



Hans Oosterbaan, OD

Eye Country, Fredricksburg, TX

A MaximEyes by First Insight Case Study

Overview

Profile

Dr. Hans Oosterbaan, a Therapeutic Optometrist, has been in private practice since 1991. He is a member of the American Optometric Association.

Business Challenge

Needed an efficient, integrated practice management and compliant EMR system to reduce recording and billing errors, automate workflow processes, and improve patient communication and retention.

Business Solution

Implemented maximEyes practice management, electronic medical records, ophthalmic equipment interface, and online optical ordering (paradEyes.com) in 2001.

Impressive Results

- Increased staff productivity by **20%**
- Increased billing revenue by **\$30,000** per year
- Reduced billing errors by **75%**
- Cut billing preparation time by **50%**
- Saves **\$10,000** per year by eliminating chart creation and file management
- Gained more than **100 square feet** of revenue-generating office space by eliminating storing paper charts

The Perfect Formula: Compliant Documentation + Accurate E-Claims = Increased Revenue

What would you do if you had an extra two hours each day? For Dr. Oosterbaan and his staff the answer was simple—increase billings by \$30,000 per year.

When Dr. Oosterbaan implemented maximEyes by First Insight's practice management and EMR software in 2001, he knew his practice would become more efficient, better organized, and he would be able to provide his patients with higher quality patient care. However, he never expected to experience such a profitable return on his investment in dollars and time.

So how did he reduce billing errors, increase collections, and improve staff productivity and patient communication? Dr. Oosterbaan tells you, in his own words, how he continues to generate impressive results using maximEyes by First Insight software.

Accurate Coding, Flexible Workflows, and Less Billing Errors

MaximEyes electronic medical records are watertight, complete, legible and organized. We continue to experience an impressive return on our investment. I increased staff productivity by 20% due to improved workflows and the ability to find data quickly.

I no longer have to ask my staff, "Could you bring me Mr. Smith's record," or hear, "We can't find the patient's record." Staff have access to medical records from any workstation. Plus, the time I save accessing patient records from my home or other locations through a secure Internet site is invaluable.

We've practically eliminated file management. Before we went paperless with maximEyes, I was spending \$10,000 per year on paper supplies, printer toner, file folders, prescription pads, and file management. I gained more than 100 square feet of revenue-generating office space by eliminating storing paper charts.

I recently underwent a routine audit by my state optometric association, and I was confident that my records would meet the state's criteria—and they did. MaximEyes makes it easy because it tells me if I've left important information blank.

Within minutes, I enter patient data into HIPAA-compliant medical history and exam forms using easy-to-use popup lists, or I can type free text wherever I want.

I create customized treatment plans so I don't have to reinvent the wheel every time I treat an eye condition. With one click, I copy data from the patient's previous exam and only change what is different. This is a huge time saver as I am not spending time staring at the computer. Instead, I spend more time with my patients.



maximEyes®
Paperless Practice Management and
Electronic Medical Records Software

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With another click of a button, I transfer my patient’s Auto Refractor and Auto Keratometer readings directly to a patient record. This significantly reduces transcription errors and speeds up my exam lane. My techs love this technology. I don’t have to worry about numbers being entered incorrectly or deciphering someones handwriting.

At the end of an exam, I simply click the Data Transfer button to send my patient’s updated records and final spectacle or contact lens Rx to optical, billing, and the front desk for processing.

Because our records are so organized, we’ve reduced billing errors by 75% and cut billing preparation time by 50%. And we’ve increased billing revenue by \$30,000 per year. Saving time and money is vital to running a successful practice.

Online Spectacle Lens Ordering Reduces Incorrect Lab Orders

My optical staff would be lost without the online ordering within maximEyes. We place and track electronic spectacle lens and frame orders directly to our lab using a built-in interface using paradEyes.com—First Insight’s online ordering resource. The data we enter into a patient’s record seamlessly transfers to our lab. This saves us so much time and money as we no longer have to enter data twice or worry about ordering lenses with incorrect parameters.

Powerful Reports Provide Valuable Business Insight

My staff can select from dozens of billing and inventory reports that let me know how my practice is doing. Without this capability, we would have to perform these tasks manually, or worse, not at all.

For example, we run the indispensable day sheet everyday that shows transactions entered into charges and payments by Superbill. Quarterly procedure productivity and system financial reports show our gross receipts and profits.

Payer analysis reports tell us how much insurance companies have paid and how much we collected per bill. And another analysis reports pulls charges and number of visits from the patient’s Superbill. This helps us determine which insurance companies and patients are most valuable to our practice.

Inventory and sales reports help us track frames, contact lenses, and miscellaneous stock. We always know what we have on hand and how much we’ve sold. And the powerful search feature lets us find inventory items quickly and easily.

Reliable and Responsive Customer Support is Key to Success

MaximEyes customer support technicians are amazing at solving problems. As with any company, there are challenging moments, but because First Insight employs terrific techs who are kind, knowledgeable and responsive, the positive far outweighs the negative.

We use the online support about 50% of the time. My staff and I access support in real-time; even on Saturday. I simply connect a technician to my computer via the Internet. We share the mouse and keyboard for quick, easy service. It’s like having my own personal support person sitting right next to me.

Nitin Rai, president and CEO is terrific. Not many CEO’s take a genuine interest in their customers. He goes the extra mile to make sure you are taken care of and he is concerned about making maximEyes even better.

How I Chose the Right Partner

To run a successful business I needed an integrated practice management and EMR software that was comprehensive, yet flexible to meet our needs as I grew my practice. It was important that my patients be confident that their medical records were secure and compliant. Most important, the software had to keep pace with the never-ending industry requirements. We tested other software, but maximEyes was the only one that blew away the competition. ■