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Happier patients
Fewer phone calls

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

Sophrona Solutions Introduces Sophrona Giving Program

Doing well by doing good - Sophrona partners with non-profits and invites ophthalmology practice clients to join.

Minneapolis, MN– (October 14, 2011)- Sophrona Solutions, the leader in online patient communication solutions for ophthalmology proudly introduces the Sophrona Giving Program. The proceeds of this program will go to fund cutting edge research that benefits the blind as well as other organizations that are doing compelling research and/or providing services for those with severely impaired eyesight. Sophrona carries the giving idea forward by inviting ophthalmology practice clients to join and letting practice patients know that the more they use Sophrona technology, the more Sophrona and its client gives.

“It is our goal to utilize our strategic position to do well by doing good and to help our program participants to do the same.” stated Marc-François Bradley, President of Sophrona Solutions. “We recognize that we occupy a unique niche in ophthalmology. Because we already connect patients to practices, we can also connect them to eye health non-profits as well. We believe our Giving Program is a win-win for everyone involved.”

Sophrona is committed to ongoing giving to partner non-profits and invites client practices to join in what they are calling, *patient-driven transactional giving*. Every time patients use the portal in certain ways incremental contributions will be directed to one of several programs advancing research into remedies for severe sight impairment or to organizations helping those who are currently blind.

One of the first Giving Program client partners is KRAFF Eye Institute in Chicago. Participating practices have committed to helping promote the program with their patients as well as contributing to the Giving Program themselves.

“We knew this was something we wanted to be a part of from the first moment we learned of it.” said Joanna Chmiel, Practice Administrator at KRAFF Eye Institute. “These are the non-profits that are making a difference in our industry and we need to support them. Plus, there is the added benefit that this creates goodwill with patients as they believe in us more if they know we are working to make a change in our community and our trade.”

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How does it work? Whenever a patient uses the patient portal technology provided by Sophrona Solutions for a specific clinic or practice, a gift is made to a non-profit like MIT's Department of Brain & Cognitive Sciences, which is working to better understand sight at the cellular and molecular levels. Every time a patient registers, pays a bill, sends a secure message, reorders contact lenses or schedules an appointment a donation is made.

The benefits are enormous and are spread throughout the eye care industry. First, and most important is that the Sophrona Giving Program will provide much needed resources for worthy causes. It will bring awareness to important research programs such as MIT, without which we wouldn't have such breakthrough technology such as the Boston Retinal Implant Project and the "Seeing Machine". Secondly, it brings goodwill to both patients and staff. It will allow people a simple and easy way to donate, which will spread throughout the community. And finally, it provides Sophrona with an outlet to build on their desire to do good throughout the eye care community.

"We, at Sophrona, are all very excited about this program." commented Bradley. "We believe it will provide benefits on multiple levels. We hope to be seen as not only an industry leader in patient communication but to be recognized as a leader and innovator in providing opportunities to give to organizations that are working to make life better for those in need."

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 sophrona.com.

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