

First Insight is the only practice management and medical records software company awarded Gold Vendor status by Vision Source, Inc.



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**“Because of  
maximEyes,  
staff members  
work more  
efficiently.”**

**“It is clearly evident that the longer we use maximEyes’ EMR, the more ways we find to save staff time and increase productivity.”**

**Scott L. Nehring, OD**  
**Valley Eye Group, Inc., Oregon**

In June 2001, the members of Valley Eye Group, Inc. purchased maximEyes software for their three independent offices. Dr. Scott L. Nehring of Woodburn (13 workstations), Dr. H. Frank Storey of Stayton (12 workstations), and Dr. Wesley N. Vorpahl of Salem (9 workstations) are Vision Source offices in the Willamette Valley of Oregon. Below are comments from Dr. Nehring, president of Valley Eye Group, Inc.



Dr. Scott Nehring with Vision Source Woodburn staff.

## An interview with Scott L. Nehring, OD

**Q. How has maximEyes saved you time and money in your daily operations?**

**A.** MaximEyes' multiple features increased staff productivity in every area of our office because we have access to vital information at the click of a button.

Schedule Manager allows our staff to quickly view, customize, schedule, and change appointments for all doctors. We can create multiple templates that accommodate the needs of everyone. The optical scheduler saves considerable time in frame inventory, pricing, processing optical orders, and transferring information to the check out area.

Electronic medical records (EMR) allows for easy transfer of information from one patient exam to the next exam. It is clearly evident that the longer we use maximEyes' EMR, the more ways we find to save staff time and increase productivity.

**Q. What are the three things you like most about maximEyes?**

**A.** MaximEyes offers total office coordination between front desk and administration, to optical, to clinical. All my staff understand and use maximEyes, which allows for easier cross training.

MaximEyes' Inventory Manager allows my staff to track and organize every aspect of inventory and sales. Inventory reports track frames, contact lenses, and miscellaneous inventory, and with the click of a button we can transfer optical products pricing information to billing.

With Exam Manager, the biggest reward is that all records are legible and they include the necessary exam components required for billing to third-party payers.

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*Dr. Scott Nehring, continued from page 1*

**Q. Have you been able to operate with fewer staff because you are using maximEyes?**

**A.** Our practice continues to grow so when we added maximEyes software we did not have to reduce staff. However, using maximEyes does allow every staff member to work more efficiently and we are able to keep staff additions at a minimum.

**Q. How do patients respond to your use of EMR? What do they say?**

**A.** Patients are impressed with the technology of computer-based records verses paper charts. Their comments indicate they appreciate the efforts our office has made to move forward by keeping up with technology.

**About Scott L. Nehring, OD**



Dr. Nehring is president of Valley Eye Group. He has been a member of the American Optometric Association since 1983 and a member of the Willamette Optometric Society since 1986. Dr. Nehring was Optometrist of the Year in 1993. He is past president of the Oregon Optometric Physicians Association (OOPA) and received the President's Award from OOPA in 2000. Dr. Nehring was Assistant Professor at Pacific University College of Optometry from 1998-2000. □

**Q. Why did you select maximEyes over other available products?**

**A.** Before purchasing maximEyes, we used only two computers at the front desk area. Adding new software increased us to 13 workstations, which required the involvement of all staff. When we searched for new practice management and electronic medical records software, we were looking for ease of use, ability to transfer records from the old software to the new software, coordinating the entire patient visit, and ongoing/reliable customer support.

After reviewing three software systems, speaking with practice management consultants, and interacting with colleagues, maximEyes was the number one choice. □

## Important HIPAA Reminders

**Is your practice ready to comply? HIPAA is just around the corner.**

**What is the HIPAA Privacy Rule?**

Every practice must have safeguards in place to protect patient health information by April 14. Protected Health Information (PHI) includes an individual's medical records and other personal health information.

One privacy requirement states that you must provide a written privacy statement to every patient and obtain a written consent (signature) before you can disclose health information to perform treatment, payment, or healthcare operations.

**Is maximEyes HIPAA compliant for electronic claims submissions?**

Yes. With maximEyes 4.2 you can submit electronic claims to insurance carriers that accept the national standards, identifiers, and code sets that HIPAA mandates. For a complete list of insurance carriers and states, visit us at [www.first-insight.com](http://www.first-insight.com) and click on **News** and **HIPAA update**.

All practices that conduct any kind of electronic transaction of patient data must be compliant with HIPAA electronic claims regulations by October 16, 2003. (That's if you took advantage of the one-year compliance plan extension; otherwise, you must be compliant now).



**Here's a list of several things that you should be on top of before the privacy and security April 14 deadline.**

- Develop privacy policies, procedures and processes for handling PHI.
- Develop a customized privacy statement. You must obtain a signature from all patients stating that they read and understand the statement.
- Appoint a HIPAA compliance officer.
- Train your staff (begin now).
- Implement privacy-friendly individual patient sign-in/ front desk interviews. Don't verbally collect patient information while patients are in lines at your front desk.
- Sign business-associate agreements with third-party billing agents.
- Place your privacy statement on your Web site.
- Contact your state ophthalmic assn.
- Check your state laws — they rule above Federal HIPAA laws. □

## Trade Show Schedule

April through September

**Iowa Optometric Association**  
April 4-6, Des Moines, IA

**National Vision Source Meeting**  
April 10-11, Miami, FL

**OptoWest 2003 (CA Opto. Assn)**  
April 23-27, Anaheim, CA

**Kentucky Optometric Association**  
April 25-26, Louisville, KY

**EyeQuest**  
May 15-17, Rosemont, IL  
Booth 1227

**Optometric Physicians of Wash.**  
May 16-18, Blain, WA

**Oregon Optometric Physicians Assn.**  
June 5, Seaside, OR

**American Optometric Association**  
June 19-21, San Diego, CA  
Booth 1315

**OptoEast**  
September 4-6, Atlantic City, NJ

**Vision Expo West**  
September 18-20, Las Vegas, NV  
Booth 2037