



Your Electronic Health Record For Today, Tomorrow and Future



MaximEyes® SQL

Electronic Health Records Software

MaximEyes SQL electronic health records (EHR) software is a powerful, flexible, and intuitive solution that can transform your practice to a higher level. Created from the “ground-up” and coupled with guidance and intense testing from practicing ophthalmologists and optometrists, MaximEyes SQL improves clinical decision making, enhances documentation, and empowers your staff to operate an efficient and profitable practice. Access patient records from any workstation, eliminate lost charts, and save time with remote access. Seamlessly integrate with your current practice management system through an HL7 interface—reduce the need to re-key patient demographics and eliminate keying errors.

Adopt EHR now and stay several steps ahead of federal EHR and HIPAA mandates. Ask us how you can take full advantage of maximum Medicare and Medicaid incentive payments through the HITECH Act. **Our company guarantees to deliver certified EHR software that is compliant with federal government defined standards for meaningful use.** In addition, we will show you how MaximEyes SQL can save you \$30,000 as a return on investment in less than 12 months. Here are a few key reasons why.

Operational and Clinical Efficiency

- Improve patient care and operate efficient and profitable exam lanes with pre-built problem-oriented assessments/plans and disease specific templates for glaucoma, macular degeneration, cataracts, retinal and corneal diseases, diabetes, and other chronic eye diseases.
- One-click ophthalmic-specific one-screen summary provides detailed patient information and exam results, such as key data from past exams, IOP, chief complaint, C/D Ratio, and more.
- Highly customizable with programmable rules that tailor to your practice and exam styles.

Compliant “Two-Way” ePrescribing Integration

- Submit regulatory compliant “digitally-signed” e-prescriptions to pharmacies through a built-in “two-way” interface using the award-winning DrFirst® Rcopia® ePrescribing technology.
- Prevent interactions and errors by transferring patient demographics, medication history, allergies, diagnosis codes, and prescribed medications from a MaximEyes SQL exam record into the Rcopia e-prescribing site.
- Automatically display all pending e-prescriptions and renewal requests from one convenient location.

Built-In PQRI Data Verification

- Compliant Physician Quality Reporting Initiative (PQRI) scripts prompt you when a patient qualifies for PQRI by adding accurate PQRI codes to the patient’s record.
- MaximEyes SQL automatically checks to see if the patient has Medicare, verifies the patient’s age at the time of exam, reviews the diagnoses and procedure codes entered, and reviews specific items detailed under the PQRI clinical quality measures.

Coding Compliance and Optimize Reimbursements

- Analyze every patient encounter and select accurate diagnosis and procedure codes based on your exam findings. Eliminate the need to search for codes at the end of the exam.
- Once you complete an exam, built-in coding wizards suggest a billing level that is compliant with Medicare’s E&M standards. Prevent under or over-coding and increase practice revenue.
- Transfer important codes and patient information at the end of the exam (ICD-9 code, CPT code, fees, final Rx, and recall dates) to your practice management system for billing, optical and front desk.

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

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“Helping You Make Your Practice Perfect Since 1994.”

Intuitive 3D Drawing Tools Made Easy

- Enhance patient care and capture gonioscopy, anterior and posterior segment exams, and illustrate health concerns using realistic 3D templates and disease state stamp images.
- Measurements from drawings are stored as findings to further enhance patient documentation details.

Diagnostic Equipment and Image Management

- Instantly access real-time diagnostic patient results from ophthalmic instruments, including fundus images, visual fields, OCT scans, and more. Eliminate transcription costs, speed up exam times, and impress patients with automated exam lanes.
- Integrate your Optos® Optomap Retinal Exam and EyeRoute® Ophthalmic Image Management system web-based images to a MaximEyes SQL exam record.

One-Step Integrated Scanning Solutions

- Scan and link printed documents and clinical images to a patient's electronic chart in one easy step—provides for a complete and accurate medical record.
- Store a digital patient photo in patient records to help your staff connect a face with each electronic record.

Advanced Security Administration

- Comply with HIPAA regulations and prevent unauthorized access to patient electronic records with permission-based logins and audit trails that help you manage who accesses MaximEyes SQL.

Treatment Documents and Professional Letters

- Generate a list of enhanced treatment documentation that summarizes a patient's visit—give this important document to your patients before they leave the office.
- Create complete professional correspondence for your patients and referring doctors. Generate 90% of your letter at the end of the exam with a few clicks.
- Quickly print, fax and email patient encounter summaries from with MaximEyes SQL—you can even convert these summaries into a PDF.

Enhanced Documentation and Reporting

- Since your patient documentation is electronic, it's easy for you to transfer data from patient encounters for reporting capabilities, such as: business analysis and research reports, statistics, health maintenance reminders, patient marketing, medication recalls, pay-for-performance, and much more.

Physician Case Study Brief

Patricia Buehler, M.D., M.P.H., InFocus Eye Care
Customer Since 1998 – 20 workstations

MaximEyes SQL is extremely intuitive and easy to use. I love how it can be customized to meet my needs so I do not have to change the way I see patients. I can spend my time on patient care looking at the patient, not at a computer screen.

I love the 3D drawing element for gonioscopy and anterior and posterior segment exams. I believe the built-in coding compliance tools will prevent lost charges, increase the accuracy of my charting, and increase reimbursements.

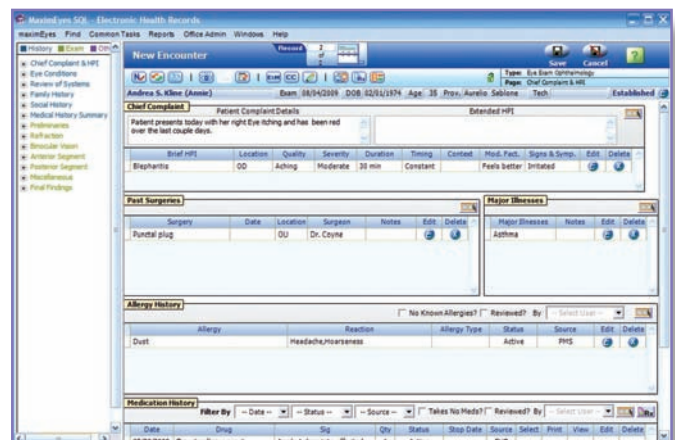
The two-way ePrescribe integration with MaximEyes SQL and DrFirst® was very simple for my staff to learn and has saved so much staff time. Once I select the drug and strength, or even just the drug name, the system automatically fills in the information with the most commonly used settings.

CMS-Compliant Interpretation and Results Reports

- Track, generate and print accurate CMS-compliant Interpretation and Results reports from one location using convenient procedure-specific customizable drop-down menus and normal values.

Expert Deployment, Training and Customer Care

- First Insight strongly believes in providing a variety of ongoing training options, including hands-on, comprehensive onsite training. Our certified trainers are highly experienced in the eye care and software industry.
- We focus on your organizational workflows and processes, optional office modifications, system and hardware requirements, performance measurements, current configurations, entering old patient data into your new EHR system, your current challenges, and your long-term goals.



Ophthalmic-specific one-screen summary provides detailed patient information.