Our Mission and Commitment

Since 1999, Medflow has been dedicated to serving the eye care community. Medflow now successfully serves more than 450 practices with over 2,000 Ophthalmologists nationwide managing more than 70,000 patient visits a day. Medflow is also the only EHR that meets all of the AAO Guidelines (issued August 2011), helping Medflow’s clients be the first practices to achieve Meaningful Use standards and receive stimulus payments.

At Medflow, our business objective is to provide eye care practices with unsurpassed solutions; your success is our success. To maintain our market leadership, Medflow joined forces with other best-of-breed companies, including Allscripts™, Sophrona Solutions, Brevium, and IMO. Together, we form the DNA of an all-in-one solution, guaranteed to meet the requirements of Meaningful Use while providing our clients a robust, viable software suite.

This hybrid approach is what the future is all about. The basis and platform for the federal government HITECH act is built upon communication and interoperability. Medflow delivers a fully integrated, fully interoperable solution built upon industry standards that secures your investment and eliminates obsolescence. The products offered are all leaders in their product domains and give complete flexibility in automating your entire eye care practice.

“From detailed implementation planning and ease of use to flexibility and power of the software, the Medflow EHR has greatly enhanced productivity, efficiency and the quality of [patient] care.”

Arturo E. Betancourt, M.D.
President and Medical Director
Baltimore Washington Eye Center
**Practice Management**

To meet the increasing demand for a unified eye care specific EHR and Practice Management (PM) Solution, Medflow and Allscripts™ joined forces to deliver proven expertise and advanced technology to the eye care community. This alliance, which was established in 2005, has allowed us to jointly shape a superior offering to the ophthalmic community.

**All-In-One**

Medflow EHR and Allscripts™ PM developed this uniquely aligned partnership with a shared vision around the discipline of eye care. With our combined solution, we empower eye care physicians around the country to establish and grow their practice in a paperless setting. We are committed to ensuring our integrated solution is implemented successfully to enable our clients a significant return on investment.

**A Complete Eye Care Solution**

Allscripts™ Practice Management  
Medflow EHR and eRx  
Medflow Optical Shop  
Medflow ASC  
Medflow Imaging (DICOM)  
Medflow VisionConnect Patient Portal

**Benefits of Choosing The Medflow/Allscripts™ Combined Solution**

- Seamless Integration  
- Best-of-Breed  
- Commitment to Meeting Standards  
- Knowledgeable Staff  
- Enhanced Productivity  
- Simplified Patient Record Keeping  
- Improved Cash Flow  
- Extraordinary Expansion Capabilities  
- Streamlined Billing  
- Greater Investment in Research & Development  
- Complete Revenue Cycle Management

“The Allscripts™/Medflow software system gives us unprecedented communication and tracking ability for our new referral based practice. The startup team was able to get us up and running on schedule, under budget, and with no interruptions!”

Matthew Fornefeld, M.D.  
Clariti, Inc.

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"Eyecare’s leading EHR solution."
Single Screen Exam—Designed for Speed

The most critical component to any electronic health record is the user interface.

We have studied data entry in hundreds of eye care practices and our approach is a proven solution. The design approach of the Medflow system has been to put everything on a single screen rather than tabbed or indexed to different screens. Most clients find this concept to more closely resemble how tasks were processed in the paper environment. In fact, extensive research done in the field of software design shows that staying on a single screen and varying size/color/placement of text reduces time to perform computing tasks, while clicking to separate screens is more difficult and increases user error.

Minimal need for onsite customization, intuitive navigation, short learning curves, maximum access to data and intelligent workflows make the Medflow EHR the most widely accepted and successfully implemented EHR program available.

“...The patient experience is better because there is no confusion or time lost interpreting handwritten notes. Because the information is in one place, we have more time for education.”

