

ABBA Vision



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HAPPY 4TH OF JULY Independence Issue

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UPCOMING EVENTS

July 08-09	- GA Optometry Association Annual Meeting
July 22-23	- Florida Opt. Assn. Annual Convention
July 28-31	- Global Orthokeratology Symposium
Aug. 10-14	- TN Opt. Assn. 104th Annual Congress

Lee Dickerson



Isn't it amazing how time passes. Summer is here and we are looking forward to vacations. If you haven't already made your plans, time is slipping by. The internet makes communication quicker but you still have to be clear with your request and explanations.

A very proper lady began planning a week's camping vacation for her church group. She sent an e-mail to a campground for reservations. She wanted to make sure that the campground was fully equipped and modern, but couldn't bring herself to write the word "toilet" in her e-mail. So, she decided on the old-fashioned term "Bathroom Commode." Once written down she still wasn't comfortable. Finally she decided on the abbreviation "B.C." and wrote, "does your campground have its own "B.C.?"



When the campground owner received the e-mail, he couldn't figure out what she meant by "B.C." He showed it to several of the campers, one of whom suggested the lady was obviously referring to a Baptist Church. So he sent this reply:

Dear Madam:

The B.C. is located nine miles from the campground in a beautiful grove of trees. I admit it is quite a distance if you are in the habit of going regularly. No doubt you will be pleased to know that it will seat 350 people at one time, and it is open on Tuesday, Thursday, and Sunday of each week.

Some folks like to take their lunch and make a day of it. The acoustics are very good, so everyone can hear even the quietest passages. It may interest you to know that my daughter met her husband there. We are also having a fund-raiser to purchase new seats, as the old ones have holes in them.

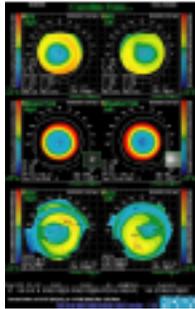


Unfortunately my wife is ill and has not been able to attend regularly. It's been a good six months since she last went. It pains her very much not to be able to go more often. As we grow older, it seems to be more of an effort, especially in cold weather.

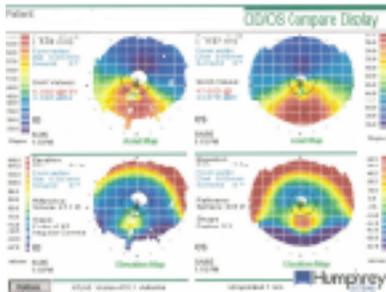
Perhaps I could accompany you the first time you go, sit with you, and introduce you to all the other folks who will be there. I look forward to your visit. We offer a very friendly campground.



As topographers are becoming more prevalent in Doctors' offices, we are creating and using clever methods to design intricate custom contact lenses for patients. A patient's topography can tell the practitioner a lot about the eye, but in many cases the topographers are not being used to their full potential. By allowing our consultants to see the topography, you enable them to see what you see, the flat and steep sections of the cornea and the rate of curvature change. Being able to hear the practitioner describe the Dynamic performance of the lens on the eye, the fluorescene pattern, and being able to see the color map on paper or computer screen, gives the consultant, the practitioner, and the



patient a much better chance of achieving an optimal fit in a difficult case.



You might have noticed that we have a tool on our website to upload a topography

to our consultants desk, or you may have heard of people sending topographies via email, but none of this is possible unless you can save the map to an electronic file first.

Almost every topographer on the market has a method to export a topography or capture the image, save it electronically, and send the map. But, often enough, practitioner and staff members haven't been taught the steps. The positive side is that usually the method is pretty simple, but the negative side is that each topography's method is a little different.

I've had quite a bit of success helping practitioners over the past few months. If you don't yet know how to send a patient's topography, contact me or have a staff member give me a call. I'll be happy to help walk you through it.



Jess Brown
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Declaring a month of Independence From High Supply Prices!

ABBA has virtually any supply and accessory your practice could possibly need.

We carry supplies 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.

Independence Month Special.

Progent Kits

Order Menicon Progent cleaning kits online for the reduced price of:

1- pair Starter Kit \$4.00
7 -pair boxes \$14.50



Fluorescein Sodium Strips

Order Fluorescein Strips online receive the reduced price of:

100 ct. 8.50
300 ct. 20.75



Lissamine Green Ophthalmic Strips

Order Lissamine Green Strips online and receive the reduced price of:

100 ct 15.95



Only Leading Manufacturers Are Awarded
The Seal of Excellence



Fitting multifocals and bifocals for presbyopes has been in the news a lot lately. Many articles from the leading trade publications have focused on this issue. The Gas Permeable Lens Institute just sent out a press release citing a primary reason for "significant growth" of GP lenses in the first part of 2005 as a "strong demand for presbyopic contact lenses."

The growth really makes a lot of sense when you look at the benefits to all the parties involved. It's easy to realize that any growing segment of our business is a plus as long as other segments do not diminish as a result of that segment's growth. As with most GP wearers, the new segment will contain new patients who will be more loyal and thus you can expect future orders.

Expanding on that thought, eye care practitioners can now feel much more comfortable fitting contact lenses

for presbyopia. New technology (materials, design and processes) ensures greater comfort, ease of fitting, and a newfound level of satisfaction with the patient. Fitting a patient with a customized and unique lens ensures repeat business, loyalty, and referrals.

Many patients are able to solely rely on ABBA's line of contact lenses for presbyopia from morning till bedtime. Baby boomers especially are trying to get out of, or refrain from, wearing glasses as they move into their forties or fifties. They are particularly excited and motivated to try GP lenses for presbyopia.

...ensures repeat business, loyalty, and referrals.

Below are some of our leading lenses for presbyopia. Give us a call to get your patients started today.



The MVP Multifocal is our "go to" lens for most first time fits. It is a Bi-aspheric design (aspheric back and front surface) allowing the prescribing eye care practitioner the flexibility of placing additional add power on the front surface of the lens when needed without compromising the existing base curve/corneal fitting relationship. MVP is available in a Dispensing System (inventory set) for increased efficiency.



EZ Eyes Hybrid is our newest design. It is a hybrid lens, combining an aspheric back surface with a segmented front surface which also has an aspheric transition zone. If an aspheric multifocal fails because of near point, or a translating bifocal fails because of the lack of an intermediate zone, the EZ Eyes Hybrid lens is the one for you.



KNEWVision is a straight line, segmented, translating bifocal. Use this lens for those patients that prefer the "Executive" style bifocal.

Custom Eyes is a translating Bifocal with a crescent shaped segment and a smooth transition zone from distance to near. The transition zone is to allow smooth passage of the upper lid over the lens. It is not an "intermediate" zone. Custom Eyes will provide your early, moderate or advanced Presbyopic Patient with excellent distance and near acuity.



EZ.1™ & EZ.2 are Aspheric back surface, thin lens designs. Both offer a premium level of comfort due in part to our custom thin-edge profile. The add powers are not variable and are used for the early to moderate Presbyope.

