



## For Immediate Release

# Vestrum Health and First Insight announce data aggregation integration

### Unlock the value of EHR data by capturing benchmarking analytics and receiving revenue

**Hillsboro, OR (August 14, 2014)** – [First Insight Corporation](#), developers of MaximEyes cloud-based practice management and 2014 Certified EHR software, and [Vestrum Health](#) announced that MaximEyes EHR is now compatible with Vestrum Health's EHR data aggregation technology platform.

"Vestrum Health is a proprietary, secure and regulatory-compliant EHR data aggregation platform where participating physicians can securely transmit their EHR data to a proprietary database, without compromising the stability and security of their EHR system," said Nadeem Ahmad, Vestrum Health's Director of Operations. "Physician and patient identifiers are removed in accordance with HIPAA regulations and the data is made available to participating physicians for analytics and clinical research. Physicians always retain control over how their data is utilized. In addition, in an industry first, Vestrum Health shares a significant portion of revenue generated by data sales in the form of royalty payments to participating physicians who choose to commercialize their de-identified data. Vestrum Health provides physicians with the ability to finally capture a monetary return on their EHR investment."

"First Insight securely uploads a participating physician's de-identified patient data from MaximEyes to the Vestrum Health servers where it will be converted by Vestrum Health into an easily analyzable format," said Nitin Rai, First Insight President and CEO. "Our goal is to always provide our customers with the best experience, service and value in the EHR industry. By collaborating with Vestrum Health, we are providing additional value to our physician customers."

**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](http://www.first-insight.com) or call 800.920.1940.

**About Vestrum Health:** Vestrum Health was founded by retina specialists in 2012 to provide physicians with the opportunity to unlock the value of their EHR data. The company's innovative and patent-pending technology platform facilitates the aggregation and de-identification of EHR data for clinical research, analytics and commercialization. For additional information visit [www.vestrumhealth.com](http://www.vestrumhealth.com).

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