Amy Hamm, Director of Operations
The Eye Center of Central PA
Optimizing Your Workflow

Medflow EHR is optimized to provide the fastest and most efficient access to clinical data for any ophthalmic physician regardless of the sub-specialty. Medflow-designed forms allow you instant access to a patient history summary, surgical plans, and disease-based history (e.g., glaucoma).

Cataract Surgical Planning

The newly designed Cataract Planning tool is just one more innovation from the Medflow EHR. This single screen gives physicians immediate access to every data element needed to quickly determine and confirm their lens choices for cataract surgery. The embedded Medflow Imaging delivers important diagnostic results direct to the template enhancing the physicians’ ability to document their choice for the lens implant.

IOP Graph

An IOP graph effectively shows your patients IOP history over time. This is a powerful tool to use with your patients to demonstrate the need for medication compliance. The bottom left window shows you the exact medication the patient was taking when the corresponding IOP measurements were taken.

“Our quality of patient care is light years ahead of where we were when we used paper charts.”

Andrew N. Antoszyk, M.D.
Charlotte Eye Ear Nose and Throat Associates, PA.
Drawing Capabilities

Medflow EHR offers two drawing solutions. In some cases, it may be important to make a fast graphical notation of a finding. At other times, it may be necessary to make specific and detailed freehand annotations on the drawing templates or images. Either way, the Medflow EHR facilitates the requirements for ophthalmoscopy.

**Basic Drawing Tool**

Draw using a template or an image. Both options offer a complete array of backgrounds, color palettes and free-hand tools. The basic tool provides a user-defined list of labels and descriptions that are inserted on the image for future reference.

**Advanced Drawing Tool**

With the advanced tool, you can drag and drop icons to illustrate the pathology observed. Upon dropping an icon in a user-defined location, your results are simultaneously documented in the exam and linked to a diagnosis so your charting is completed in one easy process.

“"The advanced drawing tool auto generates diagnoses and visual reference in a quick and efficient tool.”"  

*Jim Riggi*  
President and CEO Medflow
Medflow EHR—Standards Supported

Ophthalmologists should expect all eye care EHR vendors to deliver commercially viable standards-based solutions.

DICOM Workflow

The IHE Eye Care Committee and the AAO have spent more than six years developing standards for ophthalmic imaging, device connectivity and workflow for eye care EHR systems. The AAO recently published a white paper based on this work and have established a list of essential and desirable functionality for any eye care EHR. Medflow has led the field developing the defined standards and framework for complete interoperability in eye care. Medflow EHR is the only eye care EHR to employ the entire list of essential and desirable features defined for an eye care EHR by the AAO.

DICOM is one of the essentials and probably the most important component for improving interoperability and efficiency in an eye care clinic. Direct communication with diagnostic devices from the EHR system saves resources, eliminates human error, and allows direct access to data anytime anywhere. Medflow EHR ensures you meet the IHE and DICOM interoperability requirements.

“To protect their investment, eye care providers should insist on an open architecture complying with industry standards for interoperability when purchasing new systems.”

Mark Horton, O.D., M.D
Co-Chair, IHE Planning Committee

“Eyecare’s leading EHR solution.”
Medflow Imaging – DICOM

Medflow Imaging provides users with a fully functional viewer for all ophthalmic images.

**Thumbnail View Multiple Modalities for Interpretation**

Regardless of whether the devices are fully DICOM or legacy, the results are all automatically captured and stored to the Image Storage Server. A provider has multiple options for interpreting their image studies directly from the EHR chart. The interpretation reports created are stored directly into the EHR chart.

**Flexible Interpretation Presentation**

- R & L Eye Comparisons
- Medflow Image Viewer
- Compare Two Studies

“EHR has meant better patient care. We have an ability to see all of the pertinent patient information and testing on one screen when the patient is right in front of us… patient information flows with the patient and through [their] visit.”

Robert Lamont, CEO
The Eye Center of Central PA
Ambulatory Surgery Center

Medflow understands the unique requirements of a busy ASC and designed a toolset to streamline and improve the administrative and clinical processes.

