

ABBA Vision

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

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



IN THIS ISSUE

The Little Things	Lee Dickerson
Bitoric Multifocals	Julie Smith
Consultant's Corner	Aspheric Multifocals
Practice Management	Dr. John Forche

UPCOMING EVENTS

June 23-25 - American Opt. Assn. Annual Meeting
 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

Your business, and ours, centers around helping people see things more clearly. We know all too well that it is the little things in life that make a big difference in the way we view our world. Your ability to help your patients discern the fine details can impact not only your patient, but the ones near and dear to them as well. It is difficult to understand why everyone does not have annual eye exams, but there are many people today that still do not visit your office until they find, from some particular incident in life, that their vision is not what it once was. A good example of this is the story of four brothers who left home for college, became successful doctors and lawyers, and prospered. Some years later, they chatted after having dinner together. They discussed the gifts they were able to give their elderly mother who lived far away in another city.



The first said, "I had a big house built for Mama."

The second said, "I had a hundred thousand dollar theater built in the house."

The third said, "I had my Mercedes dealer deliver an SL600 to her."

The fourth said, "You know how Mamma loved reading the Bible and you know she can't read anymore because she can't see very well. I met this preacher who told me about a parrot that can recite the entire bible. It took twenty preachers 12 years to teach him. I had to pledge to contribute \$100,000 a year for twenty years to the church, but it was worth it. Mamma just has to name the chapter and verse and the parrot will recite it."

The other brothers were impressed.

After the holidays Mom sent out her Thank You notes. She wrote:

"Milton, the house you built is so huge. I live in only one room, but I have to clean the whole house. Thanks anyway."

"Marvin, I am too old to travel. I stay home, I have my groceries delivered, so I never use the Mercedes. The thought was good. Thanks."

"Michael, you gave me an expensive theater with Dolby sound, it could hold 50 people, but all of my friends are dead, I've lost my hearing and I'm nearly blind. I'll never use it. Thank you for the gesture just the same."

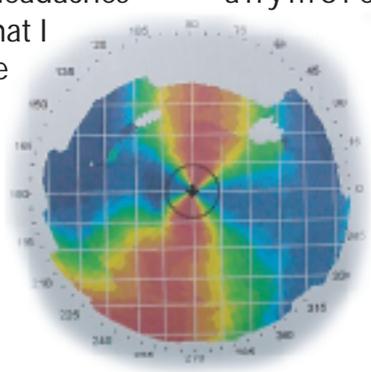
"Dearest Melvin, you were the only son to have the good sense to give a little thought to your gift. The chicken was delicious. Thank you."



Bragging Rights

Julie Smith, Assistant to David Lee, OD Huntsville, AL

My prescription is +6.50 -2.75 X028 OD and +6.25 -2.75 X015 OS. I've been wearing Bitoric GP lenses from ABBA for years and have been very happy. Recently I began getting headaches and Dr. Lee suggested we check my reading vision. Sure enough, I caught the 40's syndrome and needed reading correction, but having worked in the Optometry industry for over 20 years, we had concerns going into the process of trying to fit a bitoric multifocal. We crossed our fingers and called my prescription in to ABBA. They consulted with my doctor, designed, manufactured, and shipped my lenses out to me that day. When I got them and tried them on, I was far from happy...I was ecstatic. They felt great and I could see just like before, except my near was a little clearer and I didn't get headaches anymore. Dr. Lee was very pleased that I adapted so well to the multifocals and for me, not to have to wear glasses is a blessing. ABBA continues to impress us with their outstanding quality and service.



P.S. I also always order #2 blue because they make my eyes dazzle.

Peers Review GP's

The May issue of Contact Lens Spectrum featured an interesting article in the CL Practice Management section on CL Best Practices. Contributing writer Jennifer Barr conducted a Survey of "nine of the leading contact lens specialists" across the nation. Here's what the panel of experts had to say about GP lenses:



GP Lenses The percentage of respondents whose patients wear GP lenses varied greatly. Some concluded that within their practice, they've fit only about five percent of patients with GP lenses. The majority reported that about 20 percent of their patients wear GPs, but that number jumped to as high as 35 percent for some practices.

"The advantages to fitting GP lenses include (often)

Peers Review GP's cont'd

superior visual performance, potential for myopia stabilization, superior performance in multifocal designs, ability to correct irregular astigmatism in cases of corneal diseases/injuries/post-surgical cases and, finally, corneal reshaping," says Dr. Eiden.

Dr. Castellano adds, "GP patients tend to be more loyal."

