



For Immediate Release

MaximEyes software integrates with OptikamPad; eliminates double data entry

Hillsboro, OR (August 18, 2015) – [First Insight Corporation](#), developers of MaximEyes Cloud Based Certified EHR and Practice Management Software for eye care professionals, and [Optikam Tech, Inc.](#), developers of OptikamPad, announced that MaximEyes and OptikamPad quickly shares patient data with a direct integration.

“We’ve made it easier for OptikamPad users to import eyewear measurement data directly into a MaximEyes Rx Order patient record,” said Nitin Rai, President and CEO of First Insight Corporation. “Because time is money, we continually develop better ways to eliminate redundant data entry and reduce clicks.” Fields that import include: Panto, Wrap, A Value, B Value, ED Value, DBL Value, Corridor R, Corridor L, Reading Distance, Lens Model, Frame Model, and Notes.

“The seamless integration between OptikamPad and MaximEyes reduces the time it takes to place an order,” said Marco Lancione, President of Optikam Tech, Inc. “All advanced measurement values for freeform or digital lenses are sent electronically—eliminating manual double entry and potential transcribing errors.”

OptikamPad is a standalone iPad app that assists in every facet of the eyewear dispensing process—frame selection, lens demonstrations, and eyewear measurements using ONE single frontal image. The system measures in tenths of millimeters vs half millimeters. The Optikam image detection software quickly and efficiently finds all of the reference points, which makes it easier and faster than when taking measurements manually.

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 Optikam Tech, Inc.: Since 2006, Optikam has been a leader in electronic measurement solutions. The OptikamPad enables an optical practice to dispense high-end digital lenses and modernizes your customers shopping experience. To learn more, visit www.optikam.com.

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