



# 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

ABBA k\_3 - For Irregular  
Corneas

Technology At ABBA

Message From Lee

## Upcoming Events

7/13-14 FOA, Palm  
Beach, FL

7/20-22 Southeastern  
Optician Conference

7/26-27 ALOA 2007  
Gulf Coast Conference

8/10-11 CLSA, Myrtle  
Beach

*This newsletter  
edition is sponsored in  
part by Contamac US*

## It's not just about contacts.

We spend most of our marketing efforts talking about the different contact lens designs we manufacture, each benefit the lens has and how it can help you successfully fit your next patient. A lot of time is also spent on talk of new technology or new programs; all designed to deliver better products and services and of course create the ever-important marketing buzz.

However, there's another side to our industry that is also well deserving of discussion and promotion and that is service to others. Many of you may know that ABBA was started on this very principle. Our company mission is simply stated; 'to enable eye care professionals to help people see all the beautiful things God has made.' By serving the needs of the specialty contact lens industry, we indeed have the privilege of helping you help people in truly unique situations.

Recently, we were presented with the opportunity to help Dr. Chip Parker with a patient. This particular patient was one of the first low vision patients that Dr. Parker saw while working abroad on a mission trip. The patient was born with no cones in his retina and depended on his rods for vision, which makes him in effect 'Day Blind'.

The first strategy was to manage his poor vision with tinted eyeglasses and various combinations of



*Dr. Parker & Lee  
meet up at FOA*

glasses and telescopes to compensate for the missing cones. This result was very successful. The patient was able to graduate from a university and accepted his first job as a teacher, but another problem soon arose. His dark tinted glasses were very distracting for his students. He was unable to make eye contact with them and they wondered why he wore dark sunglasses. They made jokes and comments like, 'our teacher is a gangster'.

Searching for a solution, Dr. Parker and his patient

found a company in England that provided very dark tinted soft lens. They were of some help, but were too dark for indoors, were very expensive, and had to be replaced frequently.

This is when Dr. Parker had the idea of using a GP lens and came to ABBA looking for help and ideas. We decided we'd need to filter the blue end of the spectrum. Working in conjunction with one of the foremost polymer chemists in our industry, we were able to identify a special material (still in the R&D stage) that did just that. We manufactured the lenses to exact specification and shipped them overseas. Dr. Parker sent us one final email describing the result:

*Dear Lee,*

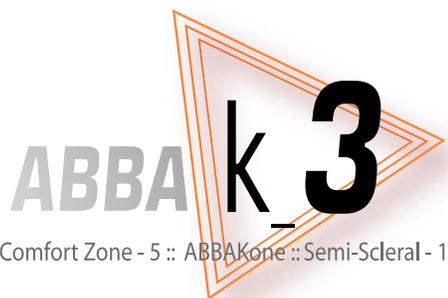
**[HIPPA] is thrilled with his new lenses. He is now able to teach with much improved vision and without the problems, of having to wear tinted spectacles. He was thrilled to learn that you had provided him the lenses at no charge.... Thanks again for all your help, the timeliness and the courtesy and competence of your staff.**

*Regards,  
Chip Parker, O.D.*

Whether we're helping someone go from not being able to watch TV to being able to drive again or enabling someone to feel more comfortable and confident, a call from a patient, or a success story relayed from your office is very rewarding. Of course our desire to help people with special needs is immobile without your expertise. We believe the professionals in the eye care industry as a whole are very giving of their time and resources and we are proud to be a small part of it.

\*If you would like to share a success story with us, please give us a call at 800-331-2015 or email it to [jess@abbaoptical.com](mailto:jess@abbaoptical.com).

# ABBA k\_3 Fitting System



When it comes to patients with irregular corneas, the first lens Vince McGlone, O.D., Millburn, NJ, reaches for is an ABBA Optical lens. Now that has become even easier since he acquired the ABBA k\_3 system-offering the Comfort Zone-5, ABBAKone and Semi-Scleral 13.5 lenses in one fitting system.

*"It's a wonderful product for us because of the variation of lenses in different diameters," he says. "Other cone sets give you one diameter, but keratoconus is not a onesize-fits-all approach," he says.*

In addition, "in some cases, when the diameter of the lens is increased, the size of the optic zone doesn't change. But that's necessary.

The ABBA lenses give you the opportunity to change the characteristics," he says. That's why he uses the Semi-Scleral 13.5 lens, the largest diameter lens, for globus patients and those with pellucid marginal degeneration.

Dr. McGlone characterizes the ABBA set as his go-to set whenever he has a patient with keratoconus or an irregular cornea following trauma. "These patients' corneas aren't as smooth, and they tend to need gas permeable contact lenses as well."

