

Eight Strategies for Hitting Your Goals

ABB Optical Group consultative services support accounts in so many ways. Consider these steps you can take in 2026 to achieve business success.

1. Schedule a Business Review

Business reviews are available to accounts all year, but the end of the year is always a great time to review. **Chelsea Shelton**, Lab Account Advisor, says a business review makes it easy to identify opportunities for growth. "Go to the people in your corner," she says. "Our team is here to look at what's going to make the practice more efficient and profitable in 2026."

The business review offers a holistic look at the practice, taking in the big picture as well as analyzing the details. ABB is data-rich in when providing this comparison, as it serves three-quarters of the market. The lab consultative team members often also bring their own knowledge from working in offices when they approach the data. This allows them to offer an empathetic and understanding perspective. The teamwork behind the scenes, such as ongoing communication between the Optical Sales Consultant (OSC) and Labs consultative team, is critical to helping practitioners succeed.

That means it's easy to compare an account's data to that of trends of the top 500 practices that use ABB. It can be broken

down to analyze specific areas. The Labs team can provide a closer look at product usage coming from the optical, including photochromic and polarized lenses and more.

Business reviews can also be conducted to look at the contact lens segment of the business, monitoring daily disposables, torics, multifocals and annual supplies. These business reviews reveal a clear picture of where the doctor and office are and shows them what's possible. Maybe adding a direct-to-patient online ordering platform, such as Abby, can help them reach that next benchmark goal.

Tracy Mueller, OSC, says that comparison is important for interpreting data. Doctors and staff may perceive that they are more successful in certain areas than they are. For example, a 38% daily disposal rate may be considered high in one office, when the national average is closer to 55%.

Data is reported monthly to offices, covering the sales from the previous month. Setting up a business review allows everyone to dig a little deeper. The OSC can offer advice, and it's also an excellent time for doctors and staff to mention their own goals.

Be sure to tell your OSC what you want to try in 2026 so they can connect

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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."



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 Hail 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."



Eight Strategies

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you with other ABB consultants as you pursue these new opportunities.

2. Sell More Second Pairs

Looking toward the end of the year and the year ahead, practice and optical owners are likely analyzing if they reached their 2025 goals. "If they didn't, why? They can work with us to figure out where they may have missed the mark," says **Shelby Lemasters**, Lab Account Manager. "There's a lot we can offer. Bring your idea to your Lab team, and we can work with what we have to make it happen." Lab Account Managers share their territories with many OSCs and are dedicated to working together to achieve goals.

One area of opportunity is with increasing second-pair sales. There are many great promotions and programs available to use the ASCEND line for capturing these second-pair sales. "I often tell accounts that if they are not using a private lab progressive on private pay, they are missing huge opportunities," she says. "Every penny counts today for ECPs, and that's really leaving a lot of money on the table."

3. Let ABB Alleviate Lab Hiccups

Switching labs at the end of the year may not be in the plan. Yet ABB is ready to step in and assist when it's really needed. Many accounts have discovered the convenience and efficiency of working with ABB Labs in a moment of panic. Perhaps their lab couldn't deliver during the holiday rush, and this is

where an OSC steps in to make an important connection. "That's a huge benefit of ABB—that one account number does it all," Lemasters says. "As an organization, that keeps us fluid and nimble to be the best resource available to our accounts."

4. Start the Year With Competitive Pricing

Mueller recommends starting the year fresh with updated pricing. Schedule time with your OSC and ABB Analyze team to review your pricing and compare it to the Digital Price Monitor. "It's really important to be priced properly. Pricing should not be way above or below, but competitive," Mueller says.

The Digital Price Monitor pulls from data from more than 6,000 practices using ABB Analyze, with the number of members increasing each month. It offers an accurate snapshot of pricing across the average retail practices using Analyze.

It's also a great time to ask your OSC about other programs, services and products that can help boost your business in 2026. "They know all about the new products coming, changes in the market, new technology and AI. Plan ahead now for 2026."

