

# When a Practice Runs Well, Patients Benefit

Once patients leave the exam lane, they become consumers. And today's consumers want their products fast and efficiently. So it's important that eye care professionals work with a distributor that can fulfill those patient expectations. **John Magalhaes, OD, FAAO**, has two practice locations in southern Massachusetts. With seven optometrists seeing patients, there are a lot of contact lens orders being placed every day, says **Coleen Magalhaes**, practice administrator.

"ABB Optical Group has all the contacts lenses from all the different manufacturers that we use," she says. ABB's large inventory is a big help. "Patients get their contact lenses within a few days directly at home, which really helps us compete with online vendors."

The robustness of ABB's inventory is also important. "We need to have access to all kinds of lenses—single vision, multi-focal, toric and specialty lenses—and ABB does help in that aspect, meeting the diverse needs of our patients."

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ABB Optical Group has been a factor in the growth of the practice of Dr. John Magalhaes and administrator Coleen Magalhaes.

Dr. Magalhaes says he's grateful for the knowledge of the specialty lens consultant who makes great recommendations even for his most complex cases.

ABB has helped the practice take its customer retention up a notch. Patients are ordering with their trusted provider, and ABB ships the lenses directly to patients. "They don't have to come here to pick them up. They're getting them right at their house at their doorsteps within about five business days. Patients like that," says Coleen Magalhaes. Indeed, the practice staff does, too. Shipping lenses directly to the patients minimizes the steps required of office staff.

## Patient satisfaction

No patients want to feel like they're

paying a heavy premium for ordering their contact lenses from their doctor's office. "ABB helps us solve challenges with competitors online. There are a lot of different contact lens competitors online now," but by using ABB, the practice can compete on price, convenience and turnaround time.

By streamlining the ordering process, the staff also has more time to spend with patients. The other administrative efficiencies that come from using ABB as its

one-stop shop for soft and specialty contact lenses adds to the time savings, which can now be redirected to patient care. "It's important for our techs to have extra time with patients to build relationships. I can't tell you how many times people come in and they'll ask for a specific tech. Why? Because that tech had formed some sort of link, some sort of relationship with that person prior. If they were buried in administrative tasks, there would be no time for that," says Dr. Magalhaes. Those moments matter to patients and to staff satisfaction.

That's certainly true for Coleen Magalhaes. "I would say the favorite part of my day here is the patients," she says. The 25-year-old practice is seeing generations

Since 1989, ABB Optical Group has evolved to help eye care professionals:



Attract & Retain



Improve Efficiencies



Increase Profitability



identify those patients who are due for an annual exam and have a material benefit remaining,” she says. “ABB syncs with our appointment book, constantly running in the background.” That helps the staff present a clear and correct summary for patients about remaining benefits. “Patients are very happy with that.”

With a lightened administrative burden, Dr. Magalhaes also has more opportunity to focus on

**New services from ABB Optical Group help streamline the administrative tasks.**

of patients, and she says that the level of personalized attention they get from doctors and staff has helped the practice grow by word-of-mouth referrals. “We can really focus on our patients, give them attention and have a little extra personal conversation with them. That keeps patients coming back to us every year.”

### Building a better practice

Already, the practice ships about 99% of its contact lens orders directly to the patients. Staff members can use those valuable minutes associated with every single lens order helping patients. Plus, “ABB is constantly adding new services, such as ABB Verify, which helps us look up vision and medical benefits and

building his business. Dr. Magalhaes says that his ABB Account Manager **Jesse Ellis** alerts him about bulk or bank order opportunities and provides valuable advice and insights about his practice locations and industry trends. “For instance, seeing how many dailies we use is one thing, but when I can see what the average practice is doing,” he can take action, he says. “Our percentage of dailies skyrocketed after I became aware of what other colleagues in other practices are succeeding with. And we in turn went in that direction and did very well. And now we boast probably 70% or 80% or maybe more in terms of the dailies modality, which is helpful for our patients and for us,” he says.

It’s the kind of data insight that helps

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the practice ensure it can deliver what patients want. “We are able to compare what we’ve ordered as far as units and dollar amount from quarter to quarter to last year. And that helps us make sure that we’re growing in our contact lens business and see where our downfalls are,” Coleen Magalhaes says.

The improved profitability is obviously nice, but the bigger benefit is the ability to retain patients. “ABB helps us by simplifying the order process—from the availability of trials to quick deliveries and easy returns, if necessary,” Dr. Magalhaes says.

And when patients are happy, the staff is happier, too. “When the staff member at the front desk is smiling and having a wonderful day, it portrays to the patients that the office flows easily,” Coleen Magalhaes says. **PA**

## Data-based Insights

**A**BB Optical Group Sales Consultant and Account Manager **Jesse Ellis** works with his accounts to determine what their primary focus is. “Are there certain performance metrics that they want to drive toward, such as daily disposable prescribing rate, annual supply sales rate for customer transactions with contact lenses or shipping products to patients’ homes instead of having them shipped to the office?” Once he knows that, he can help practices develop, implement and track a plan for great success.

Senior Lab Account Manager **Gracanne Zenga** says there are two excellent data-heavy tools that can help with decision-making. One is the online *Digital Price Monitor*, “an excellent tool because it allows customers to see beyond their practice. They’re able to see what their competition is charging and where they fall in line in terms of retail pricing strategy. It helps elevate them to be more

competitive to the market.”

She adds that the ABB Business Review is more than a reflection of the practice’s purchasing history. The Account Manager can help focus in on where opportunities are. For example, she may look at the practice’s redo rate for lenses. If it’s high, “maybe opticians are having trouble with fitting certain products or the staff needs additional product training.”

Whether it’s business solutions, one-stop shopping, a robust product portfolio, staff training or other consultations, ABB can help practices find extra time in their day to empower the moments that matter. **PA**



Jesse Ellis