



Optical Retail & Lab Integrations

Deep Vertical Expertise Across the Optical Value Chain, Powered by OSI Digital & Boomi

The optical industry operates at the intersection of healthcare, retail, and manufacturing — and it runs on the precise, timely exchange of data across a highly interconnected value chain. From the moment a patient completes an eye exam to the moment finished eyewear is in their hands, a chain of business processes must execute without gaps: prescription management, vision benefit verification, lab order fulfillment, inventory movement, billing, and patient communication.

OSI Digital brings hands-on expertise in connecting these processes — not as a generalist integration provider, but as a team that understands the optical business from the inside. We know how a prescription flows from a practice management system into a lab order. We know where vision plan verification creates friction at the point of care. We know the operational difference between how an independent lab manages partner orders versus how a national lab network coordinates production at scale. That process depth is what sets our work apart.

Our practice is built on Boomi's enterprise integration platform, extended with OSI's optical-specific accelerators, pre-built integration patterns for common optical workflows, and a proactive monitoring framework purpose-built for high-volume B2B environments. The result is faster implementation, fewer integration failures, and a foundation that scales with your business.

Optical Retail: Process-Deep Integration Expertise

Optical retail sits at the convergence of patient care, vision benefits, product fulfillment, and multi-location operations. Every patient visit generates a cascade of downstream workflows — and every gap in how those workflows are connected translates directly into operational cost, revenue leakage, or a compromised patient experience. OSI Digital has worked with optical retail organizations of varying scale, from large national chains to regional groups, and we understand both the complexity and the stakes.



The Retail Workflow We Integrate, End to End

A patient visit triggers a connected chain of processes across systems and partners. We integrate all of them:

01 Exam & Prescription

- › Prescription capture & validation
- › Patient record management
- › Clinical data to back-office sync

02 Vision Benefit Verification

- › Real-time eligibility checks
- › Benefit authorization workflows
- › Plan utilization tracking

03 Lab Order & Fulfillment

- › Order creation & routing logic
- › Multi-partner order management
- › Status tracking & exception alerts

04 Delivery & Billing

- › Shipment tracking to store
- › Patient communication triggers
- › Claims & remittance processing

Where Our Vertical Expertise Runs Deep

- › **Practice & patient data management**
we understand how patient and prescription records move between clinical, retail, and operational systems — and we design integrations that ensure data integrity across every handoff, without manual re-entry or reconciliation overhead.
- › **Lab order routing and exception management**
routing orders to the right fulfillment partner based on lens type, location, SLA, and capability — with business rules that handle exceptions, escalate failures, and maintain visibility across every open order.
- › **Billing, claims, and revenue cycle**
connecting billing systems to vision plan networks and insurance carriers for electronic claim submission and remittance processing — ensuring payment data flows back into the business accurately and without manual intervention.
- › **Vision benefit verification at the point of care**
real-time benefit eligibility and authorization is one of the highest-friction moments in optical retail. We have deep experience integrating these workflows across major vision plan networks, reducing front-desk delays and preventing claim denials caused by authorization gaps.
- › **Inventory synchronization across channels**
frame and lens inventory across retail locations, distribution centers, and online channels must reflect real-time availability. We build integrations that eliminate oversell, trigger replenishment at the right thresholds, and surface stock intelligence to the right teams.
- › **Trading partner connectivity**
whether connecting to frame suppliers, lens vendors, lab networks, or logistics providers through API, file-based, or structured data exchange — we manage the full trading partner lifecycle from onboarding through ongoing operations.



Optical Labs & Manufacturing: Integration at the Core of Production

Optical labs carry the highest integration burden in the value chain. They receive orders from dozens or hundreds of retail and practice partners in a wide variety of formats and through a variety of channels. They manage complex production workflows where a single data error — a transposed measurement, a missing specification, an incorrect product code — results in a remake, a write-off, and a dissatisfied patient. And they must return order status, shipment, and billing data back to each retail partner in the format and cadence that partner expects.

OSI Digital understands the lab business at a process level. We have designed integrations for both independent specialty labs and large network lab operations — and we know that the challenges are different at each scale. Independent labs need flexibility and fast partner onboarding. Network labs need throughput, intelligent routing, and a monitoring framework that catches exceptions before they become production backlogs. We design for both.

Where Our Vertical Expertise Runs Deep

> Order intake from diverse retail and practice partners

optical labs receive orders across a wide range of formats and channels — structured data feeds, API integrations, portal submissions, and file-based transfers. We normalize these into a single, consistent internal order flow without requiring retail partners to change how they work.

> Production workflow visibility

connecting lab management and production scheduling systems to operational reporting gives supervisors and customer service teams real-time visibility into where every order stands — and early warning when an order is at risk of missing its SLA.

