



ABBA Optical Inc,  
2230 Centre Park Ct.  
Stone Mountain, GA 30087

770-498-8545 800-331-2015  
770-498-0536 Fax  
www.abbaoptical.com



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UPCOMING EVENTS

May 02	-UAB School of Optometry Golf Tournament Scholarship and Research Benefit
May 22	-Dr. Rex Willoughby Memorial Optometric Golf Tournament
June 23-25	-AOA Annual Meeting
July 08-09	-GA Optometric Association Annual Meeting
July 28-31	- Global Orthokeratology Symposium

Recently at the SECO meeting in Atlanta a very good customer of ours made a statement that caused me to begin thinking in a slightly different direction. Now, that is a formidable task in itself for I take a small measure of pride in our ability to "stay focused" on the task at hand. The statement was meant to be, and taken as a compliment. The Doctor told me "Lee, you have so many lens designs now that sometimes it is confusing which one to choose."



The last thing we want to do is create confusion with our customers for one of our goals is to help you bring a higher degree of clarity to this beautiful world GOD created and entrusted us with as stewards. So, in our post meeting analysis session we decided to make a few revisions. The most immediate thing we did was to reorganize our product listings into groups by category on our web site. On the GP page we now have the products for Presbyopia grouped together, Keratoconus options are under the correct heading, etc. Some designs have multiple uses therefore you will notice some products listed more than once.

We also began to realize that our company is recognized as a leader in GP Lenses, but that we have not communicated effectively enough about our other products. Our soft lens products, ABBAsoft Sphere and ABBAsoft Toric are quite unique as well for we have such a large range of powers, both sphere and cylinder, and the lenses are custom made for your patient. Many doctors like the fact that the patient's name is clearly printed on the vial label. The patient's perception that these are truly "Custom Lenses" manufactured specifically for them lends a great deal of added value to your practice. Free trials are available for the quarterly replacement program.

You can count on us for most of your supplies as well. Not only do we carry Fluorescence strips and Large molecule fluorescence that will not damage soft lenses along with Lens Removers and various solutions, but we have recently added a line of pharmaceuticals. Atropine, Fluorox, Fluorocaine, Flura Safe, Tetracaine, Homatropine, Phenylephrine, Eye Wash, Gonioscopic Solution, and Artificial Tears may be purchased either through our Customer Service Representatives or you may order them directly from our website. Products and prices are listed on a page secured with your log on code and password.

**SURPRIZE SUPPLIES SPECIAL.** Say that 3 times fast then visit the specials page on our website for our April Internet special!

The perception that ABBA is a great lab for specialty GP lenses is pervasive and accurate. But we have much more to offer your practice. A friend of mine recently told me a great little story about perception. It seems that Mildred, the church gossip and self-appointed arbiter of the church's morals, kept sticking her nose into other people's business. Several members were unappreciative of her activities, but feared her enough to maintain their silence.

She made a mistake, however, when she accused George, a new member, of being an alcoholic after she saw his pickup truck parked in front of the town's only bar one afternoon.

She commented to George and others that everyone seeing it there would know what he was doing.

George, a man of few words, stared at her for a moment and just walked away. He didn't explain, defend, or deny. He said nothing.

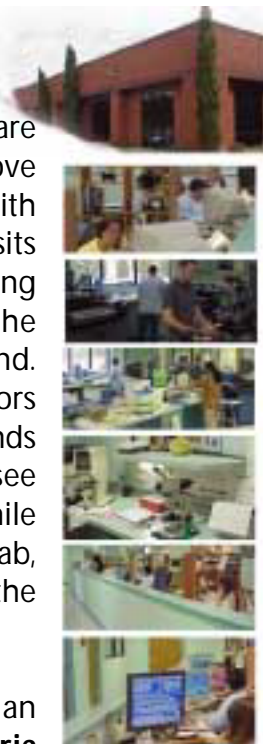
Later that evening, George quietly parked his pickup in front of Mildred's house and left it there all night.

## Tour of ABBA

### Come and stay awhile...

Our favorite days in the office are when we get visitors. We love meeting new folks and visiting with old friends. Our most frequent visits probably come from students visiting the lab to experience the manufacturing process first hand. Some visits are from new Doctors moving into the area or old friends just stopping by to chat and see what's new. If it has been a while since you've visited a contact lens lab, I think you will be surprised at the way we do things today.

Dr. James Dillard recently wrote an article in **The GA Optometric Association Newsletter** on GP lenses and his first pearl of wisdom was to visit your local GP manufacturing laboratory and take part in the contact lens fabrication process. Go to ABBA Optical where Lee Dickerson and staff have been most accommodating.



## CONSULTANT'S CORNER

### Ordering Toric GP Lenses

Designing and fitting toric GP lenses is a relatively easy process but if the lab and the Doctor or Technician do not completely understand each other we sometimes run into complications. Some customers prefer to give us the topographical information ("K" readings) and refraction and allow us to design the toric GP lenses for them. This is very successful in most cases and usually results in a very satisfied customer and patient. We do have quite a few customers that either design the toric lenses themselves or provide all of the specifications when ordering a replacement lens.

One problem that arises from time to time concerns the correct nomenclature when specifying the power of the lens. For instance, if our customer specifies the power for a bitoric lens as "minus one minus three" we will enter the power into our system as  $-1.00 -3.00$ . The lens will be made with three diopters of cylinder in the power. This form is simply known as Cylinder Power and is the format most commonly used in our office.

