



Patient Portal Makes it Easier to Achieve Meaningful Use

Minneapolis, MN (July 18, 2011) – Sophrona confirms broad adoption of Medflow VisionConnect patient portals as ophthalmology practices nationwide move to meet Meaningful Use requirements for patient communication. Meaningful Use represents a new dawn for patient portal technology. Sophrona Solutions, in partnership with Medflow, delivering innovative, profitable patient communication solutions to ophthalmology practices around the country has been thrilled to see eye care practices around the country embrace one more way to communicate with patients online – many for the first time.

Although patient portals have been used by many proactive practices for some time, providers are finding yet another reason to consider implementing a patient portal. “While VisionConnect has helped streamline office flow for some time,” says Jim Messier, Vice President of Sales at Medflow, “new portal features make meeting MU requirements for patient communication a breeze.”

The Eye Center of Central PA is one of many ophthalmology practices using Medflow’s VisionConnect, to meet the patient communication requirements of Meaningful Use. “There are so many components to Meaningful Use that it can be overwhelming to begin tackling them” said Scott Peterson, Director of Information Services for The Eye Center of Central PA. “VisionConnect offers an easy, automated, and paperless solution for meeting an important piece of the ‘Engaging patients’ criteria of meaningful use. We are able to send patient educational materials, chart information, recall messages, and clinic summaries without having to print reams of paper – the very thing we want to avoid with EMR technology.” Peterson concluded.

While Meaningful Use doesn’t technically require the use of a patient portal in Stage 1, practices find it is the only practical way to avoid new inefficient workflows with printers and paper. Medflow’s clients are able to automatically email patients with clinic summaries, patient educational materials, and electronic chart copies at the conclusion of the patient’s exam or at the end of the day.

The Eye Center of Central PA did not immediately use their portal tools. “We did things the old-fashioned way” explained Peterson. “Printing paper reports as our patients left their appointments and making phone call reminders takes a lot of time and man-power.” Now, after just a few months of portal use several physicians have met the Meaningful Use criteria and received their benefit payments. “I believe in the portal as a key tool for Meaningful Use” stated Peterson. “Beyond meeting MU requirements, there are many other portal features we are going to start using. I truly believe six months from now we will wonder how we previously survived without a patient portal.”

About The Eye Center of Central PA:

The Eye Center of Central PA has eleven convenient locations which offer a variety of services. From cataracts, LASIK and refractive surgery, treatment of glaucoma and eyelid conditions, to retina and cornea situations The Eye Center of Central PA can offer help for many eye issues. They were awarded the Bausch & Lomb Center of Excellence in Crystalens® Cataract Surgery in 2008 and have achieved AAAHC accreditation for its surgery center and were the first ophthalmology group in the country to achieve MU. For more information visit: www.eyecenterofpa.com.

About Medflow:

Medflow is dedicated to improving workflow and processes within the eye care practice. Founded in 1999, the Company is exclusive to eye care and has been directly involved in developing the standards for EHR in ophthalmology. With approximately 400 installations in the US, Medflow enjoys the highest ratio of successful implementation in the industry. For more information visit: www.medflow.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 www.sophrona.com.