



# Loren Azevedo, OD, FAAO

A to Z Eyecare, Arcata CA

A MaximEyes by First Insight Case Study

## Overview

### Profile

- In private practice since 1978 with his wife, Linda Azevedo, OD
- 16 employees and 33 workstations
- Lectures on the use of wavefront technology to improve vision
- Member of the American Optometric Association and California Optometric Association
- Sponsors monthly adjustment clinics for local schools, faculty and staff

### Business Challenge

Needed a practice management and EMR system that would allow staff to eliminate cumbersome reporting documentation methods, increase productivity, and improve office efficiencies.

### Business Solution

In 2003, Dr. Azevedo and his wife, Linda, implemented maximEyes software, which has given them the power to delegate more operational tasks to staff, while focusing on being more efficient in the exam room.

### Value Justification

- Reduced doctor staff from **five to two**, while still generating \$2.2 million a year
- Increased staff productivity by **25%**
- Decreased accounts receivable time from 30 days to 10 days, a **67%** reduction
- Reduced billing errors by **90%**
- Saves more than **\$10,000** each year by eliminating chart creation
- Gained more than **500 square feet** of revenue-generating office space
- Decreased VSP errors from 20 to only **1-2** per month

## How I Grew My Business to \$2.2 Million a Year with Two Doctors

### Technology, Education and Service Are Keys to Success



**I**n 2003, conventional charting and procedures were cumbersome to the doctors and staff at A to Z Eyecare. Simple statistics and reports were practically impossible. Everyone wanted access to legible, organized, and complete electronic records that they could find in a matter of seconds, from any workstation.

For Dr. Loren Azevedo and his wife, Dr. Linda Azevedo, they had a clear vision of the type of technology, education, and service they would need to improve office efficiencies and staff productivity. Their new practice management and EMR system had to help their team be “a day ahead” instead of a day behind. It had to easily account for emergencies or unexpected changes, offer excellent technical service, and most importantly, build a successful and efficient practice.

“The past five years have been revolutionary for our office,” said Dr. Loren Azevedo. “In 2004, we had five doctors with an annual AGS of \$1.8 million. Because maximEyes software helped us improve efficiencies so much, we were still able to grow the business and reach \$2.2 million a year, with only two doctors!

Measuring a successful practice is different for most practices. However, Dr. Azevedo’s methods for growing his business, improving productivity, reducing staff turnover, and maximizing the use of a doctor’s day can easily be implemented by many practices nationwide. Spend a few minutes reading how Dr. Azevedo and his team, in his own words, became a successful practice.



**maximEyes**<sup>®</sup>  
Paperless Practice Management and  
Electronic Medical Records Software

[www.first-insight.com](http://www.first-insight.com)

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In private practice since 1978  
www.atozeyecare.com

## Good Communication, Planning and Training are Critical

At A to Z Eyecare, our mission is “to provide our community with quality vision care through education, technology and excellent service.” Choosing a new EMR system wasn’t easy, but after detailed research and software demonstrations, we selected the best system that met our needs and future expectations so we could grow our practice.

We chose maximEyes because of First Insight’s ability to consistently provide a quality product and their commitment to delivering superior service, training and support. They worked with our office to set a plan in action that would allow us to convert our “virtually all paper records system” to an electronic system as smoothly as possible. Customer support is absolutely critical. I especially like that maximEyes trainers and technicians are reliable, accessible, friendly, and always there when we need them. Even the president, Nitin Rai, is friendly and helpful and will return phone calls.

## EMR Benefits Patient Care

MaximEyes is an incredible benefit to delivering quality patient care. My wife, Linda, and I are able to delegate more tasks to our staff and focus on being more efficient in the exam room. Patient data is legible. Everyone in our office spends less time looking for lost charts and more time with patients. We can search family records more easily, and fully complete histories and actively recommend yearly exams.

MaximEyes software makes it incredibly easy to establish personal connections with patients and their families, which allows our word-of-mouth marketing to be so successful. A growing practice and a less stressful day-to-day flow are extremely valuable to our team.

Our practice gained more than 500 square feet of revenue-generating office space and we save more than \$10,000 a year because we don’t have to house patient charts. This is just the actual costs of materials, not to mention the time spent creating charts. We

converted some of this space into three workstations to further increase staff efficiency and productivity.

