

Overview

Profile

- American Optometric Association, Indiana Optometric Association, and Tecumseh Optometric Association member
- Clinton County Boys and Girls Club Board of Directors
- Therapeutic certification from Indiana Board of Optometry
- Member of Zonta, women's business organization
- Member of Optimist Club

Business Challenge

Needed a flexible and integrated EHR and billing system that would support a new practice with long term goals of continual growth, stability and complying with government mandates.

Value Justification

- Save nearly 15 hours per month using EHR; use time to see more patients and add billable hours
- Year-end financial reports analyze what areas are performing better than others from year to year
- Transfer detailed patient information to a one-page summary with a click of a button

Choose an EHR Partner for Long-Term Growth and Reliability



When Dr. Stafford opened her private practice in 2002, after working for another optometrist for nearly six years, she was driven and focused as she followed her dream of launching a successful practice. Dr. Stafford's commitment to provide quality and personalized care for her patients paid off as nearly 95% of her patients followed her to her new office.

A key element to running a productive and profitable practice was starting off as paperless as possible. Dr. Stafford wanted a system that gave her options and flexibility. "MaximEyes was the only software that offered a true electronic exam that integrated with billing," said Dr. Stafford. "The workflows were more efficient. Most important, out of the many companies I looked at, First Insight and one other company are still around. It's vital to choose a company that will be your partner for a long time."

Spend a few minutes with Dr. Stafford and find out how she continues to generate impressive results with MaximEyes.

Measuring a Thriving Business

For me, a thriving business is one that performs at or above the national averages. It's a business that has a loyal customer base whose patients book in advance. And having sophisticated technology coupled with a flexible EHR and PMS system helps me remain successful after many years.

By using MaximEyes, I am able to see more patients per day by including well-defined instructions for each patient, so I don't have to spend at least four minutes writing data in a patient's paper chart. With a click of a button, I transfer detailed information and exam results to a one-page sum-

mary screen. When I add up the minutes per patient, I save nearly 15 hours per month—I can use this time to see more patients and add billable hours.

Medical Histories Made Easy

Medical history summaries within MaximEyes are great as I don't need to flip through several pages of patient history. I have the "positive only" responses turned on to simplify it even more. I also enjoy the faxing capability of letters to primary care physicians. With MaximEyes, I can generate 90% of a diabetic referral letter with critical data that transfers from the patient's electronic

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Lisa Stafford, OD

Frankfort, IN

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Customer since 2002

1 Doctor, 6 Workstations

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record, then I can modify it in a matter of minutes. MaximEyes tracks to see if the letters were sent versus me having to remember to send them to the patient’s primary care physician.

I also like the ability to forward things from one data entry point to another, such as previous refraction to current refraction. And I can easily transfer other data at the end of the exam to the patient’s record for billing, optical and front desk staff.

Customized Workflows and Templates Help with Coding

One of the things that impresses me most about MaximEyes is the ability to customize my workflows. For example, I highlight various sections with different colors to help me with coding. I especially like how I can have different elements on different exams, as I don’t need binocular vision information on most office calls.

Billing with Assurance

MaximEyes helps my staff manage patient and insurance billing with assurance and ease. We can select from many billing and inventory reports that let us know how the practice is doing and how we can improve. For example, the monthly reports provide a breakdown of how old the claims are. Without this capability, we would have to perform these tasks manually.

Patients Love E-Prescribing

E-Prescribing within MaximEyes is fast, easy and convenient to use—my patients love not having to take a script to their pharmacy and wait in line just to give the Rx to the pharmacist and wait even longer to have it filled. For me, e-prescribing limits calls from pharmacies and reduces potential adverse drug interactions, and it helps me check if the drug is part of the patient’s formulary so I can prescribe

more cost effective prescriptions. This makes my patients much happier!

Change Patient Scheduler Any Way You Want

My staff loves that they can customize and color code the patient scheduler for different types of appointment reasons and days of the week. We can easily view, schedule, and change appointments any way we want. We like the ability to automatically skip ahead one month, three months, etc.

MaximEyes keeps track of the number of cancelled, rescheduled and no-show appointments for each patient. We can easily define specific time slots where we can double-book, so if the patient doesn’t show up we don’t lose billable time.

Meaningful Use Made Easy

First Insight was a huge help to me with attesting for meaningful use and receiving my EHR incentive payments. We were assigned a personal trainer who was extremely helpful with telling us what was required for attesting with CMS. The trainer answered all my emails in a timely manner, even after office hours. The online guides that First Insight posts on their customer website helped clarify many questions.

Bar-Code Scanner Tracks Frames Instantly and Transfers Data

As with any optometry practice, every eye wear dispensary needs to maintain good control of its eye wear sales information. We love the ability to use the bar-code scanner integration that transfers the patient’s frame selection instantly into the patient record. While we do not track inventory per say, it’s nice to have the ability to run reports that track top sellers so we can keep them in stock.

“First Insight gives us instant assistance or schedules personal time with a support technician who dedicates time to solve our issues.”



Reports Calculate Daily, Weekly and Monthly Statistics

Statistics are important for us to evaluate trends throughout the year. I like the Day Sheet that compares daily activity and tells me EXACTLY how each day is doing. The year-end financial reports are extremely valuable to analyze my practice and determine what areas are performing better than others from year to year. For example, one report helped me realize I wasn't suggesting punctual plugs as much one year as I had been.

Consistent Customer Care and Service is a Key Force to Success

One of the most important benefits of choosing the right software company is how its customer support continually performs. First Insight has been a tremendous force in the success and growth of our practice.

I like that First Insight gives us instant assistance or schedules personal time with a support technician who dedicates time with us to solve our issues—instead of ignoring us. During our upgrade, everyone was extremely supportive with getting us up and running as quickly as possible.