

# ABBA Vision

*A Monthly  
Newsletter*

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## UPCOMING EVENTS

MAR	23rd	GOA District Meeting
APR	6 - 7	Vision Source Nat. Meeting
JUN	14-18	GOA 102nd Annual Conf.
JUN	21-25	Optometry's Meeting 2006

## MESSAGE FROM LEE



Almost every year after returning from the S.E.C.O. meeting I feel invigorated, having just visited with many long time friends (none of which are "old"), and made a few new acquaintances that will soon become friends.

Of course it always helps when you have something new and exciting to talk about and we certainly did at SECO this year. We knew we would be limited for time so we devised a way for our customers to register on our web site to spend 15 or more minutes with me or one of my staff. Not surprisingly, most people wanted to talk to my staff. The registrants were each given a \$10.00 Starbucks cash card and placed in a drawing for a nice television. Dr. Andrea Sims of Jasper, Alabama was the lucky winner.

We introduced our new "**Hydrolize**" Plasma process, which is available on all Paragon materials. The Hydrolize process is discussed at length in this issue of our newsletter, *ABBA Vision*. We also had a lot of interest in our MVP-Dispensing System with several systems being purchased during the exhibit hours. Our new ABBA-Soft 3-for-1 Quarter plan was also introduced and received very favorably. Many of our customers didn't even know we make custom soft lenses, especially up to 10 diopters of cylinder at no additional charge. Now they do. All in all, it was a great meeting.

I realize an awful lot depends on a person's perspective and I do tend to be optimistic about most things. However, we have quite a bit to be optimistic about at ABBA. We have enjoyed several favorable reviews in trade journals the past few months. You can find links to articles on our web site. I know you have heard the old saying about the glass being half full or half empty. Some see it as half full, some half empty, some ask who stole their drink and some see an opportunity to put more in their glass. One's perspective is important to consider. A good example is the story of two boys that were playing football at a park in a small town in

Georgia, when one of the boys was suddenly attacked by a crazed Rottweiler.

Thinking quickly, the other boy takes a stick and shoves it under the dog's collar, twists it, and breaks the dog's neck, thus saving his friend.

A sports reporter who was strolling by saw the incident and rushes over to interview the boy. He tells the boy he's going to write the story and says, "I'll title it 'Young Bulldog Fan Saves Friend from Vicious Animal.'"



But I'm not a Bulldog fan," the little hero replies.

Sorry, since we're in Georgia, I just assumed you were," says the reporter and he starts writing again. He asks, "How does 'Jacket Fan Rescues Friend From Horrific Attack' sound?" "I'm not an Jacket fan either," the boy says.

"Oh, I thought everyone in Georgia was either for the Bulldogs or the Jackets. What team do you root for?," the reporter asks.

"I'm just visiting my cousin, I'm a Florida Gator fan," the boy replies. "They're the best ever!"

The reporter smiles, starts a new sheet in his notebook, and writes: "Little Red-Necked Bastard From Florida Kills Beloved Family Pet."

**THE OPPORTUNITY**

There are millions of presbyopes nationwide and even more worldwide who seek a solution to vision correction without the aid of glasses. GP Bifocal/Multifocal contacts provide the most viable option.

GP bifocals provide the best vision correction for distance, intermediate and near with the sharpest acuity and are great for ocular health. However, these lenses have historically presented obstacles too. Some Eye Care Professionals were a bit intimidated with the prospect of fitting a Presbyopic patient with GP bifocals. Sometimes practitioners would have to schedule several follow up visits for refits, which require valuable chair time as well as being inconvenient for the patient. Also, some patients had difficulty adapting to a GP lens because of the initial lens awareness.

Thus, as in any business, there are no problems, only opportunities.

**THE RESOLUTION**

Develop a system to educate the patient of the options available to them regarding contact lenses for Presbyopia. This system must not appear to the patient as a hard sell for any particular product, but rather an informative process. It must also promote the doctors' expertise and confidence with prescribing contact lenses that meet the patients' needs. And, of course you must have a system to back up your claims. From the training to marketing to dispensing, this system covers any major hurdles to prescribing GP multifocals.

**Education**

With the system comes a set of cards to help educate your patients. Since many patients don't even know that contact lenses are available for their presbyopia, it starts out with the basics, then goes on to explain the different contact modalities available (translating bifocal, a s p h e r i c multifocal, etc.).



There is also a card and an interactive CD to educate your staff. This is not quite the same education as the patient will get since the staff will already know a good bit about

contact lenses for presbyopia. This card will help ensure staff members know how to present the options so everyone is on the same page in their presentations.

**Fitting**

The heart of our system is the 100-lens dispensing unit, which includes 100 MVP Multifocal lenses, a GP design with a proven track record of success. Having this system in your office will dramatically aid in fitting the MVP Multifocal. We've labeled the lenses so all you or your tech has to do is match the patients flat k to flat k labeled on the lens and the spherical power in the patients refraction to the one listed on the lens label. It's very simple and straightforward.