Of course there's nothing real surprising here to most doctors using GP lenses, but it sounds good for others to confirm these practices! You can read the whole article at <http://www.clspectrum.com>

Consultant's Corner

Near Point With Aspheric Multifocals

"Doctor, my arms are still a little too short!" Occasionally we hear of an aspheric multifocal fitting where the patient is not receiving the full benefit of the add power in the lens. There are a few tricks of the trade to help resolve this situation. First, perform your over-refraction for distance acuity in full illumination. Use hand held trial lenses instead of your phoropter. Second, perform your over-refraction binocularly. Push the plus power, not to the point of blur, but use the least minus possible and still maintain the best line of acuity. Third, check the near point with the distance over-refraction in place. If the patient still needs more add, perform a binocular over-refraction for near. If you need an additional +0.50 for near point, order the new lens with just a little more additional add than needed. For instance, if the lens has a +1.75 add, you over-refract +0.50 more, order the new lens with a +2.75 add. We have found that with aspheric multifocals (not translating bifocals or our hybrid lens EZEyes) this "fudge factor" works best. Notice the position of the lens in primary gaze. The lens should position centrally to just slightly superior. It should not be "lid attached". The lens should be free to move slightly with downward gaze. If the lens position is centered nicely, but with too little movement, try a slightly flatter base curve. Our Consultants are always eager to discuss individual cases with you.



Dr. John Forche

Five Points Eyecare | Athens, GA



In today's competitive eye care environment, the ABBA MVP multifocal is one of the best ways to attract and retain loyal, fee-for-service patients. These patients will tell other people over 40 about their new contact lenses and superb vision. If you implement a few easy strategies, in a few months your practice will have plenty of people calling to schedule appointments to try this "new bifocal contact lens technology."

The fitting process is so successful because the MVP is an improvement on current multifocal RPG technology. The lens has four aspheric zones on the back surface and any additional add that is required is on the front surface. The near add can be ordered in as high as +4.00 and the lens can be made in almost any material and in any color.

I have had more success with first time fits with the MVP than with any other bifocal modality available. The distance and intermediate vision with the MVP is unparalleled. With the proper tools and knowledge, the fitting process can be quick and easy as well. And with the help of highly trained technicians, the process is a lot easier. ABBA is willing to assist your practice with technician training if necessary.

Patient selection is the key to success with the MVP multifocal. The best candidates are current myopic presbyopes who wear RGP lenses. The initial lens selection is based on the flattest K and the spherical refractive error. The key to getting good vision at all distances is proper centration of the lens. Ideally, the lens should sit slightly high, but not lid attached. Once you have achieved the optimal fit, the refractive power can be refined.

Power refinement is similar to soft bifocal contact lenses: small changes in power can lead to large changes in vision. With an MVP Dispensing System, the power can be refined without additional charges for warranted reorders and without the inconvenience of additional follow-up visits. The Dispensing System contains 100 lenses with the most common parameters for lenses prescribed by doctors who fit the MVP. For most myopic patients under -6.00, a diagnostic lens can

be found in the fitting set.

If you have to refine the power, always "push the plus" when over refracting and perform a binocular over refraction. The most common problem is inadequate near vision. I've found that increasing the add (yes, the patient may be 50-years-old with a +2.00 spectacle add, but they may need a +3.25 ADD in an MVP) and/or increasing the OAD (overall diameter) will most likely lead to better near vision. Increasing the OAD will also help with centration, if necessary. Like bifocal spectacles, increasing the add will not affect the distance vision, but it will greatly improve the near. If you cannot achieve adequate vision with these adjustments, consider a slightly modified monovision approach or one of the translating or hybrid designs from ABBA.

In order to achieve success in your practice with this lens, you must know how to fit the lens and you need to market the lens to patients within your practice. I recommend you have pamphlets or a sign in your reception area that gives information on the MVP multifocal. ABBA will provide the pamphlets to MVP DS owners at no charge. It's important that all staff members are educated about the lens and they try to identify good candidates. Patients are more willing to try the lens if they have heard about it from your business office, your technicians and you, the doctor.

When presenting MVP's (like any bifocal contact lens), I always tell the patient that we will give them a "free" in office trial. If they are impressed with the lens and the vision I then discuss fees. We also guarantee the cost of the lenses so patients feel comfortable trying a high-end product.

As most practitioners know, word of mouth is the best marketing tool for your practice. The MVP is a great vehicle to increase word of mouth referrals. It can help establish your practice as a presbyopic contact lens specialty practice that leads to a larger patient volume as well as profitability. We all know that the baby-boomer generation needs and wants great vision correction for both distance and near: what better way to offer it than a specialty bifocal gas permeable contact lens that lets them avoid glasses and sets your practice apart from others?