

Edina Eye Physicians & Surgeons, PA Launches Sage Portal™ - Sending data from the patient's home directly into the office's GE Centricity™ practice management system

Minneapolis, MN (October 31, 2007) Sophrona Solutions, the leader in online patient communication solutions for ophthalmology, announces the successful implementation of Sage Portal™ and Sage Bridge™ at Edina Eye Physicians & Surgeons, PA. Together, these two Sophrona products flow patient information from the patient's home into the practice's office. Patients input information into Sage Portal™ and Sage Bridge™ shares the data with GE's Centricity practice management system.

Sage Portal allows patients to begin their relationship with the practice online from the comfort of home 24/7. "Allowing the patient to register ahead of their appointment without taking extra time off work is like taking the waiting room into the patient's home when it is convenient for them," says Marc-Francois Bradley, Sophrona Solutions president. "Moreover, having the data flow directly into GE Centricity takes advantage of the fact that you don't have to pay the patient for data entry."

The browser enabled, HIPAA secure patient portal gives Edina Eye Physicians & Surgeons, PA patients the ability to register online, pay bills, schedule appointments, and order contact lens. "Together, these tools allow our practice to differentiate itself in the community," says Jeffrey Schackor, Administrator at Edina Eye Physicians & Surgeons, PA. "At the same time, we have less data entry now that patient demographic and insurance information are automatically loaded into Centricity."

"Sage Portal is not your average primary care patient portal or EMR add-on. It uniquely addresses the needs of an ophthalmology practice such as ours," says Schackor. "Every function clearly reflects Sophrona's commitment to ophthalmology. Choosing Sophrona made sense because of their clear leadership in the industry and their demonstrated responsiveness to our needs."

As an example, Sage Portal's ophthalmology focus is apparent in its support of a practice's contact lens dispensing business. "Ordering online is very convenient for the patient and much less time on the phone," says Bob McBeath, Retail Operations Manager at Edina Eye Physicians & Surgeons. "Patients are getting used to ordering many products online anyway," he continues. "Now they can order their contact lenses from us at a time that is convenient for them."

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.

About Edina Eye Physicians & Surgeons, PA

Edina Eye Physicians & Surgeons, PA is a multi-specialty ophthalmology practice providing a full range of medical, surgical, refractive surgery including LASIK vision correction, cataract surgery, multifocal lens implants, pediatric eye care, cosmetic vision care services and a full service optical department to the residents of Minneapolis, MN. It's 11 ophthalmologists, surgeons, and licensed optometrists work out of eight vision care centers located throughout the Minneapolis metro. For more information, visit www.edinaeye.com.