maximeyes

Overview

Profile

- In private practice since 1982
- Served as an industrial vision consultant and participated in several clinical research programs
- Past President of Connecticut Association of Optometrists and honored in 2003 as "Optometrist of the Year"
- Member of Beta Sigma Kappa, the international optometric honor society, American Optometric Association and American Public Health Association
- Certified in Advanced Optometric Care, highest level of licensure for optometrists in Connecticut

Practice Stats

- Doctors: 1
- Staff: 8
- Patient Volume Per Week: 50-60 full exams plus 30-40 contact lens checks and medical visits
- Office Locations: 1
- Workstations: 13
- Customer Since: 1999
- Web: www.totalvisioneyes.com

www.first-insight.com
800.920.1940

Why MaximEyes is the Foundation for a Positive Patient-Doctor Relationship

As a former educator, Dr. Lawrence Lefland focuses each day on delivering a positive, long-term patient-doctor relationship by explaining results, describing options, listening to concerns and responding to eye care needs. He expects the same type of relationship and service from MaximEyes.

Since 1999, MaximEyes has been instrumental in allowing Dr. Lefland to easily remain loyal to his promise by using powerful workflows to quickly access critical patient data and make informed decisions. First Insight had the privilege of spending time with Dr. Lefland who shared, in his own words, how MaximEyes has made his life easier and not harder all these years.

Building Trust is Vital

Obviously, customer support is critical to running a successful business. We have always been impressed with the excellent technical support we receive from First Insight. Since 1999, we've only had two minor incidents where MaximEyes froze, and that was more than five years ago—technical support fixed the problem in less than one hour. Typically, we work with the same technician whenever we have questions. Many technicians specialize in different aspects of the program so we know who to contact.

What truly impresses me is when I send MaximEyes engineers suggestions for various improvements, they actually listen, respond, and add them to future versions. Even when I email suggestions to the company's President/CEO, Nitin Rai, I get a response. These kinds of collaborations are critical to my success and are not easy to find with most EHR software vendors.

Customizable, Stable Workflows

I can customize virtually every section (elements) of the exam encounter easily and with very little training. The fact that so much of MaximEyes can be customized is what originally led me to purchase this system. Each encounter form, type of encounter, and section can be modified as you wish.

MaximEyes is very stable and moves between screens instantaneously. You can move the sections around, delete those you don't need, put certain keywords in a different color, or add text to remind you to use a certain phrase for PQRS requirements. I color code certain elements so staff will remember that a section is required for attesting for meaningful use.

Equipment Connectivity Solutions

Being able to automate transferring equipment readings to MaximEyes has helped standardize workflows and boost our efficiency. For example, we've integrated the

> "I can customize virtually every section (elements) of the exam encounter easily with very little training."

autorefractor/keratometer in the pretest room. When the tech brings the patient into my exam room, the tech simply clicks a button on the autorefractor and keratometry exam sections to import all the data into a MaximEyes patient record. When I purchase a new lensometer we plan on integrating that as well.

Coding Compliancy Fits My Needs

The built-in coding compliancy allows my diagnoses to appear automatically in the final diagnosis section when I use a certain word or phrase in the exam elements. Again, this is completely customizable to fit my needs.

E-Prescribe with a Few Clicks

The Rcopia™ E-Prescribing module within MaximEyes gives me instant access to pharmacy databases, where I can download all medications that I or another physician have recently prescribed for the patient. Patients no longer have to write their medications on intake sheets, and the staff does not have to enter them into the EHR. This saves an enormous amount of time and moves the patient through the office more quickly.

I enter all my "favorite" prescriptions so now all I have to do is click a few buttons to prescribe a medication. I also set up the local pharmacies into a favorites list so I only have to do a little searching when I need to enter the patient's pharmacy. I haven't used a prescription pad in years!

Meaningful Use Friendly for Attesting for EHR Incentives

First Insight trainers and technicians were a huge help when I prepared and attested for meaningful use. I attended several MaximEyes webinars and read training guides that are always available on First Insight's customer website. The guides and recorded webinars were very detailed and helpful. I am pleased to say that I received my EHR incentive

Dr. Lefland's optical department

payments and I am on track for the next stage of meaningful use.

Eyefinity-VSP Link/VSP Calculator Link Simplifies Data Entry

The MaximEyes Eyefinity-VSP Link sends our job orders to Eyefinity and our VSP lab without the need to double enter data. The VSP Calculator automatically determines the proper fees so we can't incorrectly bill the patient or short-change our own reimbursement.

> ## "Using the VSP module saves about 6 to 8 minutes per patient."

The VSP Calculator also makes it super easy to quote the correct co-pay amounts to our patients at the fitting table. With one click, the calculator information creates a superbill for the order. It even calculates the expected chargebacks and reimbursement from VSP.

VSP updates are easily downloaded into MaximEyes when lens styles are added or discontinued, or fees are changed. Using the VSP module saves us about 6 to 8 minutes per patient.

Expediting E-Billing

Our front desk staff use the convenient shortcut codes for all procedures and products the patient purchases from our practice. The billing page also allows staff to separate procedures or fees based

> ## "When I send MaximEyes engineers suggestions for various improvements, they actually listen, respond, and add them to future versions."

on responsibility. Insurance procedures then auto-populate to what looks like a compliant HCFA 1500 form, which is already pre-populated with the doctor's ID numbers, insurance company, etc.

Doctor-Patient Communication Made Easy with Nightly Sync

We currently use Websystem3 for staying in touch with our patients. Websystem3 sends customizable appointment reminders to patients based on our preferences, such as when to send the reminder and how often. After the visit, the patient receives a Satisfaction Survey by email which gives us valuable feedback on how we are doing. We also send an e-newsletter every two months to our patients.

Each night, MaximEyes syncs with Websystem3 so that all of our appointment and recall information is on the Websystem3 and MaximEyes servers.