



MaximEyes.com Key Features and Benefits

One System That Does It All!

Newly Redesigned | Fewer Clicks | Faster Navigation

An intuitive, all-in-one eye care EHR, practice management, image management, patient engagement, online scheduling and bill pay, and optical point-of-sale system that thinks like you do. Simple pricing and no long-term contracts.

Feature	Benefit	Module
Customizable exam templates for different workflows	Less clicking and searching; exam matches doctors' workflow.	EHR
Customizable triggers for diagnosis and procedure codes	Faster wrap up at the end of the exam; more accurate coding.	EHR
Customizable data elements or pick from a library to build your exam templates	Easy to customize exam form to doctors specifications down to granular data point if wish.	EHR
Customizable pre-population or normalized data or copy of previous data	Less searching and typing.	EHR
Data mine nearly any combination of data points with advanced search tool	Educate patients, increase patient retention, and create data-driven marketing plans.	EHR
CLX System contact lens database integration and ordering to ABB, OOGP and WVA	Fast and easy ordering; less double entry or mistakes, and dynamic lists make it easy to find CLs based on Rx parameters.	Optical
Customizable packages for one click order entry	Less time spent making routine selections of lenses; less potential for mistakes.	Optical
VisionWeb, DVI, and Optivision lab integrations	Fast and easy ordering; drop-downs filter based on lab selected for easier selections with less mistakes.	Optical
Frames Data integration	Easy frame management; quickly find available frame options via catalog search.	Optical
VSP integration for pulling authorizations and sending claims and orders	Less double entry; more accurate AR and faster payment posting.	Optical

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Feature	Benefit	Module
Benefits calculator to quickly and correctly apply VSP benefits	Faster and more accurate check-out of patient; more accurate AR and faster insurance posting.	Billing
Clean, at-a-glance dashboard displays the most important information	Less searching, clicking, or screen hopping.	Patient Demographics
Online patient intake form featuring customizable forms based on appointment type	Faster patient intake when the patient arrives. Customizable forms means less unnecessary information entry for the patient to increase usage.	Patient Demographics
Native text and email patient reminders	Reduce no shows and save staff time with automated appointment and recall reminders, payment notices, and notice of product readiness. Automated waitlist notices reduce the impact of cancellations and no shows.	Patient Demographics
Online bill pay with Worldpay from FIS	Fast and easy payment process for patients.	Patient Demographics
Eligibility verification through Optum or Trizetto clearinghouses	Reduce staff time wasted on the phone or double entering via websites.	Patient Demographics
Built-in wait list with automated notifications	Reduce the impact of cancellations, reschedules, and no shows.	Scheduling
Online scheduling	Makes it easy for patients to book 24/7; control all aspects of when and what patients can schedule.	Scheduling
Microsoft® Azure multi-layered cloud hosting protection	Advanced antivirus end point detection and security protection with anti-malware, and Enterprise-grade firewall technologies detect and stop ransomware threats from encrypting files.	Security
Real-time data backup	Minimize data loss; faster data recovery.	Security
More data neatly organized per screen for fewer pages and clicks	Reduce visual overload while providing necessary data when and where it is needed.	Systemwide
Access anywhere, anytime, from any device running Google Chrome™ and Microsoft® Edge web browsers.	Ultimate in convenience for working from home or on the road.	Systemwide
Extensive hyperlinks—one or two clicks to any patient details	Faster navigation and less searching.	Systemwide
Custom alerts for billing, scheduling, medical, etc.	Reduce information overload while still being informed of important notices.	Systemwide
In-office chat	Increase interoffice communication and patient exam-to-optical handoff experience.	Systemwide
Embedded learning courses with step-by-step walk-throughs, documentation and videos	Reduce overall learning curve, repeatable for reference at any time, and great for fast onboarding of new staff.	Systemwide

[>> See More Success Stories \(click here\) <<](#)

"MaximEyes.com is much more user-friendly than our previous optometry EHR. Building and modifying exam forms and encounter types are effortless to customize with MaximEyes.com." **—Peter Falk, OD**

"With MaximEyes.com, the implementation, workflow, and business processes are more straightforward. First Insight has always had an excellent reputation in the eye care industry when it comes to taking care of its customers and focusing on resolving issues as quickly as possible." **—Chet Myers, OD**

"When I started using MaximEyes in 2009, it was the best EHR and practice management system—and it still is." **—Brad Bodkin, OD**

"We absolutely love MaximEyes.com. Implementation and onsite training were seamless. Customer support is quick, and the built-in Learning Center keeps our employees on track." **—April Bodily, Practice Administrator**

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