

For Immediate Release

U.S. Vision selects MaximEyes by First Insight Corporation as its new EHR partner for 600+ locations

HILLSBORO, OR (February 23, 2018) – After an in-depth two-year evaluation comparing various electronic health records (EHRs) used by optometrists, U.S. Vision and its affiliate, Nationwide Vision, selected MaximEyes EHR by [First Insight Corporation](#) as its new EHR partner.

“First Insight is delighted that U.S. Vision and Nationwide Vision took the time to carefully assess and compare various optometry EHRs over two years before making its final selection,” said Nitin Rai, CEO/President and Founder of First Insight Corporation.



As part of the selection process, U.S. Vision and Nationwide Vision evaluated and compared the following key components of the MaximEyes EHR system: customizability, intelligent rules engine for medical coding, [built-in MIPS compliance tools](#), [customer service track record](#), and the ability of the MaximEyes EHR engineering team to handle special requests in a timely manner.

More than 100 locations (120 providers) successfully went live with MaximEyes EHR in the fourth quarter of 2017. The remaining 500+ locations will go live with MaximEyes EHR over the next two to three years.

“First Insight converted over three million exam records and scanned documents from ExamWRITER to make the transition easier for the first 100 locations,” said Mr. Rai. “We look forward to a long and rewarding relationship with U.S. Vision and Nationwide Vision, as we incorporate billing and insurance requirements into our next generation version of MaximEyes optical and dispensary management.”

About First Insight Corporation: First Insight was founded in 1994 by Nitin Rai, president and CEO, to build and deliver the most customizable and certified EHR and practice management software for optometrists and ophthalmologists. MaximEyes is a comprehensive solution that helps improve clinical decision making, enhance patient care and empower eye doctors to operate an efficient and profitable practice. First Insight’s proprietary [EyeClinic Imaging](#) cloud-based image management system and [Fast Pay Health](#) full-service optometry billing solutions and revenue cycle management services help practices balance it all. Get unmatched customer support in less than 30 seconds with a 98% satisfaction rating. Visit www.first-insight.com. Follow First Insight on [Twitter](#), [LinkedIn](#) and [company blog](#) for the latest news and practice tips. See MaximEyes at SECO 2018, March 1-3, Booth 1331 and Vision Expo East, March 16-18, Booth MS4653.

About U.S. Vision: U.S. Vision, Inc., a wholly-owned subsidiary of Refac Optical Group, is a retailer of optical products and services operating licensed departments in over 730 retail locations in 45 states and Canada, primarily in national and regional department stores and a major wholesale club. Since 1991, U.S. Vision has been a national provider of managed vision care benefits. Visit www.usvision.com.

First Insight Media Contact: Donna Lehmann, Director of Marketing and Communications
800.920.1940, ext. 6917 (office) | 503.880.0538 (mobile) | donnal@first-insight.com

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