You can use the 100 lenses to diagnostically fit and observe the performance of the lens. Many practices offer free trial fits, because once they are able to demonstrate the performance of the lens, they can't talk the patients out of wearing the MVP. Having the Dispensing System in your office will eliminate a lot of chair time, follow up visits, cancellations, and uncertainty.

**Comfort**

During the initial trial fitting, we recommend using a topical anesthetic. Tell the patient, "this is the vision and comfort you can expect after an adaption time of only a few days". Once they experience the crisp clear vision and realize how comfortable the lenses are, the patients become very excited.

Another recent technology that makes leaps and bounds in comfort advancement is HydroLIZE. HydroLIZE is a plasma treating process. It greatly improves the wetting angle on the lens's surface and thus greatly increases the comfort (see next page for further info).

Using these two comfort ideas, having the system in your office, a plan to educate patients, and a plan to present the multifocal option, will greatly increase your ability to fit GP multifocals. The practices that have placed this system into their office and used the marketing tools and recommendations we provide, have greatly improved on the success of their presbyopic contact lens program.

We've devised a clever way to get this system into your office with no initial investment. Call and ask us how you can begin prescribing more GP multifocals with efficiency at low cost.

## HydroLIZE Plasma Treatment

We are excited to offer the newest technology in the contact lens industry: Plasma Treatment. We have been studying and analyzing the claims of benefits of plasma treatment for some time. We've held our own testing and I can say we are quite pleased with the results. Your patients will see and experience a noticeable difference.

With **HydroLIZE Plasma Treatment**, gas permeable (GP) lenses have reached an exciting new level of wettability and patient comfort. **ABBA** has combined the innovation of plasma treating lenses with Paragon HDS Technology to provide excellent oxygen transmissibility and deliver enhanced patient comfort in any GP lens design.

### What is HydroLIZE Plasma Treatment?

Cold gas plasma is an energetic process utilizing electrical energy to transform the molecular structure of a contact lens surface. This creates desirable surface properties engineered to enhance wettability and comfort.

While studies have not been undertaken for performance properties other than wetting, products such as contact lenses and intraocular lenses have been successfully modified by plasma treatment to:

- Improve Wettability.
- Enhance Patient Comfort.
- Impart protein and cell-repelling characteristics.
- Decrease Bacterial Adhesion.

### Lenses treated with HydroLIZE Plasma Treatment are ideal for the following patients:

- > **Dry eyes**  
Oily or filmy lenses.
- > **New GP lens wearers**  
Helps with the adoption stage of lens wear.
- > **Planned replacement**  
Patients will be more comfortable when switching to a new pair.
- > **High Dk lens materials**  
Increased wettability with a lens that is typically less hydrophilic.



When placing your next GP lens order, request a lens material from the Paragon HDS Technology family treated with **HydroLIZE**. Your patients will value their crisp vision, enhanced comfort and your expertise! The result is happy, loyal patients you'll see again year after year.

## OPTIMUM SOLUTIONS

Many of our customers are missing out on some retail sales. All contact lens wearers need solutions and cleaners. We recommend the Optimum Solutions and Care products for your GP wearers. Patients have to replenish these products often and even though Wal-Mart is on every corner, your office may still be the most convenient place to buy solutions...it is certainly easier to get in and out of and surely you offer better service. Plus, it is great for marketing, because a visit to your office will constantly remind the patient of your services. The great part is that it doesn't take a lot of cash to get started. We're running a special on the Optimum products exclusive through ABBA. Until April 30th, order 12 retail care systems or 12 of each product and get 2 free. Remember starter kits are available complimentary upon request.

Retail Care System (includes all products)	\$12.95
Wetting/Rewetting 1oz	\$ 4.65
Cleaning/Disinfecting/Storage 4oz Extra Strength Cleaner) 2oz	\$ 4.65
	\$ 4.65

\*Retail Outlets are a little over \$9 per bottle.

## CONSULTANT'S CORNER

This month's consultant's corner tip actually came from a patient after damaging his lenses. We think it's a very good idea and advocate recommending it to your patients. It can save us all a lot of problems in the future.

Removing GP lenses can sometimes cause laughter to those watching because those things can come shooting out like a rocket...just shy of breaking the sound barrier! Hardly ever do the patients learn to catch the lenses initially and they usually end up in the sink after ricocheting off the hand. Most remember to close the drain, but getting the lens off the wet surface of the sink can be difficult and can cause some scratching or chipping to the edge of the lens. This can cause great discomfort. Lenses being rinsed also tend to be dropped in the sink by rookies. It's even harder to get the lens out when there is water pooled in the sink.

So to help remedy the problem, simply lay a washcloth or hand towel in the bottom of the sink. This will allow your patient to easily pickup the lens without causing any damage. It will also keep your patient happy and a successful contact lens wearer.

## DID YOU KNOW?

We also deliver ABBAVision by email. The email version typically arrives 1 to 3 weeks earlier depending on your postal zones. To sign up for the email version visit [abbaoptical.com](http://abbaoptical.com) and click on **Newsletters**. If you are getting the email version and would like to help us save money and the environment, send us an email to remove you from the US mail database. [jess@abbaoptical.com](mailto:jess@abbaoptical.com)