



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

Fitting Ortho K	Fluorescein Evaluation
Technical Resources	Jess Brown
Monthly Special	Ready, Set , Go
Bragging Rights	Stacy Underwood, OD
Consultant's Corner	Post Fit Corneal Mapping

UPCOMING EVENTS

SEP 10th	TN Sci. Opth. Meeting, Chattanooga
SEP 13th	ABBA GP Fitting Class (call for details)
OCT 8-10th	GOA Meeting, Athens, GA
NOV 4-6th	ALOA, Birmingham, AL
NOV 11-12th	NC Opt Society, Asheville, NC
DEC 1-4th	SC Opt Assn. Conv. , Hilton Head, SC

MESSAGE FROM LEE

The Global Orthokeratology Symposium held in Chicago recently was, from all accounts a successful meeting. Corneal reshaping is finding its way into many offices today. Some of which have fit very few GP lenses.

The success of overnight corneal reshaping is opening doors for other GP modalities as well. For instance, the presbyopic correcting segment of our business has grown significantly over the past few years.

Practitioners are finding that fitting GP lenses is not so difficult after all and the rewards are significant.



With patients seeking alternative sources for their lenses and litigation concerns from non-compliant patients looming large, we often seek complicated solutions when there is a simple and effective option at our immediate disposal. It is amazing how we overlook the obvious so many times isn't it?

Special Needs



At ABBA, our mission has always been to help you help people see all the beautiful things GOD has made. Today however, we are faced with an additional mission: to use available resources to help our fellow Americans restore their lives in the aftermath of Hurricane Katrina.

Our business is making contact lenses, and of the thousands of displaced families, we know many have special eye care and vision needs. Some victims have lost everything they own, including their contact lenses. If you have an evacuee from the hurricane-damaged area as a new patient that needs to replace their gas permeable lenses, please contact us and we'll be happy to replace those lenses absolutely free. With your help we can play a small part in helping with the many tasks in restoring the lives of our friends and neighbors.

SPECIAL ANNOUNCEMENTS

It gives me great pleasure to announce that **Ana Estrada** has been promoted from Lead Consultant to Office Manager. Her effort and commitment to outstanding service is most appreciated.



It is also a pleasure to announce that **Jarrett Halsey** has been promoted to Lab Manager. His hard work ethic and attention to detail complements our lab exceptionally.

Call **800-331-2015**
to help hurricane victims.

OK Fitting

ORISON FLUORESCEIN EVALUATION

On the dispensing visit, the patient's Orison lenses should be inserted and allowed to equilibrate for 20 minutes. A well fitted Orison lens should exhibit the following characteristics:



1. A centered lens position
2. 1mm to 4mm central bearing
3. Fluorescein pooling in the area of the Reverse Curve
4. 1mm to 5mm mid-peripheral bearing the the area of the Alignment Fitting Curve.
5. Mid Peripheral alignment
6. 360 degrees of lens clearance
7. .05mm to 1.0mm of blink induced lens movement.

Technical Resources cont'd

read the brochure while waiting for their visit with you. We can custom design and print these brochures for your office for a small fee or you can customize them yourself online and print them on your own printer in your office at your convenience. No special software is needed, just Adobe Reader (which is very common on most computers). You'll just fill in the blanks and hit print!

When fitting patients with the Orison Lens for Corneal Reshaping, you might want to send Topographies to us. Bear in mind, you can upload them directly from our website to our consultants desk or just email the attachment to **orders@abbaoptical.com**. When emailing, don't forget to send account number, patient name, and a brief summary of the patients history.



Remember, if you need help with the website or topographies, don't hesitate to call.

Jess Brown
Marketing/IT Manager

800-331-2015
jess@abbaoptical.com

Technical Resources

Our website is a great resource to turn to when seeking product information, conversion calculators, and marketing materials. The Orison section is especially loaded with animated educational tools, marketing materials, and trouble shooting guides. You'll need your account number and password to gain access to the resources.



Among the many tools on the **Orison** page (located under Gas Permeable Lenses) is the Evaluation Page. This page will be helpful in guiding you through the through the fitting and evaluation process.

