

## SUMMARY OF 2009 FOR GROW|CMS

- **VisionWeb Interface complete and ready for Implementation in your practice**
- **EMR project on the way to certification**
- **E-prescribing interface with DrFirst finished!**
- **Eyefinity nearing completion**

*Grow|cms, created in 2001, is a product of Clarkson Eyecare, a complete eye care practice with 45 offices, located in St. Louis, MO. The product was created by the doctor's and staff of Clarkson Eyecare and is currently supporting 110 locations.*

*A word on EMR from our President.....*

To all of Our Current and Future Clients,

As you know the electronic medical records landscape in our industry has certainly changed in the last 12 months. I am happy to say that we here at Clarkson Eyecare and grow|cms are on top of it all and are ready and looking forward to the future. Let me explain.

Currently, we have half of our 45 offices up and running our paperless electronic medical records module of grow|cms. We are working closely with the certifying entities to insure that our software is approved in all facets and we are anticipating taking advantage of stimulus money available to practices meeting all the guidelines as we will be completely up and running by mid-2010. As you know, we have completed and refined our electronic exam sheet and have integrated an e-prescribing module that will meet all the proper criteria and be easy to use. Also, depending on the type of ancillary test equipment that is used, these are also integrated into grow|cms and the patient's record.

So, if you are using grow|cms in your practice (or will be), you can rest assured that we will have everything you need for your electronic medical records' needs for as long as required.

Please contact us to learn more or set up a demo so you can see for yourself.

Sincerely,

*Bill Jehling*

President, Clarkson Eyecare and Grow|cms

## VisionWeb Interface is Complete!

VisionWeb and Clarkson Eyecare have integrated VisionWeb's online ordering service within the grow|cms system. Using the interface, your practice will save time and reduce duplicate data entry, while enjoying the benefits of VisionWeb's online ordering service.

This interface specifically handles spectacle lens orders placed to labs on the VisionWeb network – over 350 in the U.S. Using the interface, you can place orders to your labs without having to access the VisionWeb website or re-key order information into another system. By choosing the appropriate lab in grow|cms, an electronic order is created. Then all orders are sent to your labs once a day.

Benefits of using the VisionWeb interface include:

- Direct access to all of the labs on the VisionWeb network (over 350 in the U.S.)
- Custom catalogs and error checking to improve order accuracy
- Up-to-date order tracking to manage customer expectations
- Improved turnaround time on orders placed electronically
- Ongoing technical support and customer service

Grow|cms customers seeking the ability to place spectacle lens orders to laboratories via the VisionWeb interface should contact grow|cms at (877) 500-4015 x2 to request the VisionWeb ordering interface.

You may also contact VisionWeb to learn more at (800) 874-6601 or email [customerservice@visionweb.com](mailto:customerservice@visionweb.com).

# Recent Version Features and Additions

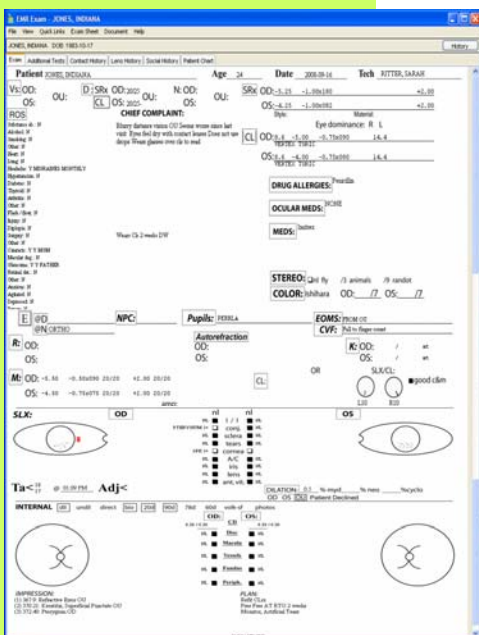


Many improvements and features were added this year, including the following:

- Report added to track items deleted off a superbill (before a day close is completed)
- Feature to find which superbills have been changed since the office audit
- Search balance dues by parent/guardian and combine multiple statements into one
- Print "batch statements" allowing user to print all balance dues in the system
- Schedule multiple doctor templates in one day's schedule, side by side
- Pre-appoint management and scheduling

If you are running a version that does not include these features, please call us to schedule an update.

## SAMPLE EMR EXAM:



# EMR: The Future of Electronic Records

The development and implementation of electronic medical records is a tremendous task many Optometrists still fear. With the recent passage of the economic stimulus package, there has been a lot of talk about EMR and the important role it will play in our future.