Pre-op Nursing  Operative Note  Post-Op & Discharge Reports

Intra-Op Recording

This environment demands a software product that will create better workflows and maximize the operational efficiency by digitizing most of the paper-based activities. Medflow ASC software runs as a standalone program and is interfaced directly to your practice management system. Surgical documentation in Medflow ASC is driven by custom designed screens. The system provides the ability to build your own checklists as part of the surgical process. You can create sets of checklist forms designated for Pre-Op, Intra-Op, Post-Op, Discharge and C.R.N.A. or Anesthesiologist. The system is very secure and simple to use in any fast paced ASC environment.

“Medflow for the surgery center is a very user friendly program for nurses, allowing them to evaluate and spend more time with the patient, which directly improves our patient care.”

Jane Zimmer, RN
The Eye Center of Central PA
Optical Shop Management

Optical dispensing is a major component for nearly half of ophthalmic practices. For that reason, Medflow created a very powerful yet easy-to-use point of sale system.

**Optical Shop**

Optical Shop can be used as a standalone program or it can be integrated into the Medflow EHR product. Inventory is automatically updated from the National Frames Database. Prescriptions for eyeglasses, if connected to the EHR module, will automatically populate into the point of sale fields, simplifying the process for opticians to create new orders. With the new VisionWeb interface, lab orders can auto-populate for immediate processing. Medflow Optical Shop has an interface to Eyefinity® for your vision service plans. Medflow fully integrates the optical charges to Allscripts™ PM, allowing the financial transaction to be automatically updated in your practice management system for comprehensive AR reporting.

**Optical Shop POS**

“Over the years… I have been through more than a few software application implementations. This implementation with Medflow Optical by far was the most organized and professional implementation I have ever been through.”

**Mark Johnson, Director of Optical Services**

Virginia Eye Institute
Patient Portal

Medflow is continuously enhancing its suite of solutions to take full advantage of new hardware and software products. The company diligently researches new products to provide customers with a distinct advantage in their clinic. Patient Portal, which meets Meaningful Use requirements for electronic patient access, is one such product.

Medflow VisionConnect

Medflow VisionConnect, an online patient communication portal powered by Sophrona, is a unique ophthalmology-focused product allowing patients to use the internet to communicate directly with your practice. Accessible 24 hours a day, patients can connect with your practice securely over the internet. Accessed through your practice's website (using a login and password), patients can register online, order contacts, pay bills, exchange secure messages with clerical, marketing, or clinical staff, and request appointments right from their home.

Clinic Benefits
- Reduces Data Entry
- Frees Phone Lines
- Saves Time
- Reduces Cost
- Reduces Error
- Legible Documentation

Patient Benefits
- Available 24-7
- Private and Secure
- Saves Time
- More Accurate
- No Phone Hassles

Patient Access

Medflow VisionConnect allows patient access to Medflow EHR information such as past medical history, contact lens prescription and other important data. After patients register and complete the patient-friendly screens, their allergies, medications, and general medical history is sent directly into the Medflow EHR from where it can be quickly reviewed by a technician during patient work-up. This process eliminates multiple data entry and the risk of transcription errors.

“The best part of having the VisionConnect portal is that patients communicate more accurately when asked specific questions about their health history without being limited by time. The portal prompts patients to be more involved in their healthcare decisions, making it easier for both staff and doctor.”

Nikki White
COT Heritage Eye Center
Medflow
A Visionary Approach to Electronic Health Records

Medflow EHR
Electronic Health Records

Allscripts™ PM
Allscripts™ Practice Management

Medflow ASC
Ambulatory Surgery Management

Medflow Imaging
Ophthalmic Image Management

Medflow Optical Shop
Optical Shop Management

Medflow e-Prescribing
Electronic Medical Prescribing

Medflow VisionConnect
Online Patient Communication

The information presented in this brochure is intended to demonstrate Medflow’s product offerings. Please contact your Medflow representative if you have questions about any Medflow products.

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