

Reaching an Important Patient Adoption Milestone – When invited, one in four new patients registers online at Medical Center Ophthalmology Associates using Sophrona’s Sage Portal™

San Antonio, TX (January 11, 2008) Medical Center Ophthalmology Associates announces that it has very quickly reached an important patient adoption milestone. One in four of its invited new patients now registers online - realizing significant time savings for patients and office staff alike.

“While our practice is very innovative, we always try to measure success and try to quantify the value of new things,” says Practice Administrator, Dale Christianson. “With online registration, we wanted to measure patient adoption rates to confirm patients wanted to register online – and, indeed, they do!”

From the start, all patients invited to register online were tracked by account number. This made it easy to tally how many invited patients actually registered online.

“The 25.5% patient adoption rate is a solid start,” says Marc-François Bradley, Sophrona Solutions president. “However, our goal is to see this number move closer to 40% within the next 6 months. More can be done within the practice to tell patients about this convenient tool. At the same time a few upcoming product enhancements will make online registration even easier for patients who may not be completing the process today.”

“Patients often tell us how much they liked registering online,” says Paula Vargas, Call Center Manager. “They can register online from the comfort of home 24/7 without taking extra time out of their busy lives to be in our office 20 minutes early, and at the same time we have less data entry.” She continues, “While patient demographic and insurance information are automatically loaded into Centricity, our techs benefit from reduced data entry during the patient work-up.”

The successful patient portal implementation at Medical Center Ophthalmology Associates consists of Sophrona Solution’s Sage Portal™ and Sage Bridge™. Together, these two Sophrona products channel 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 the practice’s GE Centricity practice management system and Medflow EMR.

About Medical Center Ophthalmology Associates

Medical Center Ophthalmology Associates is a multi-specialty ophthalmology practice providing a full range of medical, surgical, refractive surgery including LASIK vision correction, cataract surgery, multi-focal lens implants, pediatric eye care, cosmetic vision care services and a full service optical department to residents of San Antonio, TX. Its 10 doctors including ophthalmologists, surgeons, and optometrists work out of six vision care centers located throughout the San Antonio and the South Texas area. For more information, visit www.mcoaicare.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.