

First Insight is the only practice management and medical records software company to be awarded Gold Vendor status by Vision Source, Inc.



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A First Insight Corporation  
22845 NW Bennett Street  
Building B, Suite 200  
Hillsboro, Oregon 97124

P 800.920.1940

P 503.707.8600

F 503.707.8484

E info@first-insight.com

W www.first-insight.com

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See Dr. Noyes

## “Our doctors know our documentation is accurate and compliant with the highest standards.”

Richard F. Noyes, O.D., Iowa EyeCare, Marion, Iowa, Administrator for Vision Source, Inc.

This month, Richard F. Noyes, O.D. of Iowa Eyecare talks about why he chose maximEyes® by First Insight and how his investment has resulted in greater efficiency and cost savings for his practice.

### Q. Why did you choose maximEyes?

A. “We reviewed more than 200 medical and ophthalmic software systems—maximEyes came out on top when we compared features. Many systems are strong in one area or another, but maximEyes is strong across the spectrum.”

### Q. What function of maximEyes do you think is better than other software systems on the market?

A. “Its’ functionality, insurance billing, scheduling, and interfacing between modules makes it a powerful, easy-to-use and learn system.”

### Q. What do you like best about maximEyes?

A. “The electronic medical records module is exceptional! We’ve been through several audits with terrific results. It’s been wonderful to simply make a keystroke or two and be able to print legible, complete medical records. Our doctors know our documentation is accurate and compliant with the highest standards.”

### Q. How has maximEyes made a difference in your practice?

A. “Our patients are fascinated with the high-tech appearance of maximEyes. The ability to handle data is dramatic. The timesavings, in terms of looking for and pulling charts, as well as refiling, has increased staff productivity. We spend more time on higher-level functions instead of filing. Insurance processing used to take three months, now we are on the dot—to the day.”

## Free Demo CD

Order a trial version of maximEyes 4.1 (Windows compatible), the latest version of our paperless practice management and medical records software for eyecare practitioners.

MaximEyes offers everything from patient records, EMR, electronic billing to retail/optical management.

Be as paper-free as you wish—  
you are in control!

## Connect with First Insight today!

Call Ron Koivisto  
National Sales Manager  
800.920.1940, ext. 6825  
ronk@first-insight.com

Dr. Noyes, continued from page 1

**Q. Can you explain how investing in maximEyes has affected your return on investment?**

**A.** “The insurance industry, Federal government, and HIPAA are burdening medical providers with ever-increasing responsibilities in areas of medical documentation and managed care. This forces us to become more lean and mean in the way we spend practice dollars. The ability to use staff efficiently as well as employ fewer staff to do menial office tasks is a great blessing—and maximEyes is that blessing for us.”

**Q. Would you recommend maximEyes to other practices?**

**A.** “Definitely! We are a large three-location practice running 60 workstations—working together with a great deal of ease. MaximEyes accommodates practice growth very well. First Insight is always hard at work adding features and refining maximEyes to be even more powerful.”

**Q. What are your thoughts about First Insight as a company?**

**A.** “I personally visited First Insight. It is a real company with a huge investment in software engineers, technicians, and support staff. It’s not just a closet company working out of a basement. There is a commitment to the company’s leadership.”

**Practice Fact:** Dr. Noyes founded Iowa Eyecare in 1979. Iowa Eyecare is the largest optometric practice in eastern Iowa. Dr. Noyes is past president of Iowa Optometric Association, past Iowa Optometrist of the Year, and he has chaired several committees for the American Optometric Association. He holds faculty credentials at several optometric colleges. He has been a maximEyes customer since 2000.



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**800.920.1940**

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**MaximEyes by First Insight**  
**Intuitive • Powerful • Seamlessly-Integrated**

## Meet Us In Person Tradeshow Schedule



**Vision Source Vendor Fair**  
**Oklahoma City, Oklahoma**  
**September 27, 3:00 p.m. to 7:00 p.m.**

International Vision Expo West, **Booth 7076**  
Las Vegas, Nevada  
September 12-14

OptoEast, **Booth 311**  
Atlantic City, New Jersey  
October 11-12

Great Western Council of Optometry, **Booth 71**  
Doubletree Hotel, Portland, Oregon  
October 18-19

American Academy of Ophthalmology, **Booth 3000**  
Orlando, Florida  
October 20-23

East/West Eye Conference, **Booth 230**  
Cleveland, Ohio  
October 31-November 2

American Academy of Optometry  
San Diego, California  
December 12-14

## First Insight News Flash

**Insurance Carriers Already Approve MaximEyes  
For HIPAA Compliant Claims Submission:**

BlueCross BlueShield of Vermont  
First Coast Service Options in Connecticut  
Medicare in Ohio (through Nationwide Insurance)  
Upstate Medicare in New York  
More to come!

First Insight continues to proactively test with other insurance companies to receive HIPAA compliance certification.