

ELECTRONIC MEDICAL RECORDS

If you ask the right questions, you'll get the right answers.

The Team at **IO PRACTICEWARE** is here to help.

We know that shopping around for an EMR system is daunting. If you're one of a majority of ophthalmology professionals, practice managers and staff, you've probably heard horror stories about electronic medical records – that they'll slow you down in the exam room, make your practice lose money, and wreak havoc on your once perfectly functional ophthalmology practice.

We've heard these stories, too, and will even admit that many are true! In response, IO Practiceware's mission has been to create a software that will never make you vulnerable to these pitfalls. And, in a word: we've succeeded. You might be wondering, how?

To help you find answers, we'd like to assist you in **ASKING THE RIGHT QUESTIONS.**

Question 1: Why should I be interested in EMR?

IO Practiceware will revolutionize your practice by creating tremendous value in the following areas:

- a) Increased revenues
- b) Decreased costs
- c) Dramatically improved intra- and inter-practice communication
- d) Regulatory compliance and protection from audits
- e) 2% Medicare Incentive payment for e-prescribing

Question 2: But how is IO Practiceware's EMR different from other software?

Designed solely for ophthalmologists, our software has a record of 100% success.

This is not the case with other products – not by a long shot. Because our product was designed exclusively for ophthalmology practices, we have not experienced those glitches that arise from all-inclusive, generalized EMR systems. In contrast, nearly all of our large competitors distribute EMR systems that are designed to work for a wide variety of medical practices. While this means broader marketability for the EMR company, the ophthalmologists who buy from them end up with an EMR that is too generalized, too obtuse for its specific ophthalmic application, and greatly compromised in functionality. **As a result, all of our competitors have records of serious implementation failures.**

Question 3: To what do you attribute your record of 100% success?

To put it simply, our software is, well...better. The bottom line is that **IO Practiceware is tailor-made for ophthalmologists, and only ophthalmologists.** Our system of data organization, screen-to-screen sequences, and image management are meticulously designed to enhance, anticipate, and assist you in those tasks that arise from ophthalmology patient visits. **Moreover, IO Practiceware uses a touch-screen**

interface that not only increases your speed dramatically but also creates a working dialogue between data entry, practice and image management (explained below).

Question 4: What does “touch-screen interface” mean, and how is your touch screen different from other companies’?

The word “**interface**” refers to our software’s ability to communicate between chart displays and information tables, creating a system of truly integrated data entry, retrieval, revision, and review. More specifically:

a) **Our large data entry buttons function differently from a mouse pad, keyboard, or stylus – and are significantly faster.** Having to scroll through dropdown menus or type information is frequently what slows doctors down when using EMRs. Our system, however, doesn’t ask you to do this; it guides you screen to screen, with data entry a mere single click away.

(**Note:** Many other companies’ EMRs claim that their software uses a touch screen – but in these cases, the software itself has not been programmed for this form of data entry; the doctor ends up using his or her finger like a mouse, stylus, or keyboard, and is slowed down significantly. Please mind this distinction!)

b) The **draw** function allows you to record your visual observations electronically before they are **interpreted and translated for you**; this removes the need for redundant data entry, greatly reducing time spent, and increasing your speed and efficiency.

c) IO’s powerful “**Highlights**” clinical screen displays all of the patient’s important clinical information **across all exams**. It automatically gathers information about completed tests, procedures, impressions, plans, drawings, images, and medications. With an easy “click-through” system, you can view all of this information with ease.

d) Our unique touch-screen **patient questionnaire** not only saves time down the road by allowing the patient to check in him or herself, but, during the initial conversion, it extracts data from the medical histories entered by the patients, saving time and energy.

e) **Complete integration with the rest of the practice’s workflow saves time and creates enormous savings.** Data entered in the exam room moves instantaneously to claims processing, letter writing, facilities admission, and inventory control. In short, IO Practiceware removes the need for intermediary steps.

Question 5: But is your software easy to use? Will I be able to learn how to use it?

All EMRs take some training to use, but unlike our competitors, **IO Practiceware takes two weeks to implement the software**. This means we get to know your practice inside and out, tailoring our on-site training to your specific needs. We perform a meticulous data conversion – and, uniquely, as part of our standard implementation, we import certain key elements of your past clinical records automatically. We use your previous billing records as a source for pre-populating a patient’s chart with completed diagnostic tests and clinical

procedures. We also use the billed diagnoses as a stand-in for clinical impressions, enter the day of the patient's previous appointments, and guide your staff through the scanning and attachment of visual images to each electronic chart.

In short, we **customize the software for maximum efficiency in your practice**. And once our two-week implementation is done, we're still there for you, every step of the way. **We provide you with 24/7 internet and phone support.**

Question 6: Let me get this straight: IO Practiceware's EMR interfaces with its practice management software to, basically, do everything for my practice?

Yes! When we say "*complete* ophthalmology software," we mean it. IO interfaces with almost every piece of test equipment; performs image management with no additional software; links exam room to check out; generates referral and consultation letters automatically; sends prescriptions electronically (e-prescribing); codes and creates claims correctly and automatically to include office visit levels, proper modifiers, and post-op periods; fully integrates optical dispensing software to automate ordering and inventory management for contact lenses and glasses. It even does the dishes.

(Kidding about that last one.)

Question 7: Will using IO Practiceware for e-prescribing make my practice eligible for the 2% Medicare incentive payment?

Yes! IO Practiceware is in the process of becoming certified, and, with correct reporting, your practice will be able to receive the incentive payment for the 2009 calendar year.

In summary, **we have tremendous confidence in our product**. Here's why:

- IO Practiceware Is Designed for Ophthalmologists – Only!**
- Our Software Uses a Unique Touch-Screen Interface**
- We Provide a Customized and Meticulous Product Implementation**
- We Offer 24/7 Customer Care and Support**
- Our System is Fully-Integrated and Complete**
- E-prescribing Saves You Time and Money**

We continue to introduce new features that add value to our product. This year we developed an enhanced "Billing Logic" that has raised our customer's revenues significantly; the software is now clever enough to choose whether a particular visit should be billed using the "eye code" or the E&M code. (This feature alone is usually enough to justify the cost of the system itself!) We've introduced a new screen for cataract work-ups that presents all the information you need to select IOLs and record specifications for LRIs. The results are available to be taken to the ASC, which eliminates the need to carry the patient's chart.

As all enhancements are immediately available to all our customers and are included in your monthly fee, an IO implementation increases in value over time, making it a truly wise investment to make now. The sooner you implement, the sooner the payoff begins.

If you still have questions, we would be happy to speak with you and review the reasons why IO Practiceware will revolutionize your ophthalmology practice.

Please call us at (212) 844-0105 to arrange a convenient time. You can also visit our website at www.iopracticeware.com or take a look at our customer service blog: <http://iopracticeware.blogspot.com>.

We look forward to hearing from you.

Regards,

Greg Leopold,
CEO, IO Practiceware, Inc.