

## **MedInformatix Practice Management and EMR Produce Long-Term Gains For Ophthalmology Practices**

*Four Practices, Each Celebrating Ten or More Years Using the MedInformatix Solution, Enjoy Greater Efficiency and Staff Utilization*

**MOSCONE CENTER, SAN FRANCISCO / WEST HALL, BOOTH 5429 – (October 28, 2009) –** MedInformatix, a leading provider of software solutions for the healthcare industry, announced the tenth anniversary of its relationships with several prominent Midwestern ophthalmology practices at the 2009 American Academy of Ophthalmology (AAO) Conference in San Francisco. In each case, the practices showcase the benefits of MedInformatix's [Practice Management](#) (PM) and [Electronic Medical Records](#) (EMR) Solution.

MedInformatix's PM and EMR Solution has achieved a strong following in ophthalmology practices across the U.S. due to its flexibility and ease of use. The MedInformatix EMR facilitates virtually any clinical paradigm thanks to its extensive library of specialty templates that can be further tailored to fit individual providers. The system's Document Repository allows users to store digital files in virtually all formats and can import files from virtually all sources. The MedInformatix E-Prescribing Module is SureScript certified and supports electronic prescription routing and paper script printing. The E-Prescribing Module also alerts physicians on any drug-to drug or drug-to-allergy interactions.

Together, MedInformatix PM and EMR solution provides a clinic everything it needs for day-to-day scheduling, charting, billing, and reporting. MedInformatix also offers optical inventory, referring physician marketing, a patient portal, and an executive dashboard reporting tool to further accommodate each practice's unique needs.

**Midwest Eye Care**, a large surgical and optometry practice based in Omaha, Nebraska, has experienced the benefits of the MedInformatix PM and EMR first-hand. "In the past ten years, our practice grew from 8 to 15 providers. MedInformatix's flexibility easily accommodated our growth, while allowing us to reduce the number of staff responsible for medical records management by a little more than half," said Colleen Naughton, Administrator. "In the current reimbursement environment, the MedInformatix software possesses the most current certifications and feature, allowing us to qualify for Medicare bonus reimbursement. Overall, I think the decision we made almost ten years ago to purchase MedInformatix would be the same one I would make today, and that says a lot for this software and the company behind it"

Migdalia Gonzalez of **Minnesota Eye Consultants**, a 30-provider practice with 12 locations throughout greater Minneapolis, reports that MedInformatix system is both user-friendly and

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compatible with other enterprise software. “We have access to MedInformatix at about 10 of our facilities, and we also have the capability to connect from home,” she noted. “We like to keep up-to-date with the latest technology. For example, we use MedReport and Crystal Reports for reporting, e-RX for [electronic prescribing](#), and Optimatix for optical inventory management.”

Billing efficiency is a critical factor for **The Eye Group**, a Management Service Organization formed by Eye Surgical Associate ophthalmologists in Lincoln, Nebraska and a select group of independent optometrists in Southeast Nebraska. Robb Linafelter, CEO of Eye Surgical Associates and administrator of The Eye Group, said, “MedInformatix has assisted our clinics in improving their cash flow through efficient billing processes. The majority of our clinics have net days in accounts receivable under 25 days.”

Reliable claims processing, as well as accurate EMR documentation, are both key factors at one of Indiana’s oldest and best-known eye care practices. **Grossnickle Eye Center** appreciates the way MedInformatix has stayed on top of many important facets of operations.

“Since using MedInformatix EMR, we have improved our patient care with more complete documentation. We do not have legibility issues, nor do we spend time looking for ‘lost’ paper charts,” stated Kim Cloyd, IT Support. “Due to advanced integration between the MedInformatix PM and the ZirMed clearinghouse, the time it takes to send claims electronically has gone from at least an hour per day to less than ten minutes. The integration also allows easy access of claim status and electronic EOBs from within the MedInformatix software, which makes our customer service easier, more accurate, and faster for both patients and staff members.”

### **AAO 2009 Exhibit**

MedInformatix demonstrated its Practice Management and EMR Solution at the 2009 American Academy of Ophthalmology (AAO) Conference, October 24-27 in San Francisco, in Booth 5429 in the Moscone Center.

### ***About MedInformatix:***

*MedInformatix, Inc. ([www.medinformatix.com](http://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 and CCHIT certified in 2006 and 2008, MedInformatix can turn the dream of a paperless, integrated practice into a reality.*