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5/19-20 The Society of
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6/7-10 GOA Annual
Meeting

6/26-30 AOA

ABBA Vision

MVP Dispensing System Interview

Dr. Myron Wilson is one of the newest owners of the MVP Dispensing System. He's been a long time ABBA customer, but only fitting the occasional GP. After purchasing the MVP Dispensing System, we manufactured the lenses, assembled the system, installed it in his office, and conducted a doctor and staff training. It has been a little over a month now and Dr. Wilson has agreed to share a few minutes from his busy schedule with us to report on how the new system has been working for his practice.

ABBA: Dr. Wilson, you've been using the MVP Dispensing System for about a month now, what are your first thoughts?

Dr. Wilson: This is the most exciting thing in contact lenses since the disposal lens!

ABBA: Really, what stands out about it?

Dr. Wilson: It's just wonderful. It works; no one has turned it down yet. The vision is much better than even I expected. We are really pleased.

ABBA: What are your patients saying about it?

Dr. Wilson: They love the lenses. They are really amazed when I put the lenses on them; the acuity is exceptional. I even have an early keratoconus patient with 4 diopters of cyl wearing the MVP that I fit right out of the set. I've also fit several plano patients who didn't want reading glasses!

ABBA: How is the dispensing process working for you?

Dr. Wilson: It's great, very complete. I probably wouldn't be doing this without the dispensing system. We're fitting 3-4 a day out of the system. We've had it for about a month now and are seeing many of the follow-ups. They are doing very well. If I ever have to reorder, it's just a small tweak in the distance power. The +2.50 add has accommodated every patient so far. Ordering is very simple with the lens ID system. I just call in and give the lens ID with the over refraction. I'm ordering all the lenses NW to save on costs. If for some reason the patient were to cancel after ordering the lenses, or we would need another modification, I'll just add it to my inventory so I'll have more powers.

ABBA: What type of patients are you targeting?

Dr. Wilson: Presbyopes, especially soft monovision wearers. I have very few GP patients. I've been fitting the majority of my patients with soft lenses the past 10 years, so the majority of patients I'm switching are monovision soft lens wearers. But really, just presbyopes in general are our targets. We're trying it on everyone.

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Facts:

Name: Myron Wilson, O.D.
Practice: Cherokee Eye, Centre, AL
Staff: 1 O.D., 5 staff members
Patients Seen Per Day: avg 50+, frequently 60-70

Introduction of Menicon Z

In November, ABBA received commercial production approval of Menicon Z. The material is widely known for its high dk characteristics, wettability, and durability. All these characteristics contribute to a comfortable and healthy lens for your patients.

Menicon Z is FDA approved for up to 30 days of continuous wear and using the ISO method (most conservative) has a dk of 163. It is available in almost any of ABBA's proprietary designs, and of course, is available for your custom designs as well.

Many of you have already tried it out and some have even switched your account to default to all lenses in Menicon Z.

Menicon Z works especially well on patients with elevated demands for high oxygen or needs extended wear.

Higher dk materials have a reputation for being more brittle than the lower dk materials. However, Menicon Z prides itself on being high dk and durable. It has backed up its claims with a 6-month breakage policy. If the lens breaks within 6 months of the original issue, just return the broken lens to ABBA and Menicon will provide a new button and we'll manufacture it at no additional cost to you or your patient.

HydroLIZE Plasma Treatment is mandatory on Menicon Z so a \$5 per lens HydroLIZE charge will apply. Warranty for Menicon follows ABBA's traditional hassle free warranty except the 2 exchanges are billed \$10 per lens instead of \$7.



"Get Menicon Progent & Menicare GP Solutions From ABBA too!"



HydroLIZE Plasma Update

HydroLIZE has seen great success. We've been performing the process now for over one year and feedback has been extraordinary. Most of our customers who have been using HydroLIZE say \$5 is a small price that pays big dividends when patients compliment how comfortable the lenses are. Many times HydroLIZE can keep first time lens wearers from dropping out. Our customers also report the adaptation process is much quicker now.

