

## **Northwest Eye expands 24x7 Sage Portal™ by launching Established Patient Online Registration with Sophrona Solutions**

Minneapolis, MN (February 24, 2009) -- Sophrona Solutions and Northwest Eye announce the successful implementation of Sage Portal™ Established Patient Online Registration. This new service allows existing patients to update their personal and medical information online before their appointment. Northwest Eye implemented Sage Portal™'s new patient registration in early 2008 and was so pleased with the results that they chose to offer the same functionality to established patients. Now every Northwest Eye patient can register online prior to arriving at the clinic. This can all be done through the practice's website 24 hours a day, giving the patient convenience and reducing data entry for the practice's staff.

Northwest Eye went live with Existing Patient Online Registration in early February and has been thrilled with the results. "The transition has been extremely smooth. Our front desk staff and clinical staff were well prepared and have really allowed this transition to be almost effortless," said Irene Berg, Data Services and Health Information Director, Northwest Eye. "We have found that both our staff and our patients really prefer the online registration."

One major benefit Northwest Eye has experienced is the ability for patients to access and update their own information directly into Northwest Eye's practice management systems through Sophrona's SageBridge™ interface engine. "There seems to be less updates and errors when the patient is in control of their information," commented Berg. "The patient can make changes to their personal or medical information prior to their appointment. Then when they arrive at the clinic we have their chart all ready for them to approve." The check-in process is quite simple and seamless. Northwest Eye is also working with Sophrona to develop an online questionnaire that helps the clinic know what sort of health care services the patient is interested in learning more about. "This is just another way we hope to better serve our patients," said Berg. "Our physicians can be ready to discuss procedures and services that patients mentioned in their online profile."

Northwest Eye also has plans to continue their online patient communication offerings with online bill pay, which they hope to have available sometime this spring. "Northwest Eye has learned that patients readily adopt new technology," said Sarah Hochstedler, Northwest Eye Call Center Supervisor. "Plus, they really desire the convenience of using online tools such as registration, bill pay or contact lens ordering, and we are proud to offer these services."

"Online registration is another solution for healthcare companies to show progressive thinking and that patient satisfaction is of great significance to them," Berg said. "By listening to what our patients want, and following through to improve their visit to our clinic, we are showing our patients that we care deeply about them. Sophrona has provided us with the tools to satisfy our patients' online desires."

### **About Northwest Eye:**

Northwest Eye is a multi-specialty ophthalmology group founded over 40 years ago. It is the oldest and largest as well as one of the most respected eye care practice in Northwest Minneapolis and its suburbs. From conducting routine eye exams, diagnosing eye disease, performing advanced surgical procedures, to handling eye emergencies 24 hours a day, the goal of Northwest Eye is to provide the highest quality eye care for adults and children of all ages. The practice has been open since 1972 and has obviously seen lots of changes. "We are excited for what Sophrona continues to bring our way," said Berg. "This is one more way we can engage with our patients and show them how important their needs are to us." To learn more about Northwest Eye, visit their website at [www.nweyeclinic.com](http://www.nweyeclinic.com).

### **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](http://www.sophrona.com).