



MaximEyes®

Paperless Practice Management and Electronic Health Records Software

A Powerful System You Control MaximEyes Practice Management Key Features

Patient Scheduler

- View, change and schedule appointments any way you like.
- Customize and color code the schedule to accommodate multiple providers, exam rooms, technicians, locations, appointment reasons, days of the week, and other criteria.
- Assign and color code pre-defined appointment types by specific days and time slots, doctor and day, or time slot and doctor.
- Post daily reminders and notes to help staff track special events, new products and promotions, special meetings, and more.
- Keep a running tally of cancelled, rescheduled and no-show appointments.
- Print single/batch clinic tickets or routing slips.

Billing Manager and Electronic Claims

- Easily manage all details of patient and insurance billing.
- Create and electronically submit single or batch HCFA's; view a full history of when HCFA's were created and submitted to better track claims.
- Expedite reimbursements, eliminate lost charges, and increase revenue with NPI and HIPAA-compliant electronic claims to Medicare, Medicaid, BlueCross BlueShield (availability dependent on state), or via a clearinghouse along with major commercial insurance carriers. Additionally, submit secondary claims direct (Medicare only) or via a clearinghouse.
- E-Claims 2.0 automatically checks for updated edit checks daily, which ensures required information is included before you transmit e-claims.
- Reduce time spent posting insurance payments. Download and import Electronic Remittance Advice (ERA) in NPI compliant format. Review remits attached to a patient's Superbills and post entire checks with one click.

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The screenshot displays a comprehensive patient record in the MaximEyes software. At the top, there are navigation tabs for Patient Records, Welcome Forms, Recall, Rx, Exam, maxSql Exam, Insurance Ledger, HCFAs, Superbill, Office, Patient Locator, and Current User. The main section is divided into several panels: Patient Info (including name, address, phone, and insurance details), Referring Details, Benefits & Auths, ETA and Others, Phone Sheet, and Insurance Details. Below this is a 'Recall Info' section with a table for tracking appointments. The 'Scheduled Appointments' section features a table with columns for Appt Date, Time, Reason, Resource, Status, and other details. There are also sections for Diagnoses (ICD-9 codes), Account Information, and Alerts. The interface is designed for efficient data entry and management.

Patient Records

- Access patient records from any workstation and save time with secure remote access. Prevent unauthorized access with permission-based logins.
- Generate enhanced welcome forms to easily capture patient demographics, insurance, visual and medical history, and referral details.
- Improve office efficiency and save staff time by designing your own secure online welcome form. Transfer data to a MaximEyes patient record and eliminate re-entering data.
- Track insurance benefit details and authorizations; calculate co-pays, deductibles, and other important information.
- Assign correct VCodes for all prescriptions entered in the Rx order using the Rx Calculator.
- Create a variety of professional letters and templates using Microsoft® Word.
- Capitalize on paperless document management and scan, view and share patient information with multi-page PDFs.

Schedule a Personalized Live Demo — Email sales@first-insight.com

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Eyefinity VSP Link and VSP Calculator

- Get VSP authorizations and submit VSP Claims. Enter data ONCE and send to Eyefinity.com.
- Increase collections at time of visit and speed up the billing process with an accurate VSP Calculator. MaximEyes tells you what VSP will reimburse, what your patient is responsible for, and writes off adjustment and lab charges at time of service.
- Use VSP's catalog of lens options to create and submit VSP lab orders as part of the claim.
- Generate patient history and savings statement reports inside Report Viewer with convenient navigational buttons.

VisionWeb Link

- Place and track spectacle lens orders to and from VisionWeb labs using a built-in interface with VisionWeb and MaximEyes—without having to access the VisionWeb site or re-key order information.
- Submit traces with your orders, and get real-time status on the orders you place.

Optical Point-of-Sale and Inventory Management

- Send spectacle lens and frame orders and submit traces directly to your lab with a built-in interface to hundreds of labs nationwide via ParadEyes.com—First Insight's online resource. MaximEyes alerts you to possible errors before you send the order.
- Quickly view spectacle lenses, frames and contact lens order details.
- Transfer prescription data automatically to the patient's optical and medical record.
- Track estimated arrival time of spectacle lenses, frames, and contact lenses for each patient.
- Use a barcode reader to input patient frame selections and better manage your inventory.
- Reconcile frames inventory with your physical inventory count.
- Generate powerful inventory and sales reports that help track frames, contact lenses, miscellaneous stock, and more. Print or save reports using the built-in PDF maker.
- Maintain frames inventory with a link to the monthly SPEX UPC CD-ROM by Frames Data®.

OCR and Medical Card Scanner Integration

- Reduce patient check-in time and eliminate costly mistakes. Capture and transfer patient information and photos from insurance cards and driver's licenses to a patient record using Optical Character Recognition (OCR) software and Innovative Card Scanning® medical card scanners.

Integrate Your Practice with MaximEyes



Eyemaginations® LUMA Two-Way Link

- Driven by 3D-animated visuals and an intuitive interface, LUMA lets you present complex information to patients easily. This integration passes diagnostic codes from MaximEyes practice management and MaximEyes SQL EHR into LUMA so relevant educational topics within LUMA are queued automatically to save time for the practitioner—making the overall process more proficient. This integration also tracks the date and type of LUMA video you selected in the MaximEyes patient record.

Scheduling and Registration Integrations

- Increase appointments and reduce patient no-shows with money-making recalls—integrate patient records with many automated recall and patient communication systems.

E-Newsletters and Patient Reminders*

- Save hundred of dollars in printing and mailing costs each year. Create and send bulk emails and patient reminders from Optometry.net using built-in colorful templates.
- Easily find specific patient data using filter options and transfer data from MaximEyes directly into optometry.net.
- With a few clicks, save draft emails, schedule or resend emails, and review the status of emails—right from within MaximEyes.

*Requires Optometry.net Subscription

Note: Eyefinity-VSP Link/VSP Calculator and VisionWeb Link are add-on modules and must be purchased separately. To use the Eyemaginations LUMA Link, you must purchase LUMA.