Accutome Aims for Unparalleled Service and Responsiveness for Customers

In the early 1980s, Dr. Frederic B. Kremer developed the first ultrasound pachymeter so that radial keratotomy (RK) incisions could be made more accurately. He patented his device and founded Accutome Inc. in Malvern, Pa. In 1991, Brian Chandler, a retired naval officer with more than 20 years of service, was appointed president of the company. Mr. Chandler applied lessons he learned from Naval aviation to expand the company. He implemented business ideals, such as the need for close customer support and a “can do” attitude for new products and services. He recognized that even though the ophthalmic community is large, it is a small community for building reputations. According to Mr. Chandler, eyecare professionals and fighter pilots have something in common: Neither can do their jobs without the high-quality equipment and materials their responsibilities require.

Accutome transitioned from an RK-focused company to one that supports the diagnostic, refractive, cataract and glaucoma markets through five business divisions: Accutome Rx, Accutome Ultrasound and Equipment, the Repair Services Group, Diamond Knives and Surgical Instruments, and Sales and Marketing. Today, the company specializes in portable ophthalmic equipment, including the AccuPen handheld tonometer, PachPen handheld pachymeter and the B-Scan Plus. It also offers more than 6,000 clinical supplies and medications. The broad product line includes mydriatic and cycloplegic drops, diagnostic dyes, anesthetic drops, antibiotics, bulbs, lenses, exam gloves and tonometry supplies.

In April 2012, Accutome was acquired by Halma, joining its Health Optics division and other ASCO supporters Keeler and Volk. Accutome’s recently unveiled e-commerce website, www.accutome.com, is designed for fast ordering and improved account management. It reflects the company’s daily goal, which is unparalleled service and responsiveness for customers. All employees are financially incentivized to work with this overriding mindset. When a customer calls Accutome, he or she speaks with a person, not an automated message, and calls are answered during extended working hours. Accutome has multilingual employees on site to support customers from around the world. If Accutome does not make a product, sell it, or repair it, the customer is directed to a qualified source. Fast turnaround time is the company’s mission.

For more information, visit www.accutome.com or e-mail info@accutome.com.

**Information for this Industry Spotlight was supplied by Accutome and not independently verified by Eye on Education.*

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