



## HIPAA Secure Messaging Order Form

### Included VisionConnect Functionality

| HIPAA Secure Messaging for Ophthalmology  | Benefit  |
|---|--|
| <p>Patients exchange secure messages with the practice business office, refractive marketing, optical, or clinical staff. While standard email is not HIPAA compliant and not secure, Secure Messaging is. Office and medical staff may create, review, and respond to patient communication.</p> <p>Actual message content is retained within VisionConnect portal. Email notifications are sent to the patient prompting them to log in to view actual message.</p> | <ul style="list-style-type: none"> <li>• Patient convenience</li> <li>• High-tech brand</li> <li>• Workload leveling</li> <li>• HIPAA Compliant</li> <li>• Frees phone lines.</li> </ul> |

### Infrastructure

- Fully interactive, dynamic, enterprise grade transactional systems, running 24/7, 365 days per year.
- Fully secure and HIPAA compliant.
- Runs out of a high security, high reliability, high redundancy data center running on dual power grids and dual carrier internet backbones.

### Advanced Practice Branding

- Branded for your practice. Patients seamlessly go from your practice site to Sophrona portals without being aware of interacting with a third party.

### Interfaces

- No interfaces are provided with Secure Messaging at this time.

### Included Services

Along with use of VisionConnect, Sophrona will provide you with:

|  |   |   |
|--|---|---|
| <ul style="list-style-type: none"> <li>• 3 hours of online training</li> </ul> | <ul style="list-style-type: none"> <li>• 24/7 Email Support with 2 business hour response time</li> </ul> | <ul style="list-style-type: none"> <li>• Daytime phone support</li> </ul> |
|--|---|---|

**VisionConnect Pricing**

| <i>Pricing</i>                           | <i>Implementation Fee</i> | <i>Monthly License Fees</i> |
|--|---------------------------|-----------------------------|
| HIPAA Secure Messaging for Ophthalmology | \$0                       | \$0                         |
| Onsite Training                          | \$0 first 3 hours         |                             |
| Total                                    | \$0                       | \$0                         |

**Medflow VisionConnect – 365 Day Free Promotion Agreement:**

- Yes, I am an existing Medflow direct customer, and I understand VisionConnect Secure Messaging will not be interfaced to my PM or to Medflow EMR.
- Yes, I understand and agree that Secure Messaging shall not be used for contact lens ordering or appointment scheduling. I, also understand that other portal functions are available, and are not included in this free promotional.
- Yes, I understand separate licensing and HIPAA BAA agreements will be necessary before implementation.
- Yes, I want to have VisionConnect set up for my practice at \$0 for initial implementation, \$0 initial training, and \$0 for monthly license for the first 365 days.

|                             |  |
|-----------------------------|--|
| <b>Practice Legal Name:</b> |  |
| Street Address              |  |
| City, State, Zip            |  |
| Website Address:            |  |
| Printed Name:               |  |
| Email:                      |  |
| Telephone:                  |  |

Signed: \_\_\_\_\_ Title: \_\_\_\_\_

**What's Next?**

*We will contact you within 10 days of receipt of this signed document to schedule a kick-off meeting with your staff and to provide you with formal License Agreement and HIPAA Business Associate Agreement documents for signing.*