

Improved efficiency
Faster check in
Increased LASIK volume
Happier patients
**What's your
Sophrona?**
Fewer phone calls
Better educated patients

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

Sophrona Increases Investment in Technology Infrastructure

January 10, 2011 – Minneapolis – Sophrona Solutions, Inc. announces its continued investment in helping ophthalmologists increase profitability while making lives easier for patients. To meet surging demand for Sage Portal™ and other ophthalmology specific patient portal technologies, Sophrona has tripled its secure data center computing power with the start of a new year.

Eye doctors seeking an efficient way to meet meaningful use requirements for electronic patient data access have flocked to Sophrona technology. “Unless your practice wants to introduce costly new workflows and overhead,” said Marc-François Bradley, President of Sophrona Solutions, “you need a paperless automated way to deliver chart information, clinic summaries, reminders, and educational materials to patients. Sophrona’s innovative technology provides an elegant and easy to use solution for accomplishing this.”

The technology investment in data center infrastructure and high-speed servers assures that Sophrona remains ahead of evolving HITECH, HIPAA, PCI, and Meaningful Use requirements for secure healthcare transactions as well as staying ahead of bandwidth needs for ever increasing transaction volumes.

For 7 years, Sophrona has invested in creating innovative ways for patients to have more convenient interactions with their eye doctor. By putting more self-service options at patients’ disposal, Sophrona allows ophthalmology practices to discover more efficient office flows. At the same time, various tools may be used to assess patient needs prior to their visit, to ensure a better patient experience, and to increase refractive, cosmetic & optical revenues for the practice.

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, meet patient communication requirements of meaningful use, and increase profitability. For more information, visit www.sophrona.com.

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