

Clarus Eye Centre launches Sophrona's Sage Portal™ --HIPAA secure patient portal that allows patients to register, request appointments and pay bills online.

Minneapolis, MN (October 8, 2009) -- Sophrona Solutions, the leader in online patient communication solutions for ophthalmology, announces the successful implementation of Sage Portal™ at Clarus Eye Centre in Lacey, Washington. This innovative Sophrona product allows patients to register, schedule appointments and pay bills online through the practice's website 24 hours a day, making the process incredibly convenient while maintaining privacy and accuracy.

"The cutting edge features of the patient portal are consistent with the high technology look and feel of Clarus Eye Centre, and are especially appealing to our younger patient demographic." said Geoff Charlton, Chief Operating Officer, Clarus Eye Centre. "Having these online capabilities will further differentiate our practice and help us establish a competitive advantage in the marketplace. When we saw the benefits so clearly laid out, the decision to go with Sophrona Solutions was easy, and we couldn't be more pleased with the results."

Charlton said that he had been considering the addition of a patient portal to the practice's website for some time. After reviewing several other technology solutions, the choice of Minnesota-based Sophrona Solutions was based upon the Company's strong level of customer support and knowledge of the ophthalmology field. "In the end, we wanted to partner with a company which truly understood the needs of an ophthalmology practice like ours."

Clarus went live with Sophrona Solutions in June, 2009. Currently their portal features online registration, appointment request scheduling, and online bill paying - a customized patient health questionnaire (PHQ) will be added in the near future. The intuitive nature of the Sage Portal™ minimized training time for the staff and made the transition to "live" use virtually seamless. "We're mailing out fewer new patient packets and anxiously looking forward to reducing the number of incoming phone calls so that our front desk personnel can spend more time assisting patients in the clinic," stated Charlton.

In addition to being convenient for patients, Sage Portal™ has allowed Clarus Eye Centre to increase operational efficiency and lower overhead costs. According to Dr. Jay Rudd, Clarus' Vice-President and fellowship-trained cornea specialist, "we were very interested in the potential of the customized PHQ to help us uncover unmet patient needs concerning laser vision correction. In addition, we felt that the convenience of online registration, bill-paying and appointment scheduling would provide greater value to our patients."

About Clarus Eye Centre:

As a long-standing, locally-owned medical provider, we deliver the personalized, comprehensive eye care our South Sound neighbors deserve. Our state-of-the-art facility and dedicated staff set a new standard for patient comfort and care. We provide a wide range of services including routine eye examinations and laser vision correction, to the latest treatments for cataracts, glaucoma and macular degeneration. To learn more about Clarus Eye Centre visit www.claruseye.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 reporting 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.