

Price Vision Group launches Sophrona's Sage Portal™ --HIPAA secure patient portal that allows patients to register and pay bills online.

Minneapolis, MN (September 22, 2009) -- Sophrona Solutions, the leader in online patient communication solutions for ophthalmology, announces the successful implementation of Sage Portal™ at Price Vision Group in Indianapolis, Indiana. These innovative Sophrona products allow patients to register and pay bills through the practice's website 24 hours a day, making the process incredibly convenient as well as private and accurate.

"We spent nearly two years trying to develop a portal for our company, but it just went nowhere." said Tony Sterrett, Price Vision Group, Practice Administrator. "We chose Sophrona because they are as turn-key as you can get. The patient interface appeared to be easy to understand as well as incredibly efficient. We launched our portal less than 90 days after we made the decision to move forward with Sophrona. After two years of searching, we are thrilled with what we have experienced."

Price Vision Group launched their portal in July, 2009. Currently their portal has online registration, appointment request scheduling, HIPAA Secure Messaging, and bill pay, and they plan on adding more services over time. "Everything has actually been quite simple." said Sterrett, who believes the key to the portal for patients is convenience. Patients now have the ability to register in the comfort of their own home instead of sitting in the office lobby wasting their time filling out paperwork. "Our patient's time is valuable to them." commented Sterrett. "We believe that by using Sophrona and their cutting edge technology, we show our patients that their time is valuable to us as well."

The portal also achieves the goal of reducing the time technical staff spends entering data at the beginning of the patient exam by feeding data directly into the practice's Medinformatix systems. When a patient has pre-registered, they simply walk right in to the doctor's office, with little or no waiting. This means the staff has more quality time to spend attending to the patients' needs. "We knew that to be a leading practice in today's market, we needed to be thinking of ways to streamline our patient's experience. Sophrona Solutions is leading the way for us to accomplish that goal." said Dr. Francis Price, President of Price Vision Group.

About Price Vision Group:

Price Vision Group has a tradition of eye care excellence that spans more than two decades. Since performing the first laser vision correction procedure in Indiana, Price Vision Group has continued to set the standard in safety, precision and accuracy in the field of refractive surgery. Their commitment to leading edge technology and cornea research is unsurpassed in North America. Price Vision Group currently offers more vision correction alternatives for the treatment of nearsightedness, farsightedness, astigmatism, glaucoma, cataract surgery, iris reconstruction and corneal disease than any other center in the region. To learn more about Price Vision Group, visit www.pricevisiongroup.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.