

Improved efficiency

Increased LASIK volume

Faster check in

Happier patients

What's your
Sophrona?

Fewer phone calls

Better educated patients

An Ophthalmology-specific Patient Portal
that reshapes how you do business.

Rockland Eye Physicians Launches Sage Portal™ - HIPAA secure patient portal with cutting edge technology.

February 7, 2011 – Rockland County – Rockland Eye Physicians, an ophthalmology practice offering comprehensive vision care services in New York's Rockland County, and Sophrona Solutions, the leader in online patient communication solutions for ophthalmology, announce the successful implementation of Sage Portal™ on Rockland Eye Physicians' website. Patients may now register online and exchange secure messages with the practice 24 hours a day, making communication with the practice effortless, flexible and convenient for the patients.

"We are very excited about beginning our secure online interaction with patients using Sophrona's Sage Portal," said Rockland Eye Physicians Practice Administrator Keith Froleiks. "Allowing our patients to enter their personal information and medical history data in the comfort of their home will provide them with prompt service when they arrive in our office. These online capabilities will make the whole clinic experience less stressful and more convenient for our patients."

Having watched Sophrona for nearly four years, Rockland Eye Physicians chose Sophrona because of its ophthalmology focus and its integration with the NextGen practice management system and EMR. Rockland Eye Physicians is revamping its website to include additional Sophrona functionality which will eventually also include email appointment reminders, patient education messages, and various other types of communication required by Medicare's EMR stimulus program. In the future, Rockland Eye Physicians hopes to develop a VIP check-in procedure for patients that complete the information online.

On the day of the launch, Rockland Eye Physicians received six online registrations - without any promotion whatsoever. The patients reported that registration took only 15 minutes and was very easy to use. "We are proud to be on the front of the communication curve with two way secure interactions with patients," said Dr. Jeffrey Leen. "We know this is how the public is communicating, and it is obvious our patients want it as well judging by the immediate use of the portal on day one. We are glad to be on board." Rockland Eye Physicians understands that registering from home allows patients to fill out forms at their own pace and at time that is convenient for them. "Often times patients need to know what medications they are currently taking and that information is easier to gain and obviously more accurate when you are staring at your prescription bottle rather than standing in our office guessing." Froleiks said. "We knew that not only would our office staff appreciate the online registration, but that our patients would as well."

Froleiks anticipates even greater efficiency from working with Sophrona when interfaces to the Practice Management and Electronic Medical Record system are turned on over the next few months. This will allow the clinic to take the personal and insurance information taken online today and feed it directly into Rockland Eye Physicians' billing scheduling systems. This means the patient will be inputting their own information rather than a front desk staff person. "We continue to look for ways to improve our patient satisfaction and service," commented Froleiks. "Sophrona provided us with new opportunities and solutions which will streamline and improve a visit to our clinic."

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About Rockland Eye Physicians:

It is the mission of Rockland Eye Physicians is to provide high quality, compassionate and ethical eye care through their highly knowledgeable team. For nearly forty years the physicians and staff have been serving their community and bettering the quality of life for their patients. Rockland Eye Physicians provides general ophthalmology services for children and adults, no-stitch cataract surgery, presbyopia and astigmatism correcting implants, LASIK, glaucoma testing, digital retina imaging, strabismus treatment and surgery for all ages, full range of contact lens services and an on-site optical shop. Learn more about Rockland Eye Physicians by visiting their website at rocklandeyephysicians.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 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 sophrona.com.

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