

For Immediate Release

See page 2 for GPN EDGEPro images

MaximEyes by First Insight partners with GPN EDGE and EDGEPro to streamline business performance analytics for eye care professionals

Hillsboro, OR (May 3, 2017) – [First Insight Corporation](#), developers of MaximEyes EHR and practice management software for eye care professionals, announced that MaximEyes software now integrates with [GPN's](#) The EDGE and EDGEPro, the leading data and metrics performance management software for the optometric industry.

"We've made it easier for MaximEyes customers to transfer their patient data to The EDGE and EDGEPro via a HIPAA-compliant nightly automated data exchange," said Nitin Rai, President & CEO of First Insight. "Our partnership with GPN shows our commitment to joining forces with industry leading companies to improve operational efficiencies for our customers. Practitioners and their staff can spend more time with patients and less time worrying about their business."

"The integration with MaximEyes software strengthens our partnership with First Insight and reflects our commitment to provide MaximEyes users with secure automated data mining that results in worry-free uploads for real-time accuracy," said Jay Binkowitz, President & CEO of GPN. "EDGEPro is the result of pairing top-flight data analysis and proprietary A.I. (artificial intelligence) with thoughtful understanding of the real world needs of practitioners. EDGEPro delivers exactly the right data in exactly the right way for clear and easy understanding, while still allowing users to drill down into the vital details. Like MaximEyes, delivering a product that supports actionable information has always been our mission, and EDGEPro is a best-in-class tool to provide business owners and managers with their true net information and outcomes while using any hand-held device."

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. www.first-insight.com

About GPN: Gateway Professional Network (GPN) is a full-solution practice and business management firm, offering a full range of consulting programs in addition to their analytics software suite. Established in 2007, the company has been growing rapidly over the past 10 years, and is now working with practices across the United States and Canada. Their mission is to help practice owners succeed by gaining control of their businesses. They provide "big-business" infrastructure – technology solutions and consulting and management options – in independent and multilocation practice environments. GPN has been and continues to be the industry leader in delivering data analytics and business resources for over 10 years. www.GatewayPN.com

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GPN EDGEPro Screenshots

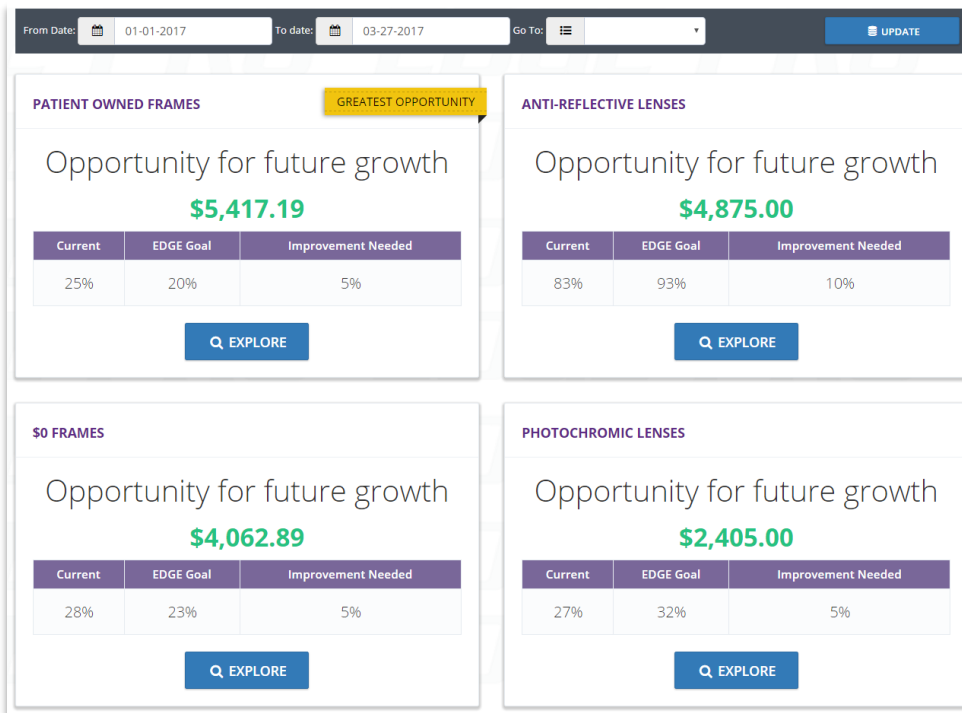


Figure 2: GPN EDGEPro Opportunities Dashboard
 > [Download image \(click here\)](#)

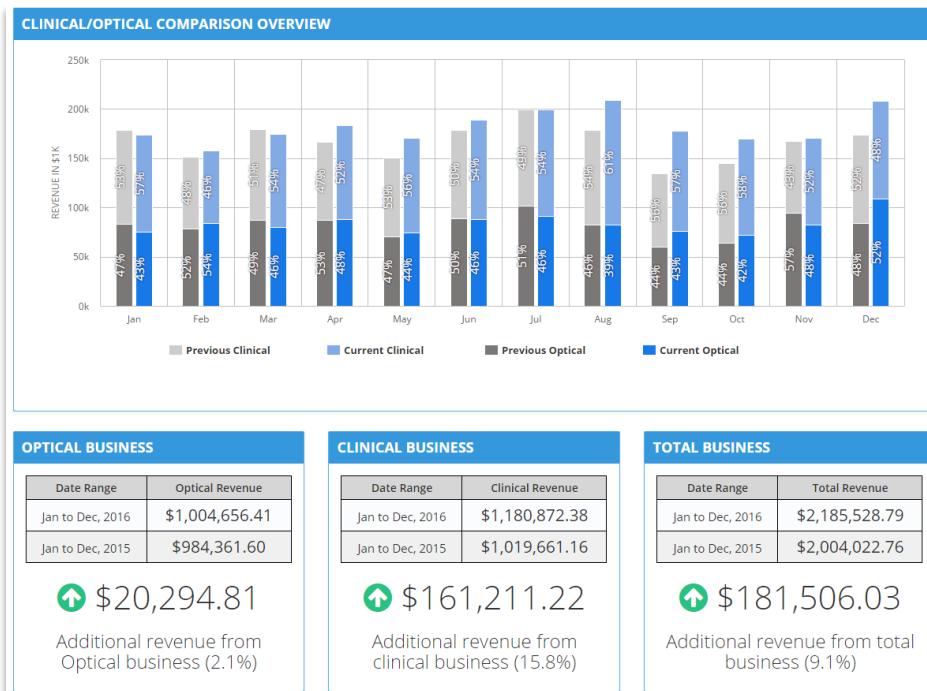


Figure 1: GPN EDGEPro Practice clinical/optical comparison
 > [Download image \(click here\)](#)