



Jennifer L. Balentine, MD

Northwest Eye Associates, Portland, OR

A MaximEyes by First Insight Case Study

Overview

Profile

- Certified with the American Board of Ophthalmology
- In private practice since 2002 with Karen Stark, MD; primarily in the Portland area and at a secondary location in Tillamook, OR
- Member with Oregon Academy of Ophthalmology and American Academy of Ophthalmology
- Specializes in cataract/IOL, medical and surgical glaucoma treatment, diabetic retinopathy, laser treatments, and corrective eyelid surgery

Business Challenge

Needed an easy to use software that was “highly” customizable, which would allow her to look at a vast amount of patient and billing data at a glance.

Business Solution

Purchased maximEyes in 2005 and customized a patient exam flow sheet that works and thinks the way she does.

Value Justification

- Eliminated paper chart creation and no longer needs storage facility for storing old paper charts
- Saves thousands of dollars each year on payroll by only employing one part-time records person
- Cut billing preparation and collections time by 50%
- Save IT consultant costs due to ability to easily customize software



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Paperless Practice Management and
Electronic Medical Records Software

www.first-insight.com
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How I Customized My Practice to Perfectly Fit My Needs

When Dr. Jennifer Balentine began looking for a software program for her office, she was looking for something that she'd be able to customize to perfectly fit her needs. She was able to do that and more when she purchased maximEyes in 2005.

Dr. Balentine willingly admits that her exam form wouldn't work for everyone as she prefers to put a lot of information in one place. Fortunately, with maximEyes she was able to achieve her goal. With one glance, she is able to see the dates of multiple visits from a patient. But, it's not just the dates that are interesting to her—it's all the numbers and data she obtains at each of those visits.



Integrating practice management with electronic medical/health records helps Dr. Balentine run a more efficient practice. Most important, she believes that maximEyes greatly improves the quality of care for her patients. Records are never lost and they are always accessible. Images and data from exams are stored in an efficient way that is easy to analyze. Referring physician letters are readily available with a few clicks.

First Insight sat down for a one-on-one with Dr. Balentine. Here's what she had to say.

How does maximEyes make your life easier and increase your productivity?

Being able to integrate practice management and EMR is a key benefit to everyone in our practice. MaximEyes provides a very convenient way to maintain, compare and analyze data over long periods time.

For example, on my exam flow sheet I see all of the patient demographics and I can easily enter data as I go through the exam—all the way through to ICD-9 and CPT codes. Everything transfers over to create Superbills and HCFA's at the end of the encounter. This saves me a lot of time, makes it much faster to get bills out the door, cuts down on collection times, and reduces the number of billing personnel expenses.

In addition, I like that I can securely access patient records away from the office. When I am on call on the weekend, I no longer need

to extrapolate information from patients over the phone. I can look at all of their information from anywhere and know everything about them—saves me at trip to the office.

For instance, I am able to see that a patient has used Xalatan, Travatan and other medications, and that he's had an allergic reaction to one or more of them. At a glance I can see if there is a medication he hasn't tried and I prescribe that. Finding this kind of information would be very slow and cumbersome with a paper chart. We've saved money and space by eliminating paper charts.

An integrated office saves our front desk person several hours each week. She can take care of scheduling and easily pop over to the exam page if she needs to look at a diagnosis and answer questions for referrals. That is not usually available for back and front office personnel. This has made my small practice hugely efficient.

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In private practice since 2002
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“E-billing is very efficient.”

“An integrated office saves our front desk person several hours each week.”

Was maximEyes easy to customize to fit the specific needs of your office?

One of the main reasons I chose maximEyes was because it was an easy program for me to customize. I was able to create an exam flow sheet where I can see all the details of the last 14 visits of a patient on one page.

This data provides a very convenient way for me to compare patient examinations and equipment readings over long periods of time. I can see trends that have developed over years. For example, for an 85-year-old glaucoma patient, I can see:

- Dates of visits
- Pachymetry readings with recommended corrections
- Time of day pressures were checked
- If pressures have been trending up or down over the last few years
- Results of optic nerve exams
- Ocular medical and surgical history
- Whether the eyes were dilated
- Results of visual field, HCT and OCT testing
- Reactions to different medications

That is a lot of information to have readily available at a glance.

How important is it to integrate images within maximEyes?

The use of images is very important for my patients. With maximEyes, I can access visual field images, pictures of optic nerves, and OCT, HRT, or GDx scans. I either directly import images from some of my diagnostic equipment or scan images into the program. This is especially important when you are working with certain types of patients.

For instance, with a glaucoma patient I can look at his exam page and easily flip back and forth between that information and his images. This particular patient is also involved in a local study called Discoveries in Sight. Because most of his ancillary test-

ing is done at that location and I receive the information on a piece of paper. I can scan it into maximEyes and maintain and review it electronically.

What features do you like best about electronic billing?

E-billing is very efficient. It's simple to track how long and where money is outstanding, whether from a patient or an insurance company. What is really nice, from a physician standpoint, is that I don't need to rely on a billing person to alert me to things that may be happening. I can study and follow trends that will help me grow my practice.

For example, perhaps Blue Cross and Providence refuse to reimburse a certain ICD-9 code everytime I do a specific lid surgery. I can catch that myself and use a different code that the insurance company will reimburse.

I also like that I can run all the reports myself and look at them when I have time away from the office.

I have also customized my software to the point that I can search based on ICD-9 numbers and CPT codes. I can run down the page and see how often a code may have been rejected. I can also see what an insurance company is paying me and notice if they have been reimbursing less than the contract rate. If so, I can correct it.

What functions of maximEyes do you think are better than other software systems on the market?

Definitely that I could customize it. But, I also liked the fact that I am not required to buy hardware from First Insight. I could use my own hardware—this has saved me a lot of money long term.

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“MaximEyes SQL is visually pleasing to the eye. It’s easy to navigate from your electronic health records to the practice management side.”

You are a maximEyes beta tester for the new SQL EHR program. What do you like best about it?

With the new maximEyes SQL electronic health records (EHR) program, you will be able to integrate your current practice management system through an HL7 interface, or you can add the maximEyes practice management system—which gives greater flexibility, depending on which module you need.

If your office already has a different practice management program, maximEyes SQL does a great job of bringing the patient data over and transferring all the information to your new system, so you do not have to re-key important data.

As a maximEyes SQL beta tester, I have spent many hours thoroughly testing the software and providing suggestions to the software engineers, to help make the program even more powerful and flexible.

I am impressed with how easy it is to generate enhanced reports and letters, as well as import real-time results from my diagnostic equipment.

The average user will be able to view more patient visits per page with a one-screen summary that lists detailed patient information and exam results.

Most important, maximEyes SQL is visually pleasing to the eye. It’s easy to navigate from your electronic health records back to the practice management side with just a few clicks.

How important is customer service?

My experience with First Insight has been positive. A good customer support team is a software vendor’s lifeline. It is really nice that maximEyes provides live online and telephone support Monday through Saturday. You can chat online and the customer support person can take control of your system (with your permission) if there is a problem then show you exactly how it’s done. It’s nice to have someone reliable like that if you need it.

What advice do you have for doctors who are concerned with switching from paper to an electronic system?

Many doctors who are considering a move to an integrated EMR/EHR are very frightened of transitioning from paper to a complete electronic office. However, our patients and staff benefit in so many ways because our office is digitally connected. While the transition can be challenging at times, it is definitely worth the time you and your staff spend getting to learn the software as the benefits far outweigh the negatives. ■