

ABB VERIFY MESSAGING CAN HELP FILL YOUR EXAM CHAIRS

By **James Gilchrist**,
President, ABB Optical Group

As the economic environment softens, independent eye care practices are grappling with three core challenges: new-patient acquisition, appointment no-show rates and conversion once patients arrive. Meanwhile, consumers are tightening their wallets and scrutinizing benefits more than ever before—in some cases, neglecting their annual eye care exams.



James Gilchrist

That's why ABB Optical Group has introduced ABB Verify Messaging—a standalone tier of ABB's proven ABB Verify insurance verification platform—focused on bringing patients back to your office for their vision care needs through targeted outreach.

While the messaging function has been part of the broader Verify complete package, we realized that a streamlined offer at a lower price point with no complexity might be attractive to busy practices. By carving messaging out into its own offering, we offer a powerful

communication option that delivers an immediate solution to fill your exam chairs. This addition demonstrates our commitment to making investments where eye care professionals, and their patients, need it most.

Here's how it works

Behind the scenes, our system integrates seamlessly with your practice management

software. Unlike generic “reminder blasts,”

Verify Messaging scans your active patient list to identify those overdue for eye exams who also may have unused vision benefits and sends them a personalized notification. Patients see a more specific message, such as, “Great news! You have an active exam benefit—schedule now,” not a vague, “You may have benefits available,” message.

The result? Higher response rates, better show-rates and appointments filled by patients needing their optical health appointments. We tested this exact approach in a pilot program, where it proved highly

successful in bringing patients into a practice for their eye care exams. Indeed, one OD told us that the system must have made a mistake—as he personally received a message that he had unused vision benefits that he could use for an appointment. His practice doesn't offer vision benefits. However, on following up, he realized that the platform had identified

“Verify Messaging is an easy, behind-the-scenes tool that drives patients back to your practice without any changes to your office workflows.”

—James Gilchrist

that he has eligible benefits through his spouse's insurance—benefits he didn't know he had.

These are the kinds of anecdotes that underscore the power of precise, patient-centric outreach with valuable benefits information.

How is it different from Verify?

Our gold standard legacy Verify platform is focused on complete insurance automation. It may include more than some practices need. By decoupling messaging as its

Continued on following page

ABB VERIFY MESSAGING

We don't get paid 'til you get booked

Join Verify Messaging, it will be on us until we deliver 40 appointments!



20%

average number of patients that have unused benefits*



40+

average number of appointments created in the first month*



33X

return on investment

Continued from previous page

own product tier—priced reasonably below the full Verify package—practices can choose exactly what they need right now.

If you're laser-focused on patients returning to your practice for their eye care exams, Verify Messaging is your entry point. Down the road, you can always layer on the staff efficiency benefits from automated insurance benefit and eligibility verification with Verify Complete.

Verify Messaging is a tool that lifts practices. When clinics fill their books with patients in need for eye care services and who may have active benefits, optical care becomes more accessible and staff morale improves.

We've even heard from practices who track patient opt-out rates: fewer patients unsubscribe from Verify Messaging than from generic outreach platforms because our messaging is more relevant and accurate.

Don't wait - get started today!

Schedule a demo to learn more about Verify Messaging.



Dashboard for transparency

Of course, any new tool must prove its value. That's why we now automatically push a simple dashboard to your inbox each month, showing how many messages went out, how many appointments were booked and financial metrics from those appointments.

For you and your staff, that means no more digging for data on the platform. You get clear metrics delivered right to you.

Today's industry growth is modest—typically 3%-4% annually. But we also know that having available vision care or eyewear benefits drives patients to clinics. Here's a historic correlation. When I came into this industry, managed vision providers offered an eyewear-materials benefit every two years. At that time, the repurchase rate for eyeglasses was about 24 months. As more plans offered benefits annually, the repurchase rate has dropped to about 18-19 months. We believe timely, targeted reminders that educate your patients on their eye care needs and their available benefits may reverse some of the market headwinds your practice may be facing.

It's our mission to support independent



Moments That Matter

The following ABB Optical Group employees were recognized for their care and commitment to ABB accounts. The effort these individuals provide allow doctors and staff to spend more of their time directly with patients rather than in problem-solving tasks.



Carrie Wright

Senior Optical Sales Consultant at ABB Optical Group

Carrie is passionate about partnering with optical practices to drive growth, streamline operations and make a meaningful impact. With a strong foundation in the optical industry, she focuses on implementing ABB programs that boost revenue and simplify the day-to-day.

"I'm motivated by making a meaningful difference for my community and the practices I work with—and watching our collaborative efforts come to fruition."

Her commitment to excellence and results-driven approach make her a valued member of the ABB team.



Tina Howell

Sales Representative in Northern Virginia and D.C. at ABB Optical Group

With 23 years at ABB and a lifetime in the optical industry, Tina has seen firsthand how much the landscape has evolved. From her early days working at Lombart Lenses, where her mom also worked, to joining ABB when it was still a small company, Tina's passion for supporting independent eye care professionals has never wavered.

"I love what I do. I love working with my accounts to help them save money, be more efficient and more profitable. The optometric industry is very family-focused, which aligns with my values."

Her dedication and deep-rooted commitment to the independent eye care professional community make a lasting impact. She is an asset to the ABB team.



Mikala Burns

Senior Optical Specialist at ABB Optical Group

Mikala took an extraordinary step to help a new employee succeed. During training, she realized the new employee was having difficulties completing a required task. Rather than let the challenge stand in the way, Mikala took it upon herself to go home that night and build a device that would help the employee succeed in her new role. It worked and made a lasting impression.

Janet Schweet, production supervisor, raves about Mikala's initiative. "It was a complete success! It made my heart smile. The world needs more people like Mikala."

Mikala's actions are a reminder of what being a #MomentMaker truly means at ABB: recognizing a need, taking initiative and making a real difference in someone's experience at work.

eye care practices. Verify Messaging is an easy, behind-the-scenes tool that drives patients back to your practice without any changes to your office workflows. I encourage you to try this proven, benefit-based

outreach that gets people back in your door for their eye care health and keeps your practice thriving, even in uncertain times.

Here's to a happier, more efficient practice. **PA**