

Increase GP Lens Acceptance with Dispensing System

GP lens acceptance leaps ahead with new lens, dispensing system from ABBA

Robert Stamm, O.D., with Vision Source practices in McCook, NE, and Oberlin, KS, was hardly a cheerleader for GP lens fits. "We had more failures than successes, and the time it took didn't justify the fee." Patients had to return multiple times, and the turnaround from the lens lab was several weeks at least. "With such a low success rate, we had decided that GP lens fits were schedule-killers," he says.



Dr. Stamm

But then he decided to try the MVP lenses from ABBA Optical. He had heard from several Vision Source colleagues that they were having success with these lenses. In the first four months the practice added the MVP 100-lens dispensing system, Dr. Stamm's views on GP lens fits have turned around. "This lens has been an asset to the practice. Instead of shying away from GP bifocal fits, we're able to recommend the bifocal option to a large group of presbyopic patients." And with the lens dispensing system in the office, he's able to show patients convincingly that they'll be able to see well and feel great. He often is able to send a patient home with lenses to wear.

"With the fitting set in the office, I don't have to do a lot of calculations. I am able to fit between 60 percent and 70 percent of my nearsighted patients from the dispensing set. With a success rate that high, fitting GP lenses takes much less chair time."

Even if the fit is not the final one, it helps patients adjust to the GP lenses and it gets them excited about the vision they'll achieve with the final prescription. Even better is ABBA's typical two-day turnaround. "These patients are used to waiting two weeks or longer for their lenses to come in. They are pleasantly surprised when I say I'll see them back in a few days."

The addition of the lenses and dispensing system is good news for the two rural practices; the second office opened last year. "We're not adding to the population, but the population is getting older. In the past, we were reactive to GP lens fits, even though I believed that the quality of vision and the higher Dk were valuable."

Now, the practices can be more proac-

tive, even with patients who have never worn contact lenses before. Because of the previous lackluster experience with other GP fits, Dr. Stamm had to convince the staff that these were different. "Whenever the staff heard the words bifocal or GP lenses, they grimaced. They'd seen bifocal patients come in unhappy. They'd seen GP patients complain of dirt and wind—and we live in a dirty, windy area," he says.

So he fit his presbyopic staff members with the lens. Their reaction was great. Then as the staff began to hear back from other patients how much they liked the lenses, they became more confident asking patients in the presbyopic age range about their interest in wearing contact lenses. Dr. Stamm says he often walks into the exam room to find that the patient is reading the brochure on



ABBA develops customized brochures.

ABBA lenses that the staff provided.

Dr. Stamm appreciates the opportunity to "present another option. These lenses have superior optics, and I'm confident we'll be able to keep more people in contact lenses for longer," he says. **VS**