

Sophrona Solutions Partners with Glacial Multimedia to Offer Integrated Website Technology for Ophthalmology: Solutions that are Highly Visible, Compelling, and Actionable 24/7

Minneapolis, MN (June 12, 2009) Sophrona Solutions, the leader in online patient communication solutions for ophthalmology, is pleased to announce a strategic partnership with Glacial Multimedia, of Portland, ME.

The partnership means that Glacial and Sophrona now jointly offer to Ophthalmology practices nationwide a fully integrated and state of the art online solution for gaining and retaining patients. Glacial's expertise with internet marketing, search engine optimization, website design, and website development will now be paired with Sophrona's Sage Portal™ transactional capabilities allowing patients to schedule appointments or register online when convenient for them and around the clock.

According to Michael Dobkowski, Director of Business Development at Glacial, "Clients have long asked us to connect their website with their practice management system and EMR. Sophrona's portal functionality and SageBridge™ interface-engine technology is the most advanced in Ophthalmology today, and makes them a perfect partner for Glacial and our business savvy clients."

A compelling Glacial website married to Sophrona portal functionality guarantees the patient can do something – *the website is actionable* – the patient can book his or her appointment or register online 24/7 and the data is sent directly into the office's practice management system. "Together, we are able to connect the patient's experience all the way from their Google or Yahoo search page to a booked appointment in the practice's scheduling system. This is revolutionary!" says Marc-François Bradley, President of Sophrona Solutions.

Through this partnership, Glacial's existing clients will have access to the powerful tools Sophrona's clients have long enjoyed to communicate with their patients 24/7 while improving their office efficiency and growing their practices. Similar to Sophrona's partnership program with ASCRS and ASOA, all existing Glacial clients will immediately be offered Sophrona's HIPAA Secure Messaging as a built in feature of their Glacial website.

Sophrona's existing clients will benefit from Glacial's involvement in website projects while also having a way to ensure they are highly visible in patient's online search. According to Marc-François Bradley, President of Sophrona Solutions, "The opportunity for us to work with a company like Glacial and their high caliber clients fits our strategic vision nicely. Glacial will help us better serve our existing clients in the area of SEO and website design while allowing us to increase our focus on a portfolio of new patient communication tools."

About Sophrona Solutions:

Sophrona Solutions is the leader in patient portal software designed for and by ophthalmologists. Sophrona serves ophthalmology practices nationwide with its innovative and profitable online patient communication technology solutions. Through its HIPAA secure patient portal software, data analytics, and powerful interface engine, Sophrona equips eye doctors with 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 Glacial Multimedia:

Glacial Multimedia Inc integrates a mix of new media marketing tools, including website design, search engine optimization, Internet marketing, web video/audio production, website analytics, social media optimization and software development, to create ideas that succeed. In an ever-changing marketing field such as Internet marketing it is easy to make a wrong turn or poor decision. The experience and expertise at Glacial Multimedia ensure that proper decisions are made and long-term goals are met for clients. The Glacial team is comprised of marketing strategists, art directors, software developers, programmers, copywriters, website analysts, and business development leaders. For more information, visit www.glacial.com.