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Upcoming Events

Sep 7-9, Illinois College of
Optom. Alumni weekend

Sep 12-13, TN Optometric
Assn Meeting

Sep 22, First Annu. Partners
in Care Seminar, Gulf
Breeze- FL.

Sep 27-29, OAA - Spokane,
WA

Sep 28-29, Mid-Atlantic
Vision Source Practice
Management Meeting

Oct 6-8, GOA Fall Meeting

Oct 27, VS Practice
Management Meeting,
Fort Meyers, FL

ABBA Vision

Extreme Cases, Extreme Results



Recently a man came to a medical university (who asked to be unnamed) with no vision in one eye and best correctable vision of 20/2100 in the other. The university had just recently acquired our Semi Scleral - 13.5 fitting system and decided to try the lens on the patient. After a good fit was achieved, an over refraction yielded 20/40 acuity. We manufactured the new lens and sent it to the University. The results were great. The new lens provided the patient with the expected results, which is the best vision he has had in many years. The doctor shared with us the patient's excitement when the patient explained that he passed his drivers test and could now drive, he could see the face of his grandson, and could even watch TV. If you have patients with special needs give us a call and let us help. Sometimes the task isn't easy but the reward is tremendous.

DID YOU KNOW?

ABBA manufactures made to order toric soft lenses, **ABBASoft Toric?** The unique feature of our toric lenses is the ability to get them completely custom. Base, power, diameter, cylinder, and axis, are all modifiable and offered in wide ranges. For example, sphere power can go as high as +/- 30D and cylinder can go up to -10D, both powers in .25 steps.

With our 3 for 1 deal, you can get a years supply for as little as many of the disposal lenses on the market and you don't have to compromise to the closest fit, you can get the exact fit.

You can try **ABBASoft Toric** with no risk, they are 100% returnable. Just order a trial pair, and if you and the patient are happy, order 3 additional lenses per eye to have a yearly supply. The 3 additional lenses are sold at the same price as the trial pair, thus the 3 for 1 deal.

When ordering **ABBASoft Toric Singles**, consider prescribing quarterly replacement for maximum comfort. This also ensures your patients have emergency backup pairs.

Happy Practice, Happy Patients

MVP Dispensing System



Barry Adler, O.D., of Chapel Hill, NC, has been fitting contact lenses for 40 years. However until recently, he says, he "would be hesitant before fitting a patient with an aspheric multifocal GP lens because the process was labor intensive and empirical fits were not always successful. There's a certain risk to fitting someone with a difficult lens because an outcome that is less than optimal can harm the doctor-patient relationship. So I was always very selective."

With the introduction of ABBA Optical's 100-lens MVP™ Multifocal-Dispensing System, Dr. Adler's worries have disappeared.

By using this new system of lenses with its large variety of parameters, he is now able to screen more patients in the office and demonstrate to his patients that the lens will fit properly and provide better acuity. "Patients are sometimes hesitant to pay for a new product unless they know it's going to work. With such an extensive fitting system, I can show them how well it works, and quickly determine the best candidates," he says. As the number of presbyopes increases, efficiently maximizing chair time is even more important to the financial health of the practice. Dr. Adler says, "I have been able to significantly increase the number of patients I fit because I can confidently offer patients a riskfree trial." His primary candidates are current GP lens wearers who are using readers or those who have been fit with monovision. With the fitting system, he is able to show patients who wear contacts and readers how much the MVP increases their convenience, and he can show monovision patients a dramatic improvement in distance vision. For soft multifocal lens patients who are not happy with acuity, Dr. Adler can demonstrate the superior optics of a GP aspheric multifocal lens. "That's where having the fitting system comes in handy. I tell my patients that if I can prove to them that they can see more clearly, then they can pay me for the evaluation and fit. I'm so confident, I'm willing to invest the time it takes," he says. Once he has the lenses on patients' eyes and they can look down and see their watches clearly and look up and read the eye chart with ease, "they're unbelievably enthusiastic."

Dr. Adler has found the fitting system is so well organized, that finding the right trial lens is intuitive. "Between the flat 'K' reading and the Rx, I select a trial lens, put it on and let it settle. From there, I can adjust the base curve to get the lens to position properly and to determine the best power to maximize near and distance visual acuity. Now when I order a pair of lenses, more than 90 percent of the time, it's the right lens the first time," he says. Predictability has replaced guesswork.

Happy Patients

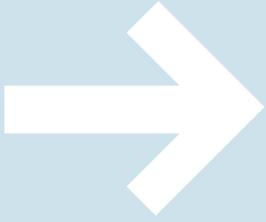
The following is a letter Dr. Adler received from one of his patients and was kind enough to share it with us. The patient traveled from New York to Dr. Adler's practice in Chapel Hill, North Carolina.

