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An Ophthalmology-specific Patient Portal  
that reshapes how you do business.

## Barnet Dulaney Perkins Eye Center Launches Sage Portal™ – HIPAA secure patient portal with cutting edge technology.

November 10, 2011 – Minneapolis, MN – Barnet Dulaney Perkins Eye Center, an ophthalmology practice offering comprehensive vision care services in the Phoenix area, and Sophrona Solutions, the leader in online patient communication solutions for ophthalmology, announce the successful implementation of Sage Portal™ on Barnet Dulaney Perkins Eye Center's website. Patients may now schedule appointments in real-time, pay bills, and complete patient registration online through the clinic's website. This can all be done 24 hours a day, 7 days a week making communication with the practice effortless, flexible and convenient for the patients.

"One of the primary reasons we chose Sophrona was for marketing," said Mark Rosenberg, Executive Director at Barnet Dulaney Perkins Eye Center. "We wanted to find a way to create a virtual experience for our patients before they even walked in the doors of our clinics. Sophrona Solutions was the only organization we researched that could provide us with the brand management we needed to accomplish our goals."

As a very large practice with numerous doctors and multiple clinic locations throughout the Phoenix area and Arizona, Barnet Dulaney Perkins Eye Center enabled the portal in phases. Their first phase included patient registration, on-line bill pay and appointment scheduling with three appointment types. A portal soft launch was tested to see if patients would be receptive to the changes as well as to ensure that all operational matters had been considered prior to marketing the portal to current and potential patients. Because of the demographics of their clients, staff members were concerned that patients might not embrace an online portal and that it wouldn't be used to its full potential. "To our surprise," commented Darla Espinosa, Director of Marketing at Barnet Dulaney Perkins Eye Center. "The majority of our appointments being booked online are booking to our Sun City location, which is one of the largest retirement communities in the Phoenix area."

Espinosa believes patient portals are simply the future. Barnet Dulaney Perkins Eye Center works diligently to remain on the forefront of technology. And although they are a conservative practice, they are also a cutting edge practice. The next phase consists of implementing videos that will allow patients to "meet" their surgeons through video messaging, and as well as view personalized educational videos to better educate them on procedures that may enhance their vision. "People of all ages are embracing the convenience and education they can receive from the internet," said Espinosa. "We are not trying to replace the personal experience by using a portal; rather, we are enhancing their overall experience by embracing the convenience Sage Portal provides."

As technology gets more advanced, clinics are searching for ways to keep up with the demands of their patients. The internet, specifically the patient portal, has provided clinics with endless opportunities to continue to develop their brand while bringing education right into the home of their patients. Although not all features are yet available at Barnet Dulaney Perkins Eye Center currently, Sophrona's online patient communication technology allows ophthalmology practices to provide patients with online registration, appointment scheduling, contact lens ordering, bill pay, secure messaging, video education materials and a variety of tools needed to meet patient communication meaningful use requirements.

“We continue to look for ways to improve our patient satisfaction and service.” commented Espinosa. “Sophrona provides us with new opportunities and solutions which streamline and improve a visit to our clinic.”

**About Barnet Dulaney Perkins Eye Center:**

For over thirty years, more people have trusted their eye surgery to the doctors of Barnet Dulaney Perkins Eye Center than anywhere else in Arizona. And there is no question as to why. Barnet Dulaney Perkins Eye Center introduced the United States to the German Engineered Allegretto Wave Laser which is the only LASIK technology available that maintains the natural shape of the cornea and reduces the risk of glare and halos. They also implant more ICLs than any other clinic in the US. Barnet Dulaney Perkins Eye Center is a world renowned research and educational facility which has participated in over thirty clinical trials. Their mission is to bring the greatest advancements to both their patients and to other surgeons throughout the world. Barnet Dulaney Perkins Eye Center offers a total and complete eye care package for each stage of life. Learn more about Barnet Dulaney Perkins Eye Center online at [goodeyes.com](http://goodeyes.com).

**About Sophrona Solutions:**

Sophrona Solutions is a Minneapolis, MN based innovative healthcare technology firm offering profitable patient communication solutions to ophthalmology practices nationwide. Designed by ophthalmologists, Sophrona’s 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 [sophrona.com](http://sophrona.com).

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