



For Immediate Release

High Resolution Cash Flow Image Available – email donnal@first-insight.com

MaximEyes by First Insight’s advanced patient portal “online bill pay” helps practices reduce past-due balances and increase revenue.

Hillsboro, OR (March 14, 2017) – [First Insight Corporation](http://www.first-insight.com),

developers of MaximEyes certified EHR and practice management software for eye care professionals, is making it easier for eye care practices to reduce past-due balances, increase revenue, eliminate data entry errors, and get paid faster with its new Advanced Patient Portal “Online Bill Pay” module.



Online Bill Pay is powered by Vantiv Integrated Payments, a leading credit card processor that streamlines credit card transactions and reporting.

“First Insight’s Advanced Patient Portal will engage patients and make eye care practices more efficient with online scheduling, online bill pay, online faxing and online welcome/medical history forms. Managing the patient relationship has never been simpler,” said Nitin Rai, President and CEO of First Insight.

Online Bill Pay Benefits:

- Give patients the freedom to pay bills at their convenience, from home or on the go, 24/7, on any mobile device.
- Cut back on the time staff spend chasing down payments, mailing out bills, collecting funds over the phone and manually posting payments.
- Stop worrying about bounced checks, data entry errors or cash flow delays while you wait for checks to clear.
- Eliminate the time it takes to rekey billing data—payments post automatically to MaximEyes.
- Get paid faster with secure text and email messages that remind patients of bills due.

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 software, visit www.first-insight.com or call 800.920.1940.

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