Two years ago, Dr. McGlone joined a network of optometrists and learned about ABBA through that affiliation. "I have a lab in my building and that's what I used formerly. I'd call downstairs and get the lenses the next day. Now I call ABBA and often get the lenses the next day-with a fit more customized to the patients' requirements." ABBA also provides exceptional service in other ways, he says. "I like to work with people who are nice to deal with. The ABBA representatives are proactive in their efforts to keep my staff and my patients happy," he says.



**3 designs for ultimate variation**

The ABBA K\_3 is a new and one of a kind fitting system utilizing 3 entirely different designs. The system was developed to fit from early through advanced stages of keratoconus. The three lens designs range from smaller diameter aspheric lenses with controlled optical zones, to the large diameter SemiScleral-13.5 mm lenses, a total of 70 lenses. **To learn more about the system or to order ABBA k\_3, please call 800-331-2015.**

*ABBA k\_3 is proudly made in Optimum GP Materials, by Contamac US.*



## DC, CD, DVD....~`))\*\*&&^%

A teacher asked one of her pupils, "Can you name our nation's capital?" The reply was, "Washington DC" When asked what the "DC" stood for, the pupil added, "Dot com!"

It is really an electronic world, isn't it? At ABBA, we have tried to incorporate as much technology as possible, with a goal of making sure it is safe, useful, and simple.

### Automatic Monthly Credit Card Billing

Many customers have decided to have their account automatically charged to avoid the trouble of manually making the payment each month. This works really well with our exchange policy. Since we only charge you the material fee on enhancements, you are not required to send any lenses back (unless the case ends in cancellation). So, not only do you save on shipping the lenses back, you also don't have to follow up on every order to see if the proper credit was given. Automatic monthly credit card billing is simple. We charge your credit card on file on the 2nd business day of the month. You still receive your statement for your records at the normal time each month.



### Online Credit Card Payment

If you prefer to pay your statement manually by credit card, you can do so online. Just got to [www.abbaoptical.com](http://www.abbaoptical.com) and click the Make Payment link at the top. The amount of your most recent statement will be the default payment amount, but you can adjust it if necessary. You can also elect to get an email confirmation if you like.



## Message From Lee

As an eye care professional, much of your career involves many appointments and meetings. The very heart of your business is making appointments to examine patients. However, as a professional in your community, you're probably committed to even more. Whether it is a place of worship, the local community center, a child's ballgame, or a political meeting, it seems there are always meetings going on, places to be, and not enough time to get there. We all try very hard to be prompt to meetings, understanding that everyone else at the meeting is just as busy as we are. As a matter of fact, I ask my staff to operate on "Lombardi Time". Taking a lesson from the great football coach Vince Lombardi who told his players that if they arrived to practice 10 minutes early, in his book they were still 5 minutes late. Moral: be 15 minutes early for meetings. A good example of the consequences of being late for a meeting is this short little story.

A priest was being honored at his retirement dinner after 25 years serving the parish. A leading local politician and member of the congregation was chosen to make the presentation and give a little speech at the dinner. He was late getting there, so the priest decided to say his own few words while they waited." I got my first impression of the parish from the very first confession I heard here. I thought I had been assigned to a terrible place. The very first person who entered my confessional told me he had stolen a television set and, when questioned by the police, was able to lie his way out of it. He had stolen money from his parents, embezzled from his employer, had an affair with his boss's wife, and taken illegal drugs.

I was appalled. But as the days went on I knew that my people were not all like that and I had, indeed, come to a fine parish full of good and loving people." .....

Just as the priest finished his talk, the politician arrived full of apologies at being late. He immediately began to make the presentation and gave his talk. "I'll never forget the first day our parish priest arrived," said the politician. "In fact, I had the honor of being the very first person to go to him for Confession."

## Around ABBA

### ***Congratulations!***

Congratulations to Robert for passing his NCLE requirements. He's been working very hard towards this designation and we're very proud for him.

His hard work and new designation was also rewarded with a promotion to an official Consultant with ABBA.

If you've had the chance to speak or consult with Robert, you'll know he always offers a cheerful voice eager to help you in whatever way he can. He exemplifies our goals to provide you with the best service in the industry!



Ana (Office Manger) presents Robert's certificate of promotion.

Lee Dickerson, President, ABBA, congratulates Ana and Robert on a job well done!



### ***New arrivals***

For weeks a little boy told his teacher about the baby that was coming to his house. One day, his mother let him feel the baby move in her tummy. He then stopped telling the teacher about the baby. The teacher finally asked, "What happened to the baby you were expecting at your house?" The boy broke into tears and said, "I think my Mommy ate it!"

We have new additions to the ABBA family. Congratulations are in order to Diana ,who is expecting a little boy. She is due on Aug 28th. And for those of you who I haven't talked your ears off yet, my son, Ben, was born on November 11, 2006.



Ben Brown