

For Immediate Release

First Insight receives Surescripts 2013 White Coat of Quality Award for upholding e-Prescribing highest quality standards

Hillsboro, OR (April 1, 2014) – [First Insight Corporation](#), developers of MaximEyes Cloud Based Certified EHR and Practice Management Software for eye care professionals, announced today that Surescripts® awarded First Insight the 2013 White Coat of Quality Award for its commitment to upholding the highest standards of continuous quality improvement in e-prescribing. **This is First Insight's third year in a row to receive this recognition.**



The Surescripts White Coat of Quality distinction for healthcare software technology is an important part of First Insight's continuous Quality Management Framework. The White Coat of Quality is Surescripts' highest recognition for software providers that uphold strict standards for clinical quality and best practices in e-prescribing.

In order to earn a 2013 White Coat of Quality award, software providers were required to:

- Submit a quality commitment letter signed by senior leadership affirming its company's commitment toward a goal of zero electronic prescription content errors
- Measure their e-prescription content error levels monthly and report to Surescripts in final submission
- Make software changes needed to reduce e-prescription clinical content error levels
- Communicate with or train end-users on how to better utilize their e-prescribing system to reduce clinical content errors

"Surescripts is proud that our truly collaborative efforts with software technology providers are producing continuous quality improvements in e-prescribing and electronic information exchange," said Ajit Dhavle, Pharm.D., Director of Clinical Quality of Surescripts. "It is an honor to work closely with First Insight who is committed to implementing our proven e-prescribing best practices and who worked hard to once again earn the White Coat of Quality distinction."

About First Insight: First Insight was founded in 1994 by Nitin Rai, president and CEO, to revolutionize and lead the eye care industry with the most complete and customizable electronic health records and practice management software. The company's focus has been to help doctors achieve a paperless practice through MaximEyes, its flagship "eye care only" [Cloud Based EHR and Practice Management Software](#). MaximEyes helps thousands of eye care professionals increase revenue, reduce billing errors, improve patient retention, enhance office efficiency, and relieve the stress of regulatory requirements. MaximEyes software delivers tailored and affordable options for all practice sizes. First Insight is headquartered in Hillsboro, OR. To learn more, visit www.first-insight.com

About Surescripts' Quality Program: Surescripts' industry-leading Quality Management Framework focuses on implementing proven clinical quality guidelines and best practices that help EHR software providers deliver continuous improvements to workflow to help prescribers and pharmacists realize the full benefits of e-prescribing and electronic information exchange. Surescripts' White Coat of Quality award recognizes software providers that have achieved quality criteria and implemented software improvements. This unique collaboration between Surescripts, EHR vendors, pharmacies and PBMs is measurably improving the e-prescribing process. For more information, contact the Surescripts Quality Office at quality@surescripts.com.

About Surescripts: The Surescripts network supports the most comprehensive ecosystem of healthcare organizations nationwide. Pharmacies, payers, pharmacy benefit managers, physicians, hospitals, health information exchanges and health technology firms rely on Surescripts to more easily and securely share health information. Guided by the principles of neutrality, transparency, physician and patient choice, open standards, collaboration and privacy, Surescripts operates the nation's largest health information network. By providing information for routine, recurring and emergency care, Surescripts is committed to saving lives, improving efficiency and reducing the cost of health care for all. For more information, go to www.surescripts.com and follow us at www.twitter.com/surescripts.

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