



## ABB Business Solutions

At ABB Optical Group, we are more than just a contact lens distributor. We're here to help you stay competitive in an ever-changing industry.

**Let us be your partner in ensuring the success of your practice.**

### VISION EXPO **SPECIAL OFFERS**

#### **ABB Verify Complete**

Starting at \$7,500 for 12 months.

#### **On Demand**

Starting at \$2,500 for 12 months.

The sooner you get started, the better the offer!  
No additional payments thru January, 2024

\*\*Contract must be executed by November 1, 2022

\*\*12 month commitment required with full payment due upon execution of contract.

**Start 2023 with a tool to make it your best year yet!**

## ABB Verify





Powered by AffinityAnalytics

ABB Verify provides a centralized source for gathering eligibility and connecting with your patients to help them maximize benefits. While the On-Demand functionality gives your team real-time access to in-network vision and medical payers, the Verify platform target markets, via email and text, to patients who have remaining exam and material benefits that might otherwise go unused. Due to those proactive reminders, more patients are driven back into the practice for additional purchases - helping the average practice increase monthly revenue by \$5,000 to \$15,000.

### 20% of Patients have Unused benefits











#### Unused Benefits Found Segments

-  All benefits available
-  All benefits except Frame available
-  Material only benefits available
-  Exam only benefits available



#### Patient Transactions

-  Appointments Created
-  Appointments Delivered

-  Automatically checks vision care eligibility for your scheduled appointments and pulls authorizations for plans when needed
-  Integrates easily with your practice management system\*
-  Improves staff efficiency, productivity and retention by using the latest technology
-  Reduces vision care write-offs and underpayments
-  Reduces empty chair time and patient frustration with benefits eligibility
-  Benchmark practice success

**Schedule a free demo or sign up today!**

Contact your ABB Account Manager or our ABB Business Solutions Representative

**855.589.7913 | [ABBSolutions@abboptical.com](mailto:ABBSolutions@abboptical.com)**

\* Supported Practice Management Systems: Compulink, Crystal PM, Revolution EHR, and My Vision Express (cloud)

# ABB Verify On-Demand

ABB Verify On-Demand saves your team valuable time by eliminating the need to access multiple in-network vision or medical insurance websites for patient eligibility. This streamlined benefits search engine confirms patient insurance within 30 seconds and does not require an integration with your practice management system. With these searches your team can identify patients with second-frame benefits, creating the opportunity to increase revenue by as much as \$250 per day or more!

## ONE SOLUTION. MORE CHOICES.

	ABB Verify On-Demand	ABB Verify	ABB Verify Complete
Verify vision & medical benefits eligibility in real-time by using simple search parameters (great for walk-ins!)	✓		✓
Easy set up and integration in practice's work flow	✓		✓
Maximizes patient's benefits and increases satisfaction by offering premium material	✓	✓	✓
Educates both staff and patients about benefit plans and eligibility, creating transparency and clarity	✓	✓	✓
Reduces vision care write-offs and under payments	✓	✓	✓
One login to access all in-network vision insurance payers	✓	✓	✓
View all eligible benefits in one tool	✓	✓	✓
Pulls authorization for plans when needed	✓	✓	✓
Reduces no-show rates	✓	✓	✓
Unused benefits messaging to patients, inviting them to schedule an appointment and utilize material benefits		✓	✓
Automatically checks vision care eligibility for your scheduled appointments		✓	✓
Improves staff efficiency, productivity and retention by using latest technology		✓	✓

Example for one month

 **4,074**  
Patients Analyzed

 **1,152**  
Benefits Found

 **975**  
Total Emails & Texts Sent

 **60**  
Patient Transactions

 **\$11,722**  
Incremental Revenue

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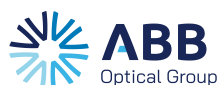


ABB Contact Lens | ABB Labs | ABB Business Solutions





## **ABB Business Solutions**

At ABB Optical Group, we are more than just a contact lens distributor. We're here to help you stay competitive in an ever-changing industry by offering more services, more solutions and more product choices that can be tailored to the specific needs of eye care practices.

**Let us be your partner in ensuring the success of your practice.**

 **SPECIAL OFFER**

**ABB Analyze**  
**90 Days at NO COST**



## **ABB Analyze**











Powered by GLIMPSE

Just like your car, your practice needs a control panel to display what's working well and what needs attention. ABB Analyze, powered by Glimpse, is a customized practice dashboard that not only efficiently and accurately tracks performance but also benchmarks against regional and national peers. Integrated with many of the top practice management systems, ABB Analyze has made the collection of data seamless and pain-free. As a result the practice can remain patient centric and focus on executing toward goals while ABB Analyze concentrates on centralizing and organizing practice data into usable, key metrics.