The ideal EMR system will replicate the current paper exam process doctors have grown so accustomed to using. Optometrists are familiar with using a paper chart and easily finding patient information, right at their fingertips. The true challenge for EMR lies in the task of transforming the paper exam sheet and chart into a mirrored electronic one.

This was and still remains the primary focus of grow|emr—making the transition from paper to electronic as painless as possible for the doctor. After all, the last thing the doctor wants to feel is incompetent or uncertain in front of his or her patients. Also an imperative consideration is how the office flow will be affected. Obviously, the doctor and staff do not want to be distressed with lengthier patient exams, in turn causing a decrease in exams and an increase in patient wait time. Ultimately, a decrease in top line revenue.

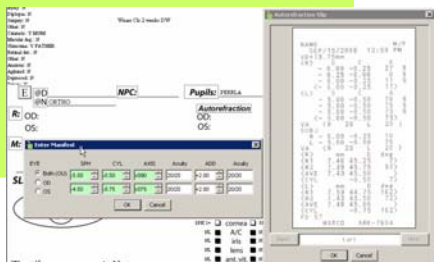
Through much live office testing and quite a few upgrades, grow|emr has come very far in undertaking the duplication of the paper exam into an electronic format. With the easy navigation through the exam sheet, default options and drop down menus, many doctors have actually reported performing faster exams

than with the old paper chart.

While there are many obstacles left to overcome, Grow|emr is tackling each as they arise. The product is near completion and running live in 23 offices but there is still much work to be done. Here are some features that make up the current focus of programming projects:

- **Integration:** A major focus and will represent a daunting task. With all of the ophthalmic equipment in the market today and older equipment still present in many practices, transferring the data electronically is a must-needed feature to be a truly electronic office.
- **E-Prescribing:** This interface is complete! Grow|emr partnered with DrFirst and just finished the interface to allow for important features, such as checking drug interactions, drug formularies, refill authorizations and prescribing directly to the pharmacy, among others. DrFirst is a GoldRx Certified Rcpia electronic prescription management system.
- **Certification:** As the certification process is finalized, Grow|emr will meet all demands and be certified. There is still much unknown about certification, however this is at the top of our list and we are working daily on understanding the needs and requirements certification will demand.

## SAMPLE OF SCANNED AUTO REFRACTOR IMAGE EASILY ATTACHED TO THE EXAM:



# Eyefinity just around the corner.....

The Interface between Eyefinity and grow|cms, which enables electronic authorizations to be automatically downloaded into the patient flow-sheet, is nearing completion. Authorizations are currently being tested to finalize the product. The interface will also soon include automatic claim filing which eliminates the current duplicate entry required to file VSP claims.

The grow|cms user will need to get an account started with Eyefinity to begin this process and contact grow|cms to start automatic authorizations. This interface is customized per each user to ensure proper building of flowsheets. A time may need to be scheduled with a grow|cms technician to review all requirements and verify all accounts are set up correctly.

We will send out correspondence to users when this process can begin. Thank you for your patience in getting this interface complete.

## What Else is On the Way for grow|cms?

The list of projects is endless and with so many great client ideas coming in weekly, it is always exciting to see what is coming out next. So what will be in store for the next versions of grow|cms?

For starters, EMR is the main focus in the majority of projects. The primary projects include everything needed to pass certification requirements. These features include interoperability, security, patient education documentation and much more. Grow|cms has already passed the certification for e-prescribing so we are well on the way.

An interface to 4 Patient Care is currently in the works. Once this interface is complete, 4 Patient Care can perform appointment reminder phone calls, marketing phone calls, online patient scheduling and order pick-up notification phone calls.

We are also beginning to research and evaluate re-writing the software into a newer, more universal programming language. This project would be completed in phases and allow us to make upgrades to the look of grow|cms, as well as allow more features that currently are not possible in the language we use today.

The next integration on the map is with 3D-Eye Home, a product from Eyemaginations which allows the staff or doctor to send customized patient education emails to their patients.

Grow|cms has also developed another software to interface to grow|cms to track gift cards. This enables the user to manage a gift card system using bar coded gift cards.

And finally, the reports project is nearing completion as we are re-vamping the current look of the reports.

Grow|cms currently interfaces with each of the following companies and/or products:



The Grow|cms and Grow|emr support team continues to expand! Here is a list of the current support staff for grow|cms:

Bill Jehling, President and CEO  
 Kris Caldwell, Director of Support Operations  
 Frank Szofran, Head Programmer  
 Christen Parker, Account Manager  
 Shannon Olsson, EMR Project Manager  
 Courtland Frost, Network and IT Administrator  
 David Trotter, Technical Assistant  
 Jeff Deitz, Technical Assistant  
 Dan Lowenthal, Assistant Programmer  
 Pranathi Sreepathi, Assistant Programmer