

## For Immediate Release

### First Insight Corporation earns 2017 Learning! 100 Award for achieving excellence for its personalized customer training sixth year in a row

**Hillsboro, OR (September 8, 2017)** – [First Insight Corporation](#), developers of MaximEyes certified EHR and practice management software for eye care professionals announced that First Insight Corporation was honored for the sixth year in a row by [Elearning! Media Group \(EMG\)](#) as a "2017 Learning! 100 Award Winner" for achieving excellence in the "Performance" category for its personalized customer training.



"Learning! 100 applicants are evaluated across three criteria: Collaborative Strategies' Collaboration Index, Darden School's Learning Culture Index, and overall organizational performance. Accolades are awarded in four categories of excellence: innovation, culture, performance and collaboration," says Catherine Upton, Learning! 100 Awards Chair. The Learning! 100 group is comprised of 60 corporate enterprises and 40 public sector organizations.

"First Insight is well-known in the eye care industry for consistently delivering training that is tailored to the needs of our customers—we're not a one-size fits all company," said Nitin Rai, First Insight's President & CEO. "Our goal is to empower doctors and staff with a wide range of training options, such as complimentary webinars and online resources, hands-on training onsite at practices, personalized phone and virtual trainings, consultations at industry tradeshows, and our highly popular regional power trainings that are held in various cities throughout the United States. We're passionate about being there for our customers every step of the way."

#### **Visit MaximEyes by First Insight at Vision Expo West (Las Vegas, NV), Booth MS6059, September 14-16, 2017**

**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. For more information: [www.first-insight.com](http://www.first-insight.com), 800.920.1940. [MaximEyes EHR ranked #2 nationwide](#) among the top 20 eye care EHRs in the 2017 Black Book independent, unbiased healthcare research survey.

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