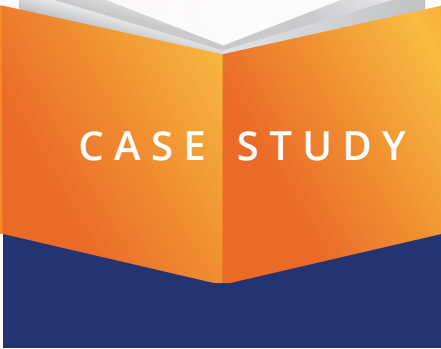




Revenue Growth, Seamless Conversion, and Time Savings with myCare iMedicWare



A not-so-typical retina practice

Located in Perrysburg, Ohio, Alliance Retina isn't your typical retina practice. Instead of competing for patients, founder/retina specialist/eye care advocacy worker/medical informatics expert Dr. Greg Rosenthal focuses on making himself available to patients 24/7 and offering portable retina services to other clinics—to encourage growth within those businesses and treat patients with limited access to high quality eye care.

As Dr. Rosenthal says, "I've been around, and I'm not that easy to please. In the case of myCare iMedicWare, we have the best of breed along with an elegant and really ingenious design, created specifically for ophthalmology."

Time for a change and choosing myCare iMedicWare

For several years, Dr. Rosenthal used one of Eye Care Leaders' client-server EHRs MDoffice, which worked well for Alliance Retina, but he "was always looking for a web-based solution," he says. When Eye Care Leaders told him about myCare iMedicWare, he looked into it immediately. "myCare iMedicWare is incredibly fast, easy to maintain, and we don't need to pay for space on a server or manage a server of our own. That's a huge advantage." Plus, Dr. Rosenthal could tell that the system was designed by someone with intimate knowledge of ophthalmology. He says, "It takes somebody who really has an efficient understanding of ophthalmology workflows and practices to develop this."

Implementation: just another day at work

Some Alliance Retina staff have worked with Dr. Rosenthal for more than 20 years, so they've experienced the journey from paper records, to their first EMR, to subsequent systems, and now to myCare iMedicWare. Cody and Jenna from the myCare iMedicWare team were "phenomenally attentive



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- **STAFF:** 1 physician, 1 Executive Director, 1 Clinic Manager/Tech, 3 Techs, 2 Front Desk Staff
- 16 affiliated providers, soon to be making the transition to myCare iMediWare

"myCare iMedicWare is incredibly fast, easy to maintain."

Dr. Greg Rosenthal, Alliance Retina

The Results

and flexible,” as they began the setup and implementation process immediately after Dr. Rosenthal made his decision. They sent the Alliance Retina team online training modules, a completion schedule, and more. Says Dr. Rosenthal, “You get some companies who promise you the moon when trying to convert from one EHR to another, and then they figure it out as they go. That’s pretty scary stuff. myCare iMedicWare has everything down to chapter and verse. It’s even more useful for people who aren’t used to new technology and are understandably nervous.”

Dr. Rosenthal adds, “The support staff is unbelievable. They care more about this stuff than the client, and that is really saying something. They are on top of everything, and the data conversion process was a breeze. They have an extremely organized and efficient process for customizing to the needs and preferences of the individual doctor/practice, and they leave NOTHING unfinished. I have had to ask them to please get some rest on the weekend when they voluntarily work overtime to chase down tasks.”

ROI on the EMR

Since implementing myCare iMedicWare, Dr. Rosenthal expects to see a few more patients per day. He also looks forward to having more time, instead of spending most of it on an EHR. To demonstrate the time and money savings that physicians may see with myCare iMedicWare, Dr. Rosenthal gives an example. If you’re seeing 2 more patients per day, that’s 10/week. A conservative revenue for a general ophthalmologist is \$200/patient visit, so that’s \$2,000 extra per week. If you take 6 weeks of vacation per year, in the rest of those 46 weeks, you earn \$92K/yr. Factor in the cost of ownership of a client server system alone, which is \$30K-40K/yr. Plus, the \$30K you’re not spending maintaining your own server, and you’re up to \$122K/yr. in revenue. You’re getting more time in your day, or you’re seeing more patients and making more money.

He also observes that “in healthcare IT, usually you can have better quality, better price, or better speed, but only two of the three. That is true if you’re not changing the game. With a game changer like myCare iMedicWare, you’re literally changing the rules, so you can get all three. In that light, you’d have to be crazy not to seize the opportunity.”

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Dr. Greg Rosenthal, Alliance Retina

SINGLE PLATFORM SOLUTION FOR EYE CARE

myCare iMedicWare is the only single platform solution that specializes in eye care. Take control of your practice with an EHR, PM, ASC, and Optical combined with a value-added solution set of Analytics, Portal, and iMonitor. myCare iMedicWare shoulders the operational burden associated with running your practice by streamlining every aspect of it.



For more information on myCare iMedicWare, call Eye Care Leaders at (855) 685-3292 or visit eyecareleaders.com.

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