

Overview

Profile

- Co-administrator of Vision Source for Western PA
- Held position of President of the Western PA Optometric Society
- Past committee member in the PA Optometric Association for both Resolution and By-laws as well as Quality and Assessment
- American Academy of Optometry Fellow
- Certified in the use of therapeutic pharmaceutical agents as well as treatment for glaucoma
- Involved with numerous FDA studies regarding advancement of contact lens care and materials

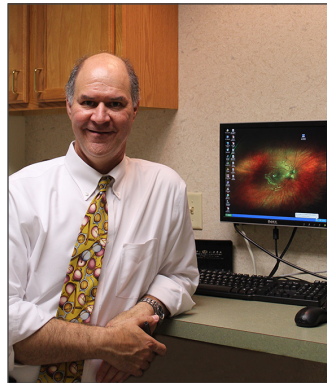
Business Challenge

A certified ophthalmic EHR system that supports long term goals of growth, profitability and stability, as well as keeping up with coding and incentive program compliance.

Value Justification

- Successfully attested for incentive programs (meaningful use and MIPS)
- Increased staff productivity over the years by 10-20 percent due to improved workflows and ability to find data quickly
- Saves \$2,000 per year by eliminating chart creation (paper, filing cabinets, folders, etc.)

The Perfect EHR Formula: Customizable software, expert training and reliable customer support



When Dr. Lowell Lebovitz began looking for an optometry software program for his practice, he chose an EHR and practice management system that would support his long-term goals of continued growth, profitability, efficiency and stability. He needed a system that would improve business efficiencies so he could spend less time on paperwork and more time with patients. First Insight sat down for a one-on-one with Dr. Lebovitz about what he likes best about MaximEyes and how MaximEyes continues to stay ahead of other key players with coding changes, incentive program readiness and collecting MIPS data.

What do you like best about the ability to customize MaximEyes?

With the help of our trainer, we customized our exam templates to match my current exam procedures and protocols as closely as possible. This helps me maneuver through exams quicker. We also customized routine letters that we use to correspond with patients and other health care providers. In the long run, being able to customize within MaximEyes helps the patient examination process run more smoothly so I can spend more time with patients.

What do you like best about the incentive program support?

Our experience with First Insight staff and trainers is exceptional. First off, their job has to be a very difficult one. They have

always been current on rules and regulations, which are variable and constantly changing. Then they have to educate and update the office doctors and staff. Nearly all of the questions I ask receive a prompt answer. Those that have no answer readily available are researched and answered as quickly as possible. In addition, we can view recorded webinars, computer-based trainings and detailed how to guides on the "For Customers" website 24/7.

I know for a fact that I could never have attested for meaningful use without First Insight's guidance. When I met with my MIPS consultant, who is working with Vision Source, he said MaximEyes EHR is significantly ahead of other key players when it comes to incentive program readiness and collecting MIPS data.

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Lowell H. Lebovitz, OD
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Customer since 1998
2-doctor practice

**“Our experience
with customer
support is
exceptional.”**

**“I could never
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meaningful use
without their
guidance.”**

How has MaximEyes helped you be more productive?

The software has been very helpful in managing patient demographics, appointments, medical alerts, insurance information, but more important, patient stats about who, when, why and how often. It's a known fact that patient recalls can improve your bottom line.

We've easily set up a recall system from within MaximEyes that lets us monitor our metrics from the stats we pull from the reports. This allows us to focus on areas of our practice that need attention—to determine what we are doing right and what we need to do better.

How would you rate the MaximEyes upgrade process?

The upgrade process is always explained to us very well. There are a number of checkpoints along the way. First Insight does a great job of walking us through each checkpoint. Between my IT person and First Insight, we always have all bases covered. If we do run into a few snags, since no software is perfect and there is always a learning curve with anything new, we're able to work through them with relative ease.

How would you rate technical support and training?

Our office had excellent training prior to and during the “learning process.” The trainers streamlined the information as best as possible so we would focus on the most useful topics to help guides us.

While not all topics can be addressed through initial training, you can always submit your questions to technical support where we receive a reply in a very short time. Technical support is available almost my entire business day and even on Saturday. If the technicians are unable to address my issues at a specific time, they do get back to me within a reasonable time.

How does two-way e-prescribing benefit your practice?

We can easily submit regulatory compliant e-prescriptions through the two-way interface with DrFirst Rcopia. We especially like how we can track a patient's medication history, allergies, adherence and other patient demographics. Also, the e-prescribing module helps us qualify for incentive programs and the built-in Patient Advisor tools provide easy access to patient education and prescription savings coupons that we can give to our patients.

How does the E&M Code Checker help reduce coding errors?

The Code Checker has been very useful in helping me validate my decision making process. It also reminds me if there is something I did not address. It helps me to be a better coder by pointing out what criteria are necessary when considering the applicable code.

What makes MaximEyes stand out among other EHRs?

Everyone at First Insight works with their customers to not just be “up and running,” but making sure we use the system to its full potential. They give me and my staff great personal attention, listen to us, and address our needs.