

Sophrona Solutions partners with the American Society of Cataract and Refractive Surgery and the American Society of Ophthalmic Administrators to equip members with Secure Messaging, a tool for excellence in patient customer service.

Minneapolis, MN (May 21, 2009) -- Sophrona Solutions, the leader in online patient communication solutions for ophthalmology, announces a partnership with the American Society of Cataract and Refractive Surgery (ASCRS) and its sister society, the American Society of Ophthalmic Administrators (ASOA). Through this relationship, ASCRS/ASOA members now have one more way to deliver excellence in customer service to patients. Sophrona will provide members with important discounts on Secure Messaging – a tool that is HIPAA Secure and gives patients the 24/7 convenience consumers have come to expect.

Announced as one of the ASOA's key goals for 2009, Sandy Boles, COE and President of the ASOA, described the importance of developing better models for customer service within ophthalmic practices at the ASOA's annual conference opening session in San Francisco. "Offering Sophrona's valuable Secure Messaging patient portal functionality is an important step in that direction," said Boles "We are excited about the affinity partnership we have established with Sophrona Solutions as we have always tried to provide our members with the best possible resources."

While the societies can deliver on one of their key goals for the year, this relationship seals Sophrona's position as the industry leader in ophthalmology for online 24/7 patient communication. At the same time, ASCRS/ASOA members will have access to Sophrona's Secure Messaging efficiency enhancing patient communication tool at a steep discount.

"We are proud to be aligning ourselves with one of the leading professional societies in ophthalmology," stated Marc-François Bradley, President, Sophrona Solutions. "This moves us forward in achieving one of our founding goals: delivering patient-convenience - making things simpler, quicker and more efficient for the patient."

Indeed, most important are the benefits that this partnership will provide to consumers. Sophrona offers clinics and patients the same convenience we have all come to expect with email, but packaged as a specialized application for healthcare practices called Secure Messaging. While email is used to notify patients of a new message, the emails themselves contain no personal health information and only prompt the patient to login to the patient portal to view their message securely. Access through the patient portal makes the communication completely safe and compliant with HIPAA privacy rules. Like email, Secure Messaging allows the patient and practice to engage in conversation on their own timeline. A patient can inquire about a bill without having to hold on the phone or can request a prescription re-fill at midnight. At the same time, clinic staff does not need to respond immediately, but can do so when convenient for them.

"This partnership will allow ophthalmology practices nationwide to keep moving forward with new efficiency-enhancing technology despite a jittery economy," stated Bradley. "It is extremely important to both of our organizations that we constantly innovate to meet the changing demands of our clients. Here we have married technological innovation for an improved customer experience with a consciousness of the economic climate."

For more information on Sophrona and their leading technology, visit www.sophrona.com. For more information on the partnership and the discounts provided visit www.asoa.org or www.ascrs.org.

About ASCRS/ASOA:

Founded in 1974, the American Society of Cataract and Refractive Surgery (ASCRS) is the premier medical specialty society providing continuing medical education for the anterior segment (front part of the eye) ophthalmic surgeon. ASCRS holds an annual scientific symposium, numerous symposia and publishes the peer-reviewed Journal of Cataract and Refractive Surgery, EyeWorld Magazine, and several websites. The mission of ASCRS is to advance the art and science of ophthalmic surgery and the knowledge and skills of ophthalmic surgeons. It does so by providing clinical and practice management education and by working

with patients, government and the medical community to promote the delivery of quality eye care. It is this unique mission that makes the partnership between Sophrona and ASCRS so important.

Founded in 1986, the American Society of Ophthalmic Administrators (ASOA) is the premier organization for the business side of the ophthalmic practice. Serving physicians, administrators, managers and other practice and clinic staff, its mission is to advance the skills and professionalism of ophthalmic practice management.

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.

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