> Retail partner order status and exception communication

proactively communicating order status, production delays, and exception conditions back to retail partners reduces inbound inquiry volume, strengthens partner relationships, and allows stores to manage patient expectations before they become complaints.

> Prescription accuracy and order validation

before an order reaches production, it must be validated against business rules, product availability, and customer-specific requirements. We build validation logic that catches errors at intake — not after a lens has been cut.

> Supplier and inventory integration

automated connectivity with frame and lens blank suppliers for replenishment, purchase order management, and inventory consumption tracking — ensuring the lab floor always has what it needs without manual procurement workflows.

> Outbound shipment and delivery coordination

integrating with logistics and carrier systems to automate shipment creation, label generation, and tracking propagation — back to retail partners, stores, and directly to patients where applicable.



> **Billing and invoice automation**

generating and transmitting invoices to retail partners upon order shipment, with payment remittance processing and cash application feeding back into the lab's accounts receivable system — closing the billing loop without manual touchpoints.

Why OSI Digital

> **We know the optical business, not just the technology**

our consultants have spent years designing and implementing integrations for optical retailers, labs, and their partners. We understand your workflows, your pain points, and your failure modes before the engagement begins.

> **Optical-specific accelerators on Boomi**

pre-built integration patterns, workflow templates, and data mapping frameworks for the most common optical business scenarios — reducing implementation timelines and eliminating from-scratch development risk.

> **Rapid trading partner onboarding**

whether you are a lab onboarding new retail partners or a retailer connecting to a new lab or supplier network, our structured onboarding model gets partners live faster without disrupting existing operations.

> **Flexible engagement models**

advisory, full implementation, managed services, or Integration-as-a-Service — OSI structures engagements around your team, your timeline, and your operating model.

> **Proven implementation expertise with global optical leaders**

including a successful implementation with HOYA, one of the world's leading optical lens manufacturers and lab networks, delivering integrated order management, production visibility, and partner connectivity at global scale.

> **Process-first integration design**

we design integrations around how your business actually operates — not around what a connector supports out of the box. That means fewer edge cases, fewer production failures, and integrations that hold up under real operational conditions.

> **Proactive monitoring and exception management**

OSI's proprietary EDI Hospital monitoring framework provides real-time visibility into every integration transaction across your partner network — with exception alerting, SLA tracking, and structured incident triage built in.

> **Compliance-aware integration design**

every integration that touches patient or prescription data is designed with privacy and regulatory compliance requirements built in from the start — not retrofitted after go-live.

> **Backed by OSI's Global Boomi Practice**

120+ certified Boomi consultants, 575+ implementations, 350+ client engagements across industries, and Southeast Asia Partner of the Year (FY25).



Integration Capabilities at a Glance

Optical Retail

- › Practice & patient data management
- › Lab order routing, tracking & exception management
- › Claims submission & remittance processing
- › Patient communication & notification workflows
- › Real-time vision benefit eligibility & authorization
- › Omnichannel inventory synchronization
- › Supplier & vendor connectivity

Optical Labs & Manufacturing

- › Multi-format, multi-channel order intake & normalization
- › Prescription validation & order rules processing
- › Production workflow visibility & SLA monitoring
- › Supplier replenishment & inventory integration
- › Retail partner status & exception communication
- › Shipment & carrier integration
- › Invoice generation & remittance processing



Let's Get Started

Contact our sales team at 818.992.2700 to learn more about our solutions





OSI Digital



About OSI Digital

OSI Digital, Inc., provides purpose-built business and technology solutions that optimize performance to enable data-driven outcomes for our customers. OSI accelerates digital transformation by offering integrated solutions that capture, secure, integrate, analyze, and optimize data. Our services include the design, development, and implementation of new solutions as well as the ongoing management, enhancement, and support of our customers' existing business systems.

OSI Digital was founded in 1993, in California and has since expanded to a global team of employees worldwide. We have offices in the US, Canada, India, Philippines, Dubai, Australia, Malaysia, UK and Ireland. Our main offshore delivery center of excellence is located at our state-of-the-art campus in Hyderabad, India, with additional locations in Chennai, Delhi, and Bangalore. For over 30 years and counting, we have supported a diverse portfolio of customers across various industries, including: Software & Business Services, Financial Services, Life Sciences & Healthcare, Manufacturing, Energy, Retail, Agriculture, and the Public Sector.

Our client base ranges from start-ups to Fortune 500 corporations, including: Hyundai AutoEver America, Hyundai Capital America, Moderna, Virgin Galactic, Uni Uni, Jones Logistics, Stanley, Skechers, US News & World Report, and World Oil.

OSI Digital has developed strong partner alliances with the world's leading technology providers such as Oracle NetSuite, Boomi, Salesforce, Tableau, Power BI, Databricks, Microsoft, Amazon Web Services, Snowflake, Workato and Celigo.

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