## Compliant EMR Documentation Provides Peace of Mind

We’re all aware of the constant regulatory coding and billing compliance requirements we must adhere to. First Insight’s “forward-thinking” business approach is to stay one step ahead of impending regulations to ensure that maximEyes records are compliant.

When I copy patient data forward to a new exam, the patient’s medical conditions are rarely “forgotten.” Having clean, concise and legible records is much like judging a car by the outside. If there are dents, scratches, and dirt on the outside, the engine is probably in just as poor condition. In addition, the billing fields re-enforce that I am documenting exams correctly using built-in edit checks.

## E-Billing Decreases Errors

While we are always searching for better ways to enhance our patient statements, our billing errors have decreased by nearly 90%, and we’ve improved reimbursement time dramatically. Typically, insurance companies have a general turnaround time of 30 days with paper claims. E-billing cuts our accounts receivables time down to ten or fewer days, that’s a 67% reduction. Accurate e-claims mean fewer claim denials!

## Linking Diagnostic Equipment Readings Increases Accuracy

Instead of manually entering equipment readings into an exam record, the maximEyes equipment link automatically transfers important data to a patient’s exam. We have two identical pre-test areas with the equipment on each side of the office. We directly link our Nidek autorefractor/keratometer ARK-700A and our Humphrey lens analyzer into maximEyes. This direct link saves us time as we don’t have to manually enter the information and it increases accuracy within our records.

“Customer support is absolutely critical.”

“MaximEyes trainers and technicians are reliable, accessible, friendly, and always there when we need them.”

**“MaximEyes has been such a force in the success and growth of our practice.”**

**“Billing errors have decreased by nearly 90% and we’ve improved reimbursement time.”**

**“We decreased accounts receivable time from 30 days to 10 days, a 67% reduction.”**

## Reports Calculate Weekly Statistics

Statistics are important for us to evaluate trends throughout the year.

- Mode Find – This is not a set report but allows us to search on most anything. This is one of the most valuable and widely used tools for every aspect of the practice.
- System Financials – This comprehensive report calculates our weekly statistics.
- Services and Procedures by Category – Provides a breakdown for additional statistics and trends .
- Day Sheet – Summary for creating the deposit and lets us see patient activity at-a-glance on a daily basis.
- Inventory Cost on Hand – Shows where inventory stands on any given day. This more easily ties our inventory and other daily figures to our accounting and book-keeping figures.

## Inventory Management Increases Profitability and Tracks Sales

The inventory module dramatically increases profitability within our practice by allowing our staff to accurately enter frame information into each RX by SKU number; manually or with a barcode scanner. Billing information is automatically transferred to the Superbill. Every time this is done, maximEyes updates the data and removes the sold frames from our inventory.

We are also able to track our daily sales as well as keep a constant number of frames on our boards. There are several reports that we use to determine how many times we are able to turn any given frame in our office in a month or year. Having access to these types of inventory reports helps us keep frames in stock that are profitable for our office. The inventory management module provides a more stable ordering history, ensuring that we do not have abnormal fluctuations in cost of goods month to month.

## Eyefinity-VSP Link Speeds Up VSP Reimbursements

The built-in Eyefinity-VSP integration has been very helpful with getting accurate VSP authorizations and correctly submitting orders. The ease of being able to use the “Submit” feature and send our orders directly to the lab speeds up our turn-around time — making our patients very happy. Previous to using the VSP integration, we would have about 20 VSP errors a month. We are now down to only one or two.

## Consistent Customer Care and Service is a Key Force to Success

First Insight has been a tremendous force in the success and growth of our practice. An efficient practice management and EMR system offers a host of benefits to any practice — and it’s not as hard to convert to EMR as you might think. All it takes is the right team, good communication, advance planning, and allowing sufficient time for deploying and training your staff.

Change won’t happen overnight. It takes a commitment from your entire office to embrace change enthusiastically and to move forward with a positive attitude. If you focus on key business requirements, set realistic goals, and select the right EMR system to meet your needs and future goals, you are on the right track to becoming more profitable, efficient, and a lot less stressful. ■

### Dr. Azevedo Offers Onsite Visits

Do you want to see maximEyes in action? Dr. Azevedo and his enthusiastic team welcome you to visit their office.

For more information, contact Dr. Loren Azevedo at A to Z Eyecare at 707.822.7641 or email [loren@atozeyecare.com](mailto:loren@atozeyecare.com).