

# CONSULTATIVE BY DESIGN: HOW ABB SHOWS UP FOR YOUR PRACTICE

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When the ABB Optical Group consultative team talks with independent eye care professionals, they never start with product specs. They start by asking a simple question: What's most important to you right now? That's because at ABB our role is not to push a single solution — it's to listen, diagnose and partner with practices so they can run more smoothly and serve patients better.



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We're a holistic enterprise: from our optical sales consultants (OSCs) as relationship owners to our lab account managers and advisors and Business Solutions team, every pillar is trained to ask questions first, then recommend from a broad portfolio of options. That unbiased approach is one of the things that makes us unique.

Practices face real, immediate challenges—staffing pressures, marketing fatigue, inventory complexity and payor friction. Because our teams can meet customers in many places, we can address those challenges with the right tool for the moment. Do you need to simplify order and return workflows so staff can focus on care? We do that. Are you looking for a no-cost patient reorder platform to reduce friction on repeat buys and lift lifetime value? We offer it. Do you want to automate insurance verification so tomorrow's visits are ready today? We've built that, too. Regardless of your focus, we have solutions that can meet you where you are with the broadest portfolio of options in the industry.

## Integrated support

We don't do those things in isolation. For example, our Verify Messaging and eligibility solutions bring together patient engagement and benefits information in

ways many standalone tools can't. Practices tell us that patients call in shortly after receiving Verify messages or that a patient who moved out of state still asked to keep getting those reminders, proving patient value of the messaging. That's the kind of consumer intent that drives conversion and brings patients back through the door.

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The workload on staff is real, and we're mindful that practices don't want to be overwhelmed with options. That's why our OSCs act as quarterbacks: one point of contact who understands the practice's business and can plug into the right resources across ABB. Whether it's a specialty contact lens fit, lab services, a Business Review or a marketing pilot—the conversation always starts with listening.

*>98% of lab orders meet customer's quality expectations*

## Data-backed experience

We back our approach with data and experience. We serve roughly two-thirds of the U.S. market annually, and the average customer has been with us for about 13 years. More than 98% of lab orders meet customer's quality expectations, a number that reflects operational reliability, which is a prerequisite to having trusted strategic conversations with practices. We also see that less than half of ECPs currently have a reorder platform—a clear opportunity for practices to increase patient engagement and revenue, and something we encourage regardless of which platform they choose, because we integrate with the most platforms in the industry.

As practices plan for 2026, year-end is the perfect time to evaluate performance: what worked in 2025, what didn't and which vendors truly contributed to your goals. We run quarterly Business Reviews with customers to benchmark key performance indicators against peers, identify headwinds like lower consumer engagement and uncover specific upsides—whether

that's driving new revenue with a specialty scleral lens, optimizing private-pay product mix or testing consolidated messaging to re-engage lapsed patients.

Our role is simple: be an unbiased practice consultant that happens to have a broad, integrated toolkit. That means we'll recommend a reorder platform if it's the right answer, help optimize retail pricing strategies or point a practice to a lab solution that maximizes margin and patient experience. As an independent business, our priority is what's best for your practice based on your expressed practice needs and business challenges.

Over the years, ABB has invested in new tools and products based on our customers' feedback. These decisions were driven by your needs and requests. We believe our value to our customers is deeply connected to our ability to serve them, with the ability to choose from a broad offering of products and services.

Our OSCs are there to support your practice and listen to your challenges. They work internally with their counterparts in our Business Solutions, Lab or Specialty Vision teams to present choices to address those challenges. Our end goal is always the same: helping you succeed, no matter how you define or envision your success. **PA**