Another tool is the Certification Presentation. This is an animated slide show that will prepare you for fitting the Orison Lens for Corneal Reshaping.

A great marketing tool is the **Orison brochure**. Having this brochure in your office can immensely help you promote Corneal Reshaping in your practice. It is most effective when your staff encourages your patients to

FALL Special



Fall and football are almost among us. To help celebrate the welcomed season change, we will be promoting our **ABBA-Kone Fitting System** September through October.

The ABBA-Kone System is a 26 lens Keratoconus fitting system designed to make fitting your Keratoconus patients much easier than in the past.

The ABBA-Kone is capable of treating early through advanced Keratoconus. It is topographer friendly with variable eccentricities. The normal pricing for the 26-lens ABBA-Kone fitting system is \$300. For the months of September & October, we are offering our ABBA-Kone Fitting System for only \$150.00. Additionally, a coupon will accompany the set redeemable for **\$50 off your next ABBA-Kone fitting**.

Simplify the fitting process for your keratoconic patients. Call **800-331-2015** or order directly from our online link on our website to get your ABBA-Kone fitting system.



Stacy Underwood, O.D. Conyers, GA

I have had great success with the Orison Lens for Corneal Reshaping. I like the fact that you do not have to pay for an expensive fitting kit or spend a lot of chair time trial fitting from a kit. Once a patient has committed to the process, all I do is call in the K readings and refraction to the Ortho-K consultant at ABBA and I get the first lenses.

Many times the first lenses work well, but if a change is needed the fit is modified based on what the lens looks like on the eye. The principles are basically the same as fitting any GP lens except that the lens has to center perfectly. You can just observe the lens on the patient's eye, call in to ABBA, and based on your observations, they will send out another lens to correct any problems. It is that easy, really.



Examples of lens observations are: the central treatment zone is decentered above, below, nasal or temporal as compared to the patient's pupil. Also, give ABBA the over refraction and refraction after the lens is taken off and that's about it!!!! There are also examples of fluoresce patterns and topographies on ABBA's website www.abbaoptical.com.

I have had great results and I am very careful about using products that require too much of my chair time as I am the only doctor here. Try this lens a few times and I know that you will be pleased with the results.



Orison offers freedom without risk.

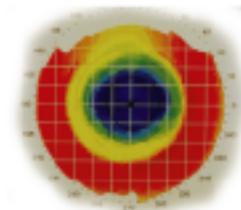


Orison Post Corneal Mapping

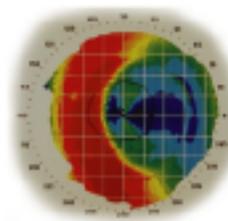
When evaluating the Orison, the appearance of the post-fitting corneal map provides valuable insight into the overall fitting characteristics of the Orison lens and the position of the treatment zone. The post-fitting corneal map can most often be classified into 5 major categories and can be corrected based on these observations.

The Central Bulls-Eye Pattern

This results when perfect lens centration is maintained throughout the overnight wearing period.



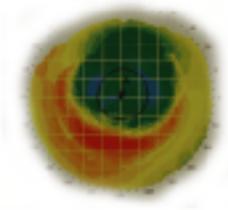
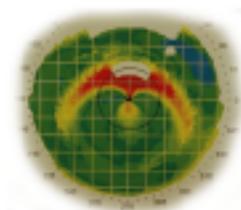
The Decentered Bulls-Eye Pattern



This is indicative of a lens, which has decentered nasal or temporal. This is often due to an alignment/fitting curve which is too flat or an overall lens diameter that is too small.

The Inferior Smiley Face Pattern

This is indicative of a lens which has decentered inferiorly. This is most often due to an alignment/fitting curve which is too steep or a diameter which is too small.



The Superior Smiley Face Pattern
This is noted when a lens has a decentered superiorly. This is often due to an alignment/fitting curve which is too flat or a lens diameter which is too small.

The Central Island Pattern

This is a small 1mm-2mm central zone of untreated tissue often caused by a lens which is too steep centrally or mid-peripherally resulting in inadequate central application.

