



**MaximEyes® by First Insight®**  
Paperless Practice Management and  
Electronic Medical Records Software

# 6.1 Key Features and Benefits

## Flexible • Powerful • Intuitive

### Electronic Medical Records (EMR)

- Quickly enter data in HIPAA-compliant medical history and exam forms with user defined popup lists, or type free text wherever you wish.
- Analyze every patient exam and select accurate diagnosis and procedure codes based on your findings. Eliminate the need to search for codes at the end of the exam.
- Transfer important codes and information at the end of the exam (ICD-9 code, CPT code, fees, final Rx, and recall dates) to billing, optical and front desk.
- Built-in PQRI compliant scripts prompt you when a patient qualifies for PQRI; automatically adds the code to the Superbill.
- Customize professional letters and educational materials with a few clicks — quickly generate 90% of the letter with patient exam information.
- Search on virtually any field to find patients with a particular diagnosis, treatment plan, medication, Rx, CPT code, note, exam date, and more.
- Choose from multiple exam forms and personalized layouts.
- View multiple summary lists of key data from past exams, such as IOP, chief complaint, C/D Ratio, etc., at the click of a button.
- Generate enhanced treatment instructions that summarize a patient's visit — give this important document to your patients before they leave the office.

### Patient Scheduler

- View, change and schedule appointments any way you like.
- Customize the schedule to accommodate multiple providers, exam rooms, technicians, locations, appointment reasons, days of the week, and other criteria.
- Assign pre-defined appointment types by specific days and time slots, doctor and day, or time slot and doctor.
- Keep a running tally of cancelled, rescheduled and no-shows.
- Control access to the appointment book with security options.
- Print batch clinic tickets or routing slips.

### ExamPlus

- **E&M Code Checker:** Once you complete an exam, the E&M Code Checker reviews your EMR data then instantly suggests a billing level that is compliant with Medicare's E&M standards. Reduce coding errors and increase your revenue by not under-coding.
- **3D Precision Draw:** Capture anterior and posterior segment data, and illustrate health concerns using realistic 3D templates and disease state stamp images.
- **e-Prescribe Link:** Submit regulatory compliant e-prescriptions to pharmacies through a built-in interface via the award-winning DrFirst® Rcopia® e-prescribing technology. Be one step ahead of electronic prescribing provisions.

### Patient Records

- Generate enhanced Welcome Forms to easily capture patient demographics, insurance, visual and medical history, and patient referral details.
- Access patient records from any workstation and save time with secure remote access.
- Improve office efficiency and save staff time by designing your own online Welcome Form. Transfer data to a maximEyes patient record and eliminate re-entering data. Patients complete and submit secure information before they arrive.
- 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 letters and templates using Microsoft® Word.
- Scan and link documents to a patient record.
- Store digital patient photos in patient records to help staff connect a face with each patient record.
- Increase appointments and reduce patient no-shows with money-making recalls.



**Schedule Live Demo**  
[www.first-insight.com](http://www.first-insight.com)

“Helping You Make Your Practice Perfect Since 1994”

## Billing Manager & Electronic Claims

- Easily manage all details of patient and insurance billing.
- Accurate e-claims mean fewer claim denials. Expedite reimbursements, eliminate lost charges, and increase revenue with NPI and HIPAA-compliant electronic claims to Medicare, Medicaid, BlueCross BlueShield, and major commercial insurance carriers via a clearinghouse.
- Using built-in edit checks, ensure required information is included before you transmit electronic claims.
- Create and electronically submit single or batch HCFA's.
- Download and import Electronic Remittance Advice (ERA) in NPI-compliant format.

## Eyefinity VSP Link & VSP Calculator

- Get VSP authorizations and submit VSP Claims. Enter data ONCE in maximEyes 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.

## Equipment Link

- Automatically transfer equipment readings from popular ophthalmic equipment into a maximEyes exam record.
- Integrate your Optos® Optomap Retinal Exam into a maximEyes exam record with a few clicks.
- Associate your EyeRoute® Ophthalmic Image Management System web-based images to a maximEyes exam record.

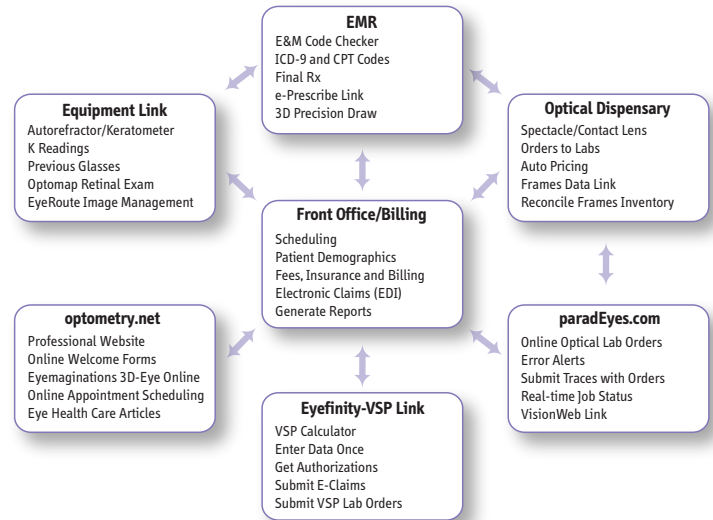
## Eyemaginations 3D-Eye Office Link

- Generate a quick playlist of educational videos for your patients from Eyemaginations 3D-Eye Office; based on diagnosis codes in the patient's exam record.
- Automatically track the number of times each video is played, along with the date and time.

## Websystem2 Link

- Increase patient retention, generate new patient referrals, and market your products and services using the Websystem2 Patient Communication Suite link.
- Automatically export patient recall data on a daily basis.
- Email full-color pre-written online newsletters with professional graphics and images, appointment reminders, thank you and recall letters, patient satisfaction surveys, dispensing notices, and more. The Eyemaginations 3D-Eye Home system is included with Websystem2.

## Integrate Your Practice with MaximEyes® by First Insight®



## Optical Point-of-Sale & Inventory Mgt.

- 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 and contact lens order details.
- Transfer prescription data automatically to the patient's optical and medical record.
- Select lab order materials from user defined inventory lists.
- 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.
- Maintain frames inventory with a link to the monthly SPEX UPC CD-ROM by Frames Data®.
- Generate powerful inventory and sales reports that help track frames, contact lenses, miscellaneous stock, and more.
- Integrate with popular automated recall systems to send patient recalls and "glasses ready" messages.

## 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.
- Order Truclear and Truclear HD products through Essilor Labs of America (ELOA) using a built-in electronic ordering interface (only available for Vision Source members).