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“13 Microsoft Nominations in 8 years”

## **NASCAR and AAO Race with SEECA and Medinformatix**

*The American Academy of Ophthalmology has announced that Dr D of SEECA will be its annual guest speaker in November of 2007. Comparing NASCAR to Medicine, Dr D is speaking on how SEECA powered by Medinformatix has efficiently customized its workflow and reduced a patient’s visit time in half.*

New Orleans, LA - American Academy of Ophthalmology ([www.aao.org](http://www.aao.org)) has invited Dr A. J. De La Houssaye as the AAO’s guest speaker for 2007. De La Houssaye, more commonly known as Dr D, has been intriguing the minds of his colleagues with his radically comparison of overall patient care and satisfaction to NASCAR. In his research, Dr D analyzes a NASCAR pit crew to determine what makes them both amazingly fast. The answer is simple, efficiency. Applying his research and results to his own practice, Dr D has been able to cut down the average patient visit from 92 to 47 minutes; over 100% improvement.

No wonder the AAO is so anxious about having Dr. D as a speaker. The title of his speech, “The Science of Speed in Ophthalmology”, is sure to turn heads in November of this year. With so many new young physicians joining the ranks, patients are looking for more than just quality care from their providers. Now the ophthalmologist is forced to reinvent their workflow and develop a new approach to overall patient care. Most physicians realize that ultimately creating a solid and efficient workflow means entering into the area of Electronic Medical Records.

Using SEECA products powered by MedInformatix’s software, Dr. D has revolutionized the way Ophthalmologists operate. And all this was done using only two basic principles, which will be outlined in his speech to the Academy: (1) an Ophthalmologist must be able to attend to all of the patient’s needs while remaining seated beside them, (2) each task should not exceed 15 seconds. The workflow is considered “broken” if either of principles is not met. In order to achieve these goals, Dr. D broke a patient’s visit down into multiple steps and has dedicated over 7 years of research into transforming workflows. With his help, SEECA has customized MedInformatix’s Electronic Medical Record suite and has even added a new eye exam module to his practice. MedInformatix is “thrilled and very pleased with the exceptional work and research that SEECA has performed and [MedInformatix] is anxious to see what the future holds for all of us” quoted CEO Tom McGonigle.

About SEECA:

[www.seeca.com](http://www.seeca.com)

A Houma, LA based Medical Technology Corporation started by A.J. “Dr D” De La Houssaye, M.D. in 1998 is a national EMR/PM firm which caters to the Ophthalmologist. SEECA is composed of 3 internal divisions - an Ophthalmology practice, optical company, and a technology company. In 2001, SEECA was

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nationally acknowledged with the US Chamber of Commerce's Small Business of the Year Award. Microsoft later on awarded SEECA its own software in medicine award in 2004. Pushing forward in Medical Technology, SEECA is looking to dramatically improve the healthcare system. Additionally, SEECA is active in the community by donating over 5,000 free eye exams and substantial other services to orphans over the past couple of years.

About Medinformatix:

[www.medinformatix.com](http://www.medinformatix.com)

Medinformatix, Inc. is a leading national provider of fully integrated Electronic Health Records. The products have been built around Medinformatix 25 years of workflow expertise. Our product is designed on a single database using Microsoft SQL. Whether the installation is a single physician who went Live in 1994, a national Cardiology practice, the busiest Radiology practice in Manhattan, or one of 15 other specialties we service, we accommodate their needs. See why so many practices from various specialties choose to use our award winning products: 13 Microsoft nominations in 8 years. Medinformatix can turn the dream of a paperless, integrated practice into a reality.