

## **North Suburban Eye Associates Launches Sage Portal™ – cutting edge patient convenience technology for online self-service.**

Minneapolis, MN (November 3, 2009) – North Suburban Eye Associates, a leading ophthalmology practice offering comprehensive vision care services in the near-north suburbs of Boston, and Sophrona Solutions, the leader in online patient communication solutions for ophthalmology, announce the successful implementation of Sage Portal™, a HIPAA secure patient portal that allows patients to register, exchange secure messages, order contact lenses, and pay bills online. These can all be done through North Suburban Eye Associates' website, 24 hours a day, making the process effortless, flexible and convenient for patients. It also reduces wait times for patients when they arrive for their appointments.

“Since going live in July, we have had a very good response from new patients registering through Sage Portal.” stated John Bell, Practice Administrator of North Suburban Eye Associates. “Within a very short amount of time our staff was trained to receive registrations online and things were running very smoothly.” As a matter of fact, things have gone so well for North Suburban Eye Associates that they recently added online contact lens ordering and online bill pay to their patient online offerings. Bell added, “These online capabilities and our newly redesigned website continue to make the whole clinic experience less stressful and more convenient for our patients.” “Sophrona has begun to collaborate on software development with ABB-Concise, our contact lens distributor.” stated Bell. “If this partnership goes as smoothly as I anticipate the process of ordering contact lenses online will be an absolute breeze for our patients.”

North Suburban Eye Associates learned about Sophrona Solutions while at the New England Society of Ophthalmic Administrators (NESOA) meeting last year. Sophrona Solutions' President Marc-François Bradley was a presenter and Bell immediately knew it was a product that their clinic could use. “Sophrona offers a unique and useful product.” commented Dr. Doug Evans, President, North Suburban Eye Associates. “They have worked with us step by step to ensure the portal works with our specific needs, making the product pertinent to our office.”

North Suburban Eye Associates first launched Sage Portal with online registration only, knowing the ease and convenience for new patients to register in their home would be beneficial. “When registering patients need to know what medications they are currently taking and that information is easier to gain and obviously more accurate when they are staring at their prescription bottle rather than standing in our office guessing.” said Bell. “We knew that not only would our office staff appreciate the online registration, but that our patients would as well.”

The transition has been simple and effective. “Sophrona offers other communication functions that we haven't taken full advantage of just yet.” concluded Bell. “I don't doubt that as we grow in this relationship and in our needs, our partnership with Sophrona Solutions will grow as well.”

### **About North Suburban Eye Associates:**

North Suburban Eye Associate is a comprehensive ophthalmology/optometry practice located in two full service offices in the Wakefield and Winchester suburbs north of Boston. They offer routine eye care and consultative services for the whole range of ophthalmic conditions as well as for glasses and contact lenses. Their Board Certified ophthalmologists diagnose and treat cataracts, glaucoma, blepharitis, dry eye, amblyopia, strabismus, macular degeneration, diabetic retinopathy and other diseases. For more information about North Suburban Eye Associates visit [www.northsuburbaneye.com](http://www.northsuburbaneye.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).