Beginning in March 2007, we changed our HydroLIZE policy. All accounts were changed over to default HydroLIZE. That means unless you specify otherwise, your lenses will be plasma treated. Of course you have the option to request your account not to be HydroLIZED by default, but so far, most everyone has agreed the transition was smooth and a good choice. As one customer said, "we want the good stuff every time!"



Message From Lee

We've had the most fantastic start to the year thanks to God and not forgetting to thank you our loyal customers. We've had great success launching some new programs, and I've been able to see many of you at the trade shows we've been attending.

As business owners and operators, we constantly face the hard choices of various buying decisions. Whether you're buying paper for the printer or specialty contact lenses, you have to weigh quality against lower price. It reminds me of a fictional story I heard not long ago.

Raymond and Ethel attended the local fair every year. Every year Raymond wanted to take the helicopter ride, but when he asked his wife Ethel, she would always reply, "Raymond, that helicopter ride is \$50, and \$50 is \$50."

This year, Raymond pleaded with Ethel, "Ethel, I'm 85 years old, and if I don't ride this helicopter this year, I may never get to." Ethel with her usual reply said, "Raymond that ride is \$50, and \$50 is \$50."

Well, this year the helicopter pilot overheard the couple arguing and he decided to make a deal with them. He said, "I'll make you two a deal. I'll take you on the ride for free provided you don't say a word during the ride, but if you say anything, it's going to cost you \$50." Raymond and Ethel decided it was a deal.

The pilot's intentions weren't quite so genuine. After taking them up, he tried every trick he knew. He tried all types of dangerous maneuvers, loops, spins, dives and not a word from Raymond or Ethel. The pilot was perplexed. As he landed, he yelled to the back, "I tried every trick I knew and you two somehow remained quiet. I thought I'd for sure get a yell out of you." Raymond replied, "well I was going to say something when Ethel fell out, but \$50 is \$50."

Besides getting a good laugh out of the story I guess there is one lesson we can take from it. Free or lower prices aren't always what they're cracked up to be and well, \$50 is \$50. At ABBA, we feel both price and quality is important. We strive to offer our customers a good balance between the quality of our products and services to a fair price. We're not always the lowest price out there, but we offer a ride free of loops or spins!

MVP DS Interview Continued

Dr. Wilson cont'd

I'm also ordering the clear protection plan for each of my patients. I really like that. I've updated my pricing and have made it mandatory, it is not an option anymore. Each patient gets an emergency pair of lenses.

While holding on the phone for Dr. Wilson, I took the opportunity to ask one of his staff members how she liked the lenses. She said the MVP's were much easier to handle than the soft lenses and the ease of handling allowed her to save time in between their 50+ patients.

We'd like to thank Dr. Wilson for his time and permission to use our conversation in this newsletter, and of course, for using our product!

Special

Mira Polish

If you have a polisher in your practice then you are in need of polish. ABBA has been making its own polish for years and we will be happy to make a batch for you. You can get the same polish we use here daily to clean, polish, remove scratches and modify lenses.

We have two different batch sizes--8oz bottle and a 1-quart bottle.

The normal price for the 8oz bottle is 16.50 (2.06 per oz) and the normal price for the 1-quart bottle is 36.50 (1.14 per oz). For the months of May-July, we are running a special on the polish.

The 8oz bottle is on sale for 12.00 (1.50 per oz) and the 1-quart bottle is on sale for 32.00 (1.00 per oz).

To order the polish at the special price, just call your customer service representative at 800-331-2015 and mention the newsletter special.

**For those that don't have a polisher, remember ABBA will clean and polish your ABBA manufactured lenses at no charge. Just send lenses to*

*Modifications
2230 Centre Park Ct.
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A complete patient delivery system.



Significantly Increase
Your GP Multifocal
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