forrest says, "Implementing it seemed like a no-brainer."

A trusted partnership

Dr. Forrest says much of the success can be credited to their ABB Optical Sales Consultant **JoAnne Barron**. "There is nothing like a responsive rep," Dr. Forrest says. "Plus, the consultation and specialty teams are always helpful and available for questions. They provide ongoing support"

By leveraging ABB's full suite of services, Eye Associates has improved efficiency, enhanced patient satisfaction and strengthened its position as an independent practice committed to high-quality care. **PA**



Dr. Forrest and his son Benjamin

INTRODUCING ABB VERIFY MESSAGING

YOUR MESSAGE WITH **ABB Verify**

Eye Associates

Jessica,

You may be overdue for your annual eye exam, but do not worry! You still have vision care benefits available to you for your exam and lenses or contacts. Schedule today!

THEIR MESSAGE:

+1 (855) XXX-XXXX

Appt reminder: JesSica
Jan 24 10 a.m. Call our
office for details.

Let ABB Verify Help You

ABB Verify streamlines insurance verification and patient messaging. This platform boosts repeat visits by notifying patients of their unused benefits, so you can focus on what matters. Demo ABB Verify Messaging today.

