



## **Sophrona Solutions Announces Strategic Partnership with MedFlow**

*Ophthalmology technology leaders, Sophrona Solutions and Medflow announce a strategic partnership. By pairing Sophrona's patient portal software with Medflow's electronic medical record system, ophthalmic practices nationwide will now be able to further streamline the flow of patient information with minimal staff data entry.*

Minneapolis, MN (PRWeb) March 19, 2007 -- Sophrona Solutions is pleased to announce that it has formed a strategic partnership with Medflow Inc. of Charlotte, NC. Both companies offer software system solutions specifically designed for ophthalmology practices. Sophrona's Sage Portal™ allows patients to access a clinic's website and register, schedule appointments, order contacts and pay bills from their home or office computer. MedFlow's ophthalmicsuite™ Electronic Health Record (EHR) system provides fast and accurate documentation of each patient encounter. The desktop summary allows ophthalmologists to see their entire workload, diagnostic results to be reviewed, tasks, emails and more, all from one screen.

According to Marc-Francois Bradley, CEO of Sophrona Solutions, "Time and again, we have seen patient surveys confirm how much they value being able to register online - securely, privately, and around the clock. Combining Sophrona's Sage Portal with MedFlow's EMR system couples patient convenience with reduced data entry and improved office flow. New patients don't have to spend an extra 20 minutes in the waiting room and techs don't have to enter patient medical history, because it's already there. Ophthalmology practices become far more efficient while giving their patients a better experience."

According to Jim Riggi, CTO of MedFlow, "On average, about 15-20% of an ophthalmology practice's patients are new every day. Pre-registration via the Sage Portal removes a significant bottleneck in any busy ophthalmic office." Technicians can spend less time gathering information and pay more attention to the finer details of the ophthalmic examination. This time savings can greatly increase the possibility to have that practice see more patients with the same or even less resources.

### **About Sophrona Solutions**

Sophrona Solutions is an innovative healthcare technology firm offering online marketing, secure patient portal communication software, and patient adoption and marketing expertise to ophthalmology practices and clinics. Sophrona's online marketing services ensure online visibility for the practice. Sage Portal improves clinic efficiency, reduces phone call volume, attracts more new patients, and increases patient retention. For more information, visit [www.sophrona.com](http://www.sophrona.com).

### **About MedFlow, Inc**

MedFlow was formed in 1999 to focus exclusively on EMR (Electronic Medical Records) for ophthalmology practices. The company has more than 140 combined years of hands-on experience in the ophthalmology industry. With more than 65 installed clients the company is clearly one of the market leaders. Medflow offers a comprehensive solution including electronic medical records, optical shop management, ambulatory surgery center, ophthalmic image management, device interfaces and more than 25 practice management integration solutions. For more information, visit [www.medflow.com](http://www.medflow.com).



###



**Contact Information**

**Bob Andersen, Media Relations**

Sophrona Solutions, Inc.

<http://www.sophrona.com>

(800) 608-6017

**Online Web 2.0 Version**

You can read the online version of this press release [here](#).