



A Wet Lab Training That Changed a Life

TRACY MUELLER
Optical Sales Consultant



"I recently was present at a wet lab arranged by ABB that turned into a heartwarming, special interaction. A wet lab is a scenario where we go into a practice with a specialty trainer and three patients. We train doctors and staff on fitting, ordering, billing and coding.

"One of these patients had his corneal implants done in Central America. But he had never heard of a scleral lens.

"We fit him with the DELTA Scleral lens. The patient said that this was the first time he could put something on his eye without it hurting. It was a beautiful, special moment. We were all emotional.

"I've been in surgical and medical sales my whole career. I don't often see the end result, but it's so moving to witness patients after their life has been changed."

A Video Thank You

CHRISTIE YEE, NCLEM, ABOC, COA,
Specialty Contact Lens Consultation



"I recently assisted a doctor who was new to fitting scleral lenses. The first patient the doctor chose to fit had keratoconus, and the patient was so excited to see 20/20 that he even recorded a video to thank me for my help.

"It was the first time in his whole life that he had experienced clear vision. When you see his genuine smile, you

know you made a positive impact in someone's life. That little video message gave me a warm, fuzzy reminder of what I am doing and why."



Back on Board

SONJA DELRIOS,
Senior Manager, Business Solution Sales



"My personal eye doctor in town had been using ABB Verify but ended up canceling to use another service. So, when I went in for my annual exam, I was prepared to win him back.

"After my OD explained the reason for making the switch—simply to try another system—I challenged him to take a look at the numbers. I asked if there has been a drop in revenue or capture rate since canceling Verify.

"I heard back from him shortly after my visit. He discovered his capture rate was down by 3%, a significant drop. He rejoined Verify and has been happy for several months. It proves that being able to see the results really makes a difference."



Making Sense of the Numbers

KRYSTAL PATTERSON,
Director of Customer Success



"I love hearing stories about the great value our customers find in working with us.

One recently was regarding using ABB Analyze. As we know, the data tells a story. Sometimes we encounter a situation where the numbers aren't making sense. In this case, we noticed that one particular doctor in the practice had revenue per eyewear that was much lower than the others.

"What seemed like it was an issue at first, I was quickly able to diagnose: this doctor primarily sees pediatric patients. The lens breakout showed that 90 percent was for single-vision lenses.

"We can piece the data together to tell the story and share an aha moment. It's how we look at the bottom line that helps ensure practices are following the right procedures."

Restored Vision, Renewed Hope

CHELSEA SHELTON
Lab Account Advisor

"About a year ago, we had an account with a patient with a difficult prescription. She had been suffering a long time. Her glasses were OK but didn't work very well.



"We provided a better option with our recommended lens design. I'll never forget the call from the optician after the patient tried them on. She was teary-eyed and emotionally driven because our solution just worked.

"Those moments remind us that we are working with humans with serious problems with their vision. It's a big deal to play even a small part in their success, finding a solution when no one else could. Don't take it lightly. Keep doing the best you can—you never know what kind of an impact you will have."



Making Magic Happen

SHELBY LEMASTERS
Lab Account Manager



"At the end of every day, I am humbled by what we do. What we produce for our practices allows people all the special moments throughout their day.

"One Hall Mary moment that stands out to me was with an account who was trying to get a pair of glasses made for a patient who would be deployed for three years. He was leaving in just a few days. They were desperate to help him.

With the cooperation of some wonderful people in the lab, we made some magic happen in a ridiculously short turnaround time. The order was delivered to the patient just two days later.

"That's the work that brings me here every day: being able to really make a difference in someone's life."



Customer Success Team

Good strategy only matters with great execution! That is why the members of the Customer Success Team are #MomentMakers! With collaboration between Sales, Marketing, Product and Development teams, the Customer Success team takes a proactive approach to understand the needs and wants of the customers. Their focus on improving the customer's experience helps by decreasing onboarding times, understanding the customer's workflows, showing value of ABB solutions and providing more consultative support.

