

For Immediate Release

First Insight is honored as a 2016 Learning! 100 Award winner for its learning culture, innovation and organizational performance

Hillsboro, OR (June 13, 2016) – [First Insight Corporation](#), developers of MaximEyes certified EHR and practice management software for eye care professionals announced that First Insight was honored by [Elearning! Media Group \(EMG\)](#) as a "Learning! 100 Award Winner" for the company's learning culture, innovation and organizational performance.

This is First Insight's fifth year in a row to receive this honored award.



"The Learning! 100 recognizes the top 100 global learning organizations for high performance. These organizations are innovative, collaborative and have a truly immersive learning culture," reports Catherine Upton, Award Chairperson. "The Learning! 100 group is comprised of 60 corporate enterprises and 40 public sector organizations."

"First Insight recognizes that everyone doesn't learn the same way. Because of this, we continue to create and offer our customers a wide range of training options that best fit their preferred learning method. By offering virtual learning, regional trainings and on-site training options, we can meet their individual needs," said Nitin Rai, president and CEO of First Insight. "This award is a testament to our commitment to empower our customers to become power users and to consistently deliver high-quality learning and development options."

About First Insight Corporation: First Insight was founded in 1994 by Nitin Rai, president and CEO, to revolutionize and lead the eye care industry with MaximEyes, the most complete and customizable certified EHR and practice management software. MaximEyes is a comprehensive solution that improves clinical decision making, enhances patient care and empowers optometrists and ophthalmologists to operate an efficient and profitable practice. Get unmatched customer support in less than 30 seconds with a 98% satisfaction rating. To learn more about MaximEyes, visit www.first-insight.com or call 800.920.1940.

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