### **NEW MOBILE APP**

Access your ABB Analyze report and features from anywhere

### **IMPROVE YOUR PRACTICE PERFORMANCE**

-  Accurate Data
-  Staff Metric Engagement Tools
-  Missed Revenue Identifier
-  Live Benchmarking
-  Multi-Location Comparisons
-  Fast Analysis
-  High Data Security
-  Customized Dashboard
-  Goal Setting & Tracking Software
-  Doctor & Staff Performance Measures

### **SUPPORTED PRACTICE MANAGEMENT SYSTEMS**

Compulink | Crystal PM | My Vision Express | Officemate | Practice Director  
NextGen | Revolution EHR | Visual Eyes | Uprise | Liquid EHR

### **TRACK & GROW:** RESULTS YOU CAN DEPOSIT

**30:1**  
Average Return  
On Investment

**12%**  
Increase in Annual  
Gross Revenue

### **Schedule a free demo or sign up today!**

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**NEW**

## ABB Analyze Lite

Powered by GLIMPSE

ABB Analyze Lite is a complimentary introduction to some key features without a monthly commitment that allows us to show you what the power data can do for your practice.

**Ready for more data?** The full-suite version of ABB Analyze greatly expands the visibility of growth opportunities, helps efficiently and accurately track practice performance, forecasts future trends and anonymously compares results among peers both regionally and nationally.

## ONE SOLUTION. MORE CHOICES.

	ABB Analyze	ABB Analyze Lite
Optician & Doctor Comparison	✓	
% Growth Comparisons	✓	✓
Key Performance Metrics	✓	✓
Live Benchmark Comparison	✓	✓
Daily Snapshot	✓	✓
Contact Lens Products	✓	
Lens Products	✓	
Medical	✓	✓
Payments	✓	✓
Bottom Line	✓	✓
Services	✓	✓
Frames	✓	
Sunwear	✓	
Game Center	✓	
Revenue Opportunity	✓	
Potential Calculator	✓	
Vision Therapy	✓	
Multi-Location Comparison	✓	✓
Accuracy Monitoring	✓	

### SUPPORTED PRACTICE MANAGEMENT SYSTEMS

Compulink | Crystal PM | My Vision Express | Officemate | Practice Director  
| NextGen | Revolution EHR | Visual Eyes | Uprise | Liquid EHR

**Sign up today!**

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## FIT 3 PATIENTS, RECEIVE A EUROPA Scleral Diagnostic Fitting Set **FREE!**

\*See below for this limited time special offer details.



### Unique Eyes? **Customize** Four Core Customizations

Extensive, exclusive knowledge of scleral shape has been used to create lenses that can be adjusted in four core ways for a unique, patient-matched fit.



Spherical



Quadrant Specific



Multi-Meridian



Toric Haptic

## START FITTING EUROPA TODAY

**SPECIAL OFFER DETAILS:** To qualify for a Free Europa Scleral Diagnostic Fitting Set, three new patients must be successfully fit with Europa scleral lenses made from Contamac material within 90 days of order. Offer applies to Eye Care Professionals only. Europa Scleral Diagnostic Fitting Set Value \$300.00. Promotion code EURO21 must be mentioned at time of order. Offer valid until January 22, 2022.





**"The ICD FLEXFIT  
is my go-to scleral  
lens of choice."**

**Dr. Katie Brown**  
Super Scleral Eye Care Practitioner





# **FIT 3 PATIENTS, RECEIVE AN ICD FLEXFIT® Scleral Diagnostic Fitting Set FREE!**

**\*See below for this limited time special offer details.**



**ICD FlexFit Scleral Diagnostic Fitting Set**  
**2 Diameters, 16.3mm and 14.8mm**  
**1 Unique Scleral Lens Design**  
**1 Fitting Philosophy**  
**1 Fitting System**  
**= All-in-One Diagnostic Fitting Set**



**Designed for easy scleral lens fitting  
to deliver exceptional vision, eye health,  
comfort and happy patients.**

*Watch Video & Learn More!*



## **START FITTING ICD FLEXFIT TODAY**

SPECIAL OFFER DETAILS: To qualify for a Free ICD FlexFit Diagnostic Fitting Set, three new patients must be successfully fit with ICD FlexFit scleral lenses made from Contamac material within 90 days of order. Offer applies to Eye Care Professionals only. ICD FlexFit Diagnostic Fitting Set Value \$350.00. Promotion code ICDF21 must be mentioned at time of order. Offer valid until January 22, 2022.