Hello Dr. Adler and my friends at Adler Eye Associates.

First, I apologize for not contacting you sooner. My new contacts are FABULOUS and I love them. I feel like a million dollars - especially when I am at dinner with friends and everyone else whips out their "cheater" glasses. I can see the menu just fine without reading glasses!!!! You were right. It makes me feel younger! The new lenses are comfortable, easier to keep clean and the vision correction is perfect. Thank you for taking all of the extra time to achieve that goal. I'm sure these lenses might be available in New York City but I am also certain that I never would have received the kind of care and attention you gave to my case had I not chosen to visit you in North Carolina. Receiving the recommendation from (my local doctor) let me know I was on the right track. Thank you for making me feel so special. The whole team at Adler Eye Associates is warm, caring and respectful and you are all to be commended for the outstanding, over-the-top service you provide to your clients.

*Thank you, thank you, thank you!
(Patients name withheld due to HIPA)*

Happy Practice, Happy Patients cont'd



You too can achieve similar results by placing our MVP-Dispensing System in your office. There are many other benefits included with the MVP-DS that our marketing department will be happy to discuss with you in a private conversation at your convenience. Just call our office or email info@abbaoptical.com to schedule some time with us.

Message From Lee



Recently Alcon announced they were going to discontinue the production of the Unique-PH solution for GP Lenses. A spokesperson for Alcon told us the reason is mainly because a large box retailer, Walmart, decided to use the shelf space for another product. Another factor that came into their decision making process was the increased demand for their soft lens solutions due to the recent recall by the FDA for one of their competitor's products, which put a higher demand on Alcon's production capabilities. However, the main factor was that Walmart will no longer carry the product. Our position is that this should be a good thing for private practitioners because it keeps the patients in the doctor's office. Many Eye Care Professionals that do not want to carry solutions in their office can direct their patients to our consumer

website, www.gpbifocals.com where they can purchase solutions, including Unique-PH, and the ECP is rewarded with 20% of the sale, if the ECP has an active account with us.

It is a bit irritating that Alcon decided to succumb to the whims of the big box retailers, but do not worry about the availability of care systems for GP Lenses. There are plenty of excellent solutions available. Some of our favorites are the **Optimum Solutions, Menicare, Serine, and the Lobob** solutions. We will continue to wet ship lenses in Unique-PH until we run out, which we anticipate to be about a year, and then we will ship in another FDA approved solution.

In our business, we spend much of our time on the phone with our customers. It is good that we get to spend so much time discussing contact lens options and new ideas, each conversation with its own unique story.

We consider this service one of the most appealing facets of our business. I think it helps to separate us from those other "big box type" companies where you have to go through a "phone tree" to get a live person on the line. It is becoming more and more uncommon to get a real human voice when you call a company. We have bypassed many systems that would route calls automatically, favoring instead to have a nice helpful person on the phone that can help you right away. We strive to listen to your needs and offer thoughtful recommendations. Hopefully we meet your expectations each time you call on us for help. If we don't listen carefully, we understand the result can be quite irritating, much like the example below.

An elderly couple was driving across the country. The woman was driving when she got pulled over by the highway patrol.

The officer said, "Ma'am did you know you were speeding?"

The woman turns to her husband and asked, "What did he say?"

The old man yelled, "He says you were speeding!"

The patrolman said, "May I see your license?"

The woman turned to her husband and asked, "What did he say?"

The old man yelled, "He wants to see your license!"

The woman gave him her license.

The patrolman said, "I see you are from Texas. I spent some time there once and went on a blind date with the most irritating woman I've ever known."

The woman turned to her husband and asked, "What did he say?"

The old man yelled, "He says he thinks he knows you!"



Fall Is in the Air

Football is back, the cool air is slowly creeping it's way into the atmosphere, the leaves are turning (if they haven't already been scorched by the summer heat), yep, Fall is upon us. This year we decided to start a college football pick'em league. It is similar to the fantasy football you've probably heard about, but in this case, you don't have individual players, you just try to pick the winners. It should be good fun, and there's plenty of taunting going on between each of the college fans. Dr. Finley of Herndon, VA says we're all playing for 2nd to him in the pick'em and our teams are playing for second's to his VT Hokies! We'll be sending out email updates to fill you in on the action.



Congratulations Dolly

HAPPENINGS at ABBA. Dolly Stephens is growing into a great asset at ABBA. On August 30th, she was promoted to a Level II Customer Service Representative. We are proud of her accomplishments and appreciate her professionalism.

