



Eyemaginations Increases ROI and Practice Efficiency Through Integrations with the Industry's Leading Technologies

As part of Eyemaginations' continuing commitment to integrate with the industry's top technologies, Eyemaginations LUMA is now compatible with Smart System® from M&S® Technologies, MaximEyes by First Insight, and NexTech Practice 2011.

Baltimore, MD ([PRWEB](#)) October 21, 2011 -- As part of Eyemaginations' continuing commitment to integrate with the industry's top technologies, Eyemaginations LUMA is now compatible with Smart System® from M&S® Technologies, MaximEyes by First Insight, and NexTech Practice 2011. These integrations ensure an easy experience for users as well as help practitioners deliver consistent education in the exam room and beyond.

The Smart System from M&S Technologies is a computerized vision testing program designed to deliver efficiency to the modern exam room and help doctors provide exceptional patient care. As a complement to that initiative, LUMA can now be controlled directly through the M&S Technology System using a remote control to present LUMA animations to patients in an engaging, easy-to-understand manner in the exam room.

MaximEyes by First Insight is a practice management and CCHIT/ONC-ATCB "Complete Certified" EHR system for both optometry and ophthalmology. Again, designed with efficiency in mind, this new integration passes diagnostic codes from MaximEyes into LUMA so that the relevant educational topics within LUMA are queued automatically to save time for the practitioner and making the overall process more proficient.

NexTech Practice 2011 is a complete Ophthalmology, Refractive Surgery, and Optometry specific EMR and PMS that is ONC-ATCB 2011/2012 fully certified. With a client base of over 3,500 surgeons and physicians and 30,000 in staff worldwide, main modules and features include fully integrated Electronic Medical Records, Scheduling, Financial Accounting, E-Prescribing, E-Billing, Marketing, Inventory (Contacts & Glasses), Optical Shop Management, Surgery Center Management, Contact Management, Patient/Prospect Tracking, Procedure & Surgery Quotes, Patient Education Forms, Microsoft Word Mass Merge, Reporting, Website Integration, Image Archiving, Interfaces with many Ophthalmic Devices and Equipment, Links to PDAs and Smart Phones, and now an interface with the LUMA software. The interface comprises an interactive button within the software so that the practitioner can directly link to the patient education animations within LUMA easily and quickly. This increases efficiency for the doctor, the level of education for the patient, and ROI for the practice.

"These integrations are a true testament to Eyemaginations' goal of providing healthcare professionals with the most effective, up-to-date tools that will educate patients and increase efficiency in the practice," said Eyemaginations CEO and President, Jeff Peres. "This shared commitment with these leading technology experts has made these integrations ideal partnerships in achieving this goal."

LUMA is the most innovative form of patient education and marketing software available. Information about LUMA or the full suite of Eyemaginations products can be found by calling 877.321.5481, emailing [info\(at\)eyemaginations\(dot\)com](mailto:info(at)eyemaginations(dot)com) or by visiting www.eyemaginations.com. Interested practices can also receive demonstrations at the 2011 Academy of Ophthalmology Meeting (AAO) in Orlando between October 22 and 25, at booth #2370.



About Eyemaginations

Eyemaginations, Inc. is a healthcare media company focused on solutions that support professionals, patients and corporations in communicating and understanding complex topics. The company's in-depth experience with animation, design and software has enabled Eyemaginations to create integrated systems that provide clear and concise education solutions. Eyemaginations has a portfolio of products that are focused on eyecare, ENT, audiology and facial aesthetics. The company has offices in the United States and Europe. Eyemaginations may be reached by phone at 1-877-321-5481, email at [info\(at\)eyemaginations\(dot\)com](mailto:info(at)eyemaginations(dot)com) or online at

www.eyemaginations.com.

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Contact Information

Betsy Turner

Eyemaginations

<http://www.eyemaginations.com>

410.321.5481

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