However, if our customer orders the lens as "minus one over minus three" we will enter the power of this lens as  $-1.00 / -$

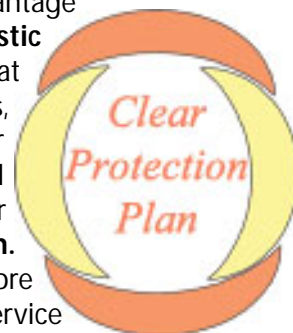
## CONSULTANT'S CORNER cont'd

3.00. This lens will be made with two diopters of cylinder. The forward slash between the two powers tells us that you are specifying your desired "meridional power" or "lensometer stops". Some Doctors will also specify this power as being "on the cross", referring to the actual powers on the optical cross.

Both forms are correct but it is important that your staff specify whether they are ordering the power as "cylinder power" or "meridional power". After we manufacture your lenses, and before placing them on your patient, it is a good practice to take a quick look at the invoice to make sure we made the lenses in the format you ordered. Just look for the forward slash if you are ordering anything other than "cylinder power".

## CLEAR PROTECTION PLAN

Many of you were able to take advantage of our **ABBA-Kone 26-Lens Diagnostic Set** special in February. It was a great success: beneficial to our customers, your patients, and our lab. Another idea for you to keep in mind that will complement the Set and your practice is our **Clear Protection Plan**. This plan can be used to generate more business for you and add an extra service for your patient. The way it works:



- Your patient purchases and you fit a pair of ABBA's warranted lenses
- Once the fit is successful, you call us and activate the Clear Protection Plan
- We send your patient a set of emergency lenses exactly like the ones they just bought except they're clear.
- Very economical for your patient and establishes a new revenue stream for your practice
- If the patient loses their lenses, they have an emergency pair to wear until they can replace their lost or broken lenses.
- We make the lenses clear so your patient won't make their emergency lenses, replacement lenses and you won't lose business (THESE ARE EMERGENCY LENS ONLY, NOT REPLACEMENT LENSES).
- Since your Keratoconus patients so desperately need their custom GP lenses, the Clear Protection Plan is an ideal option with ABBA-Kone lenses.
- For 24 months we'll rebuff, inspect, and ultrasonically clean the tinted lenses for FREE, while they wear their clear lenses.
- We'll supply marketing material for your office to help explain the Clear Protection Plan to your patient

For more information on the Clear Protection Plan visit our website [www.abbaoptical.com](http://www.abbaoptical.com).

## SUPPLIES

ABBA has virtually any supply and accessory your practice could possibly need. We carry these for your convenience, so take advantage of our friendly customer service and order your supplies along with your lenses from ABBA. For a full list of supplies, see our Resource Guide or visit our website, [www.abbaoptical.com](http://www.abbaoptical.com).



## IT'S A SOFT WORLD

Many people are aware of the benefits of GP lenses. Private eye care businesses thrive on offering patients the added value of custom, high quality lenses and their ability to fit special cases. Specializing in GP design and manufacturing, we promote these benefits daily. Many of the benefits associated with GP lenses are related to design and material but some are also related to the fact that the lens is CUSTOM manufactured specifically for your patient.

Many doctors prefer to fit GP lenses based on the benefits, but when a patient asks for a soft lens, some staff members forget about custom lenses and the patient is not able to make an informed decision based on all of their options.

Why not prescribe custom soft lenses too? ABBAsoft & ABBAclassic, our line of custom soft lenses have much to offer your patient.

Just in time custom manufacturing of soft lenses is what makes ABBA Optical unique. Our lenses are never inventoried. Each is lathe-cut to order in a timely fashion, giving you maximum control over design parameters with quick turnaround. State of the art manufacturing equipment ensures consistent quality.

Order Online or call  
800-331-2015



## NEW APPEARANCE

### Introducing ABBAsoft G59

Starting April 1, a new ABBA soft lens will be available for your patients. The new lens is ABBAsoft G59 available in Sphere and Toric. The design is based on our existing ABBAsoft Sphere & Toric, but the lens material used is GMA with a water content of 59%, thus the name ABBAsoft G59.

The **ABBAsoft G59** will be the lens of choice for any patient wishing to improve his/her end of the day comfort. The "**5 o'clock syndrome**" of lens awareness and discomfort is typically eliminated with the use of the ABBAsoft G59 lens. The G59 is made of hioxifilcon A (co-polymer GMA-HEMA) which retains its saturated water content on the eye, even under extreme conditions. All lens dimensions and oxygen permeability present in the first hour of wear will be present in the last hour of wear. This means lens movement and fit will be stable from the **beginning of the day to bedtime**. Some highlights:

#### Water Retention & On Eye Stability

With less than 1% water loss, hioxifilcon A does not shrink, tighten up, or change shape on the eye, and its Dk value is sustained during wear. Other standard materials of similar water content dehydrate as much as 10%. Zero shrinkage equals Zero "setting-time" for fit evaluation.

#### Deposit Resistance & Patient Comfort

This non-ionic material attracts only 2% (16 µg/cm<sup>2</sup> of protein vs 800) of what other standard materials attract leading to a full day of comfort.

#### Optics

Higher modulus (stiffer) material does not shrink, tighten up, or change shape on the eye maintaining crisp, stable vision.

#### Patient Retention

Keep patients coming back to your office. Fewer Drop-outs due to discomfort, dryness, and reduced wearing time. Fewer Drop-offs seeking alternative sources for (discounted) disposables. ABBAsoft G59 is only available through Independent ECPs.

Try our ABBAsoft G59 today and let your patients see and feel the difference!

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