5. Hit Rebate Benchmarks

ABB Contact Lens and Labs teams know the rebate game very well across the board. The consultative teams in these areas can help make sure offices are hitting their rebate growth marks.

That's a lot to keep track of—with a wide portfolio of manufacturers and varying rebates that end quarterly or on the fiscal

year. The ABB team has the details down and can keep practices up to speed at the end of the year. That can be extremely important, for example, if they are nearing a rebate with limited time left. For example, the ABB team can provide data that says an office has 412 units but that they need 413. The team can scramble to make sure that the office gets that money back.

That attentiveness to customer service is an important element of the service that ABB provides. The consultants are constantly looking for savings for their accounts. There are often many opportunities through customized ABB solutions and products, designed to cater to independent eye care providers. This allows accounts to maximize their return on investment and decrease their costs of goods and services.

6. Identify Goals and Reach Them With ABB Analyze

Looking to increase capture rate or bring in more revenue in 2026? Have another goal in mind? The ABB Analyze dashboard and the ABB Business Solutions team are ready to help. "You can't change what you don't measure," says **Sonja DelRios**, Senior Manager, Business Solutions Sales. "Practices can have trouble understanding data; it's not easy to pull with traditional methods without a tool or software. Even if they have reports from a practice management system, they have to know what is important and meaningful to change their business."

Analyze seamlessly integrates with most major practice management systems, pulling data that's specifically important for the optical industry to focus

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 re-joined Verify and has been happy for several months. It proves that being able to see the results really makes a difference."



on the metrics and data that optometry offices and opticals need to be successful. With a choice of two dashboard levels—Analyze Lite or Full—Analyze is not just a performance tool but a map, says **Krystal Patterson**, Director of Customer Success, Business Solutions. “With Analyze, doctors know where they are and get direction on where to go with identified pricing strategies and missed revenue opportunities.”

7. Improve Recalls and More with Little Effort

The busy end-of-year season is the perfect time to integrate ABB Verify. It's easy for ABB accounts to connect Verify to their practice management system. Pick from three Verify options: Messaging, Complete and On-Demand.

Just getting started? Try Verify Messaging, which sends custom messages to patients about their appointments and insurance benefits. Whether they expire at the end of the year or sometime in the first half of 2026, the patient communications will be specific about their care and insurance eligibility. This keeps your schedule full as the year comes to an end and the new one begins.

Practices can reap even more benefits when they pair Verify with other solutions. Practices can use Analyze insights to showcase the Verify impact, for example.

8. Declare 2026 The Year of Specialty Care

The Specialty Vision Product (SVP) consultation team can assist with expertise whether you are new to the game or expanding specialty services. Consider introducing scleral lenses or myopia



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.”



management. The SVP consultation team has a unique understanding of the products, the impact on the doctor's business and how to tie it all together. The DELTA Scleral lens is often a good match with its simplified fitting process, which saves chair time and reduces remakes.

Have a challenging case? No problem. **Christie Yee, NCLEM, ABOC, COA**, Specialty Contact Lens Consultation, says that she knows she can always find a solution for an account's challenges. “If they have a candidate who is not a good match for an ortho-k lens, I can dig in our robust portfolio and say, ‘I have a really great modality for that patient that meets the needs of the patient and the doctor.’ I don't have to say I can't help them.”

The team's approach is always patient-first expertise with business support—treating clinical needs before sales and strengthening doctor relationships for

long-term growth. The SVP consultative team is a confidant that practices can lean on, with the answers and resources to help practices grow. **PA**



Consultative Hotline

For direct Specialty Lens Consultation, call **800-852-8089** and dial **option 4** to reach a Specialty Lens Consultant.



2026

Take Action Now

Make 2026 the year of taking advantage of all the guidance that ABB has to offer. Meet with your Optical Sales Consultant or Lab Account Manager before the end of the year to set your practice up for success—or build upon what you are already doing with improved efficiencies, more competitive pricing and fuller schedules.