

10 Years and Counting: MedInformatix' Practice Management and Electronic Medical Records Solution Provides Strong Support for Growing Midwest Eye Care

Practice Expands Package Beyond Original PM and EMR Functions to Include Patient and Web Portals, and e-Prescribing Toward Imminent ONC Certification

OMAHA, NE – (Oct. 14, 2010) – Since its initial installation of MedInformatix' [Practice Management \(PM\) and Electronic Medical Records \(EMR\)](#) solution in 2000, Midwest Eye Care, P.C., Nebraska's and Western Iowa's leading eye care specialty practice, has grown from a seven- to 18-physician practice through an unwavering commitment to ethics, customer service and overall excellence and its use of the best cutting-edge technology to provide incomparable patient care and run its business as efficiently as possible.

The fruit of these efforts is illustrated by the practice's legions of satisfied patients, not forgetting the fact that Midwest Eye Care is the only medical practice in Nebraska to receive the Better Business Bureau's Integrity Award in recognition of its high standards. Midwest Eye Care's initial choice and continued reliance on MedInformatix' PM and EMR solution over many years and system updates reflects the practice's strong reliance on best-in-class medical and operational tools as it earlier this month opened its fifth location.

"The system has enabled our practice to seamlessly expand as we've added ophthalmologists, optometrists and additional offices. There has never been a fear that MedInformatix' system couldn't support and facilitate our growth," said Colleen Naughton, Midwest Eye Care's support service manager. "We've regularly added modules and updated versions, including this past May an update that will give the practice the ability to add a patient-, and a secure Web portal for referring physicians."

The system's newest functionality, Naughton said, is instrumental in Midwest Eye Care's impending certification from The Office of the National Coordinator for Health Information Technology (ONC). Located within the Office of the Secretary for the U.S. Department of Health and Human Services (HHS), ONC spearheads the Administration's efforts toward the adoption of health information technology and the electronic exchange of health information to improve health care.

"We use MedInformatix' PM and EMR solution for every aspect of our business operation from billing, the scheduling of patient exams and surgery, our optical office in support of the sale of glasses and contact lenses, and for [e-Prescribing](#) (eRx), which enables communication with pharmacies," Naughton said. Midwest Eye Care in 2009, as a result of its eRx capability, received a cash bonus from the Federal Government in its first year of eligibility. The Federal Government awards such bonuses to medical practices as part of its green initiative that encourages the use of electronic, rather than paper-based communication.

Naughton is also highly complimentary of MedInformatix' support team.

“While we all want user support *now*, the (PM and EMR) solution following initial installation is largely self-supporting. And when we do require support or additional training with system upgrades, [MedInformatix’ technicians](#) have been responsive from the get-go,” she said.

Midwest Eye Care, Naughton added, is a highly active participant in MedInformatix user groups, a practice that has enabled her and other practice staff to forge strong, first name-basis working relationships with the vendor’s support team, further fostering responsiveness and contributing to overall rapport.

In addition to streamlining back-office operations, the use of MedInformatix’ PM and EMR solution has enabled Midwest Eye Care to achieve cost savings by paring down its full-time medical records staff from three full-time, to one, “three quarter-time” worker. Another part-time worker’s hours have been reduced by between 10 to 12 hours per week.

“As our practice continues to grow, we know that the (MedInformatix) PM and EMR solution has the bandwidth to support us every step of the way,” Naughton said.

About MedInformatix:

MedInformatix, Inc. (www.medinformatix.com) is a leading national provider of fully integrated Electronic Health Records. The products have been built around MedInformatix 25 years of workflow expertise.

MedInformatix suites of products are designed on a single database using Microsoft SQL. Whether the client is a single physician who went live in 1994, a 13-location cardiology practice, the busiest radiology practice in Manhattan, or one of 15 other specialties it services, MedInformatix accommodates their needs. See why so many practices from various specialties choose MedInformatix. With 13 Microsoft nominations in 8 years, MedInformatix can turn the dream of a paperless, integrated practice into a reality.

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