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# EMR FOR ANY PRACTICE MANAGEMENT SOFTWARE

MaximEyes SQL allows ECPs to incorporate electronic medical records into a practice management software they may already have in place.

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Since 1994, First Insight's Maxim-Eyes® Electronic Medical Record (EMR) and Practice Management system has helped optical practices improve their productivity. It's also assisted with increasing reimbursements and avoiding costly errors. The current 10.0 system continues that tradition with numerous additional features and benefits.

## FEATURES-RICH

Among its many features, MaximEyes 10.0 has a strong EMR component that analyzes each patient's exam to recommend the appropriate diagnostic code. This helps guide the provider to ensure that the patient is not being over or under coded.

A prompt identifies those patients who may fit your practice criteria for Physician Quality Reporting Initiatives (PQRI) reimbursements, which are be-coming increasingly harder to achieve due to the complexities of the regulations.

A built-in equipment link directly interfaces the MaximEyes system with diagnostic equipment from companies such as Carl Zeiss Meditec, Inc.; Topcon Medical Systems, Inc.; Marco; Kowa Optimed Inc.; Heidelberg Engineering, Inc.; Synemed; and Woodlyn, Inc. For each of these interfaces, additional applications may need to be purchased from these companies to provide the direct link to the MaximEyes 10.0 system. However, MaximEyes provides a direct integration for most of the equipment so additional applications are not needed.

## SQL

While MaximEyes 10.0 is one of the most popular ophthalmic practice management and EMR systems available, First Insight recognized that some practices already had practice management software but needed a capable EMR component. That's where MaximEyes SQL comes in.

MaximEyes SQL takes all of the EMR features found in Maxim-Eyes 10.0 and puts them into a brand new look and updated software. The result is a product with a strong .NET/SQL server database and HL-7 interface platform (see "What Is An HL-7 Inter-face?," below), which enables the ophthalmic office to have the MaximEyes SQL EMR features integrated into its current practice management system. MaximEyes SQL is a Web-enabled, secure hybrid system that can run in a secured local area network and can be hosted on a cloud to allow easy secure remote access.

Before this, if you wanted EMR capabilities, you had to buy the entire MaximEyes program, which included both practice management and EMR functions bundled



The MaximEyes SQL ImageViewer lets you view diagnostic patient results when integrating with ophthalmic instruments.

### WHAT IS AN HL-7 INTERFACE?

Built specifically for the healthcare industry, an HL-7 interface is a software engine that integrates different systems. Hospitals and other healthcare providers often have different systems for different services that they offer which can sometimes prevent them from communicating with each other. HL-7 gets around that problem by providing the framework for the exchange, integration, sharing, and retrieval of electronic health

together. MaximEyes SQL now lets offices purchase the EMR functionality separately, and more importantly, use it with existing practice management software.

information.

### **THE FUTURE**

Although First Insight acknowledges that the federal government has not designated a certifying body for the Meaningful Use regulations at this time, it does plan to deliver certified EMR software when the government releases its final certification and regulation rules.

Following MaximEyes' track record, SQL promises to be a worthy addition to your current practice management system.

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### **WHERE TO FIND IT**

First Insight  
800-920-1940 • [first-insight.com](http://first-insight.com)