

For Immediate Release

MaximEyes Software is one of the first three EHRs to integrate with AOA MORE™ Registry

Hillsboro, OR (June 26, 2015) – [First Insight Corporation](#), developers of MaximEyes by First Insight Practice Management and Certified EHR Software for eye care professionals is one of the first EHRs to be selected by the American Optometric Association (AOA) to participate in the development of the new AOA MORE Registry.

“First Insight is honored that MaximEyes EHR has been selected as one of the first to integrate with the AOA MORE Registry,” said Nitin Rai, President and CEO of First Insight. **“Integrating with the AOA MORE Registry is an important ability for a practice to provide better quality of care to patients. First Insight is committed to providing our customers with as many tools as possible to assist with evaluating and understanding their clinical data that is captured in MaximEyes EHR.** Throughout the development process, MaximEyes product managers and developers have worked closely with AOA’s research company to create a fluid workflow for entering data that fits the needs of our customers, as well as gathering insightful and accurate information. As with any of our integrations, we will involve our customers in the evaluation and feedback of the registry to ensure the end user process is as beneficial as possible. The MaximEyes integration process is very thorough and is always based on what is best for users. Our technical team is in sync with the process the AOA has in place and we will continue to work diligently to be a productive partner in the AOA MORE Registry.”

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.

About the American Optometric Association (AOA): The American Optometric Association, a federation of state, student and armed forces optometric associations, was founded in 1898. Today, the AOA is proud to represent the profession of optometry, America's family eye doctors, who take a leading role in an individual's overall eye and vision care, health and well-being. Doctors of optometry (ODs) are the independent primary health care professionals for the eye and have extensive, ongoing training to examine, diagnose, treat and manage disorders, diseases and injuries that affect the eye and visual system, providing two-thirds of primary eye care in the U.S. Recognizing the movement towards quality reporting and its value in improving health care outcomes, the AOA is proud to support the

advancement of the profession through AOA MORE, Measures and Outcomes Registry for Eyecare. Visit www.AOA.org/MORE.

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