**ALTIUS™**  
PERFORMANCE-TINTED CONTACT LENSES

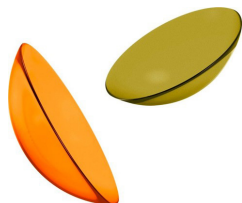
**REVEAL  
WHAT'S  
POSSIBLE™**



**Differentiate your practice, add additional revenue, and delight your patients.**

ALTIUS™ **single-use performance tinted contact lenses** have been developed through years of clinical research and testing with elite athletes around the world. They incorporate a 360 Degree Total Immersion Technology® to **mitigate visual noise**, allowing the athlete to perform with **maximal comfort, clarity, & quickness**.

**Available in two tints:**



**ALTIUS™ Grey-Green** for on-water & on-land sports & recreational activities such as surfing, golf, running, hiking, etc.

**ALTIUS™ Amber** for dynamic, reactive sports such as football, baseball, soccer, shooting, tennis, etc.



**SHOW SPECIAL**

Offer valid from Sept. 15 to 17 included

**ALTIUS Performance Center: \$1,755**

- 48 SKUs: 24/tint  
(Plano; -0.50D to -6.00D; 0.25D steps)
- Available in 10, 30 and 90 Packs
- 30/60/90-day terms

**Sell through the equivalent of 80 10-Packs in 8 weeks and receive a \$500 credit through the end of 2022**

- If all 10-Pack sales: avg of 5 patient fits/week  
(40 patients x 2 10-Packs)
- If all 30-Pack sales: avg of <2 patient fits/week  
(14 patients x 2 30-Packs)
- If all 90-Packs sales: avg of <1 patient fit/week  
(5 patients x 2 90-Packs)



**ABB OneBill**

**REGISTER NOW**



## **2023 Billing & Coding**

Get all the latest updates  
from the expert. Make  
sure you don't leave  
money on the table.



**John McGreal, OD**  
**Guest Speaker**

Hosted by **ABB OneBill**

### **4 Hours COPE Approval Pending\***

- How to improve your profitability by using correct billing levels
- Review of new and deleted codes
- How to use modifiers
- Case studies to practice
- Helps with coding for new staff

**Sat, Jan 14**

Glendale, CA

**Sat, Jan 21**

Sacramento, CA

**Sun, Jan 22**

San Ramon, CA

**Vision Expo West Special Pricing!**

**\$ 165 ABB OneBill Customer • \$205 Non-Customer\***

**\$35 Dollar Savings!**

*\*Expires September 30, 2022*

VISIT [ABBONEBILL.COM](http://ABBONEBILL.COM), CALL 1.800.444.9230, OR EMAIL [ONEBILL@ABBOPTICAL.COM](mailto:ONEBILL@ABBOPTICAL.COM)

## Back to School BOGO Promo

**BOGO: Purchase 100 pairs get 100 pairs free\***  
**and receive Sensity lock-ins thru 12/31/22!**

or

**BOGO: Purchase 50 pairs get 50 pairs free!\***

CODE		PRODUCT	BOGO	
			PER PAIR	NET PRICE
Essilor	SAAU	Crizal Sapphire Airwear Aspheric	\$78.00	<b>\$39.00</b>
	EXTA	Crizal Alize Trivex	\$52.00	<b>\$26.00</b>
	ACA	Crizal Alize Airwear	\$48.00	<b>\$24.00</b>
	EAAR	Essilor AR Polycarbonate Aspheric	\$9.00	<b>\$4.50</b>
Hoya	HXTA	Trivex Hi Vision AR	\$23.00	<b>\$11.50</b>
	HTRA	Trivex Recharge AR	\$48.00	<b>\$24.00</b>
SOMO	UCPA	UltraClear AR Polycarbonate Aspheric	\$11.80	<b>\$5.90</b>
	UCPO	UltraClear AR Polycarbonate	\$10.80	<b>\$5.40</b>
	UCPB	UltraClear AR Polycarbonate Blue Block	\$15.00	<b>\$7.50</b>
	15PO	SOMO AR Polycarbonate	\$10.00	<b>\$5.00</b>

**Purchase 100pr BOGO & receive exclusive  
Back to School lock-ins on all Sensity photochromic products:**

Code	Product	Price	Code	Product	Price
SPEA	Polycarbonate EX3 AR	<b>\$30</b>	SPH	Polycarbonate HC	<b>\$22</b>
STEA	Trivex EX3 AR	<b>\$33</b>	STH	Trivex HC	<b>\$25</b>
S3EA	CR-39 EX3 AR	<b>\$27</b>	S3H	CR-39 HC	<b>\$19</b>

Prices are listed in pairs and are subject to change without notice. Promotion runs through 9/30/22.  
Available one time per account location, per product. \*Inventory maximum 100 pairs per product with 100 pairs free.  
Mix and match inventory not available. All Sensity lock-ins available thru 12/31/22.

**Questions? Call our Stock Lens Hotline: 800-852-8089 ext 6225 or email us:**  
**stocklenses@abboptical.com**