

## Northwest Eye finds success in Sage Portal™ – HIPAA secure patient portal that allows patients to register, order contact lenses and pay bills online.

Minneapolis, MN (August 18, 2008) -- Sophrona Solutions, the leader in online patient communication solutions for ophthalmology, announces successful implementation of Sage Portal™ at Northwest Eye with clinics located in Northwest Minneapolis and its suburbs. Northwest Eye implemented their new online communication systems with minimal staff time involvement using Sophrona's skin-technology and streamlined implementation process. Now patient communication is easier than ever with online registration prior to check in and contact lens ordering, as well as online bill payment which will be available soon. These can all be done through the practice's website 24 hours a day, making the process effortless.

Northwest Eye went live with Sage Portal in late May and has been extremely thrilled with the results. Patients began using it immediately and the staff has caught on quickly. "Our staff was slightly resistant to changing systems," stated Barbara Daiker, Practice Executive Director, Northwest Eye. "But as soon as we went live they loved it. As a matter of fact, everything went so smoothly we cruised through the roll-out process much quicker than we had initially planned."

"Sage Portal is really a great tool and we couldn't be more pleased," said Irene Berg, Data Services and Health Information Director, Northwest Eye. "We had only been live with Sage Portal for two weeks when a mother and her college aged son came in for appointments. The mother had pre-registered online and breezed through her registration process. The son had chosen, for whatever reason, to wait and register at the front desk and his process took quite a bit longer. It was an amazing example, literally right before our eyes, of the speed and convenience this new system offers our patients. Seeing this happen made believers of the entire staff."

Another benefit of the pre-registration is the ability to have all your information close to you. "Many patients can't remember what medications they are currently taking, or don't have their insurance cards handy," said Daiker. "But when you are in your house, registering on your own time, it isn't a big deal to walk to the medicine cabinet and check the spelling and dosage of your medication. We have truly been surprised and delighted by the ease and success of this roll-out." Berg, however, is most excited about the forthcoming online bill payment. "I believe one of the biggest benefits will be the security Sophrona provides in online credit card payment. It feels really good to know our client's information will be completely protected and safe."

All in all, Northwest Eye couldn't be happier with their launch experience with Sage Portal. "This is one more opportunity for sales and marketing," said Berg. "Sophrona has been incredibly willing, cooperative, patient and understanding about working with us to fine tune this product to best serve our clinic. Everything is working very, very well."

### **About Northwest Eye:**

Northwest Eye is a multi-specialty ophthalmology group founded over 40 years ago. It is the oldest and largest as well as one of the most respected eye care practice in Northwest Minneapolis and its suburbs. From conducting routine eye exams, diagnosing eye disease, performing advanced surgical procedures, to handling eye emergencies 24 hours a day, the goal of Northwest Eye is to provide the highest quality eye care for adults and children of all ages. "Our clinic is unique in that there isn't a service that we don't offer," said Daiker. "Our patients can receive absolutely any sort of eye care at one of our nine locations throughout the Twin Cities." The practice has been open since 1972 and has obviously seen lots of changes. "We are excited for what Sophrona has brought our way," said Daiker. "This is one more way we can engage with our patients and show them how important their needs are to us." To learn more about Northwest Eye, visit their website at [www.nweyeclinic.com](http://www.nweyeclinic.com).

### **About Sophrona Solutions:**

Sophrona Solutions is an innovative healthcare technology firm offering profitable patient communication solutions to ophthalmology practices nationwide. Designed by ophthalmologists, Sophrona's online marketing services, secure patient portal communication software, and data analysis tools give practices a comprehensive suite of patient relationship management tools to improve clinic efficiency, grow patient volume, and increase profitability. For more information, visit [www.sophrona.com](http://www.sophrona.com).