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## **Eyemaginations Partners with Sophrona Solutions, the Leader in Online Patient Communications Solutions in Ophthalmology.**

November 23, 2009 - Baltimore, MD - Eyemaginations, the leader in 3D patient education & marketing is thrilled to announce a partnership with Sophrona Solutions, the leading online patient portal company for Ophthalmology. The product of over a year of joint development, this partnership will provide doctors and their patients with online 24/7 access to Eyemaginations' extensive collection of educational animations already found in its 3D-Eye Home product. Together, they will provide educational materials to patients in a timely and convenient fashion before their appointment through innovative patient portal technology.

"This is not a brand new relationship," commented Marc-Francois Bradley, President Sophrona Solutions. "But one that has been cultivated and where time and energy were the required ingredients to produce something potent." The partnership adds even more value to existing patient portal functions which already helped reduce data entry, increase patient convenience, and improve data accuracy. "Now, in addition to all the other benefits of a portal, practices garner an educated patient who is ready for his or her appointment with focused questions."

The integration of these two products involves prompting patients to view the educational videos before their appointment while completing their online registration or scheduling an appointment online. The video in 3D-Eye Home has already been pre-selected for the patient's appointment by their doctor. This way, the patient only watches the video that is applicable to his or her needs. Sophrona Solutions provides clinics with an efficient way to get this information directly into the patient's hands.

For clinics this means no longer taking the time to package and mail DVD's, or emailing links to the educational videos. They simply encourage their patients to register or schedule an appointment online. The partnership also means patients will arrive at their appointments better educated about their situation and procedures. Patients will come in with more focused questions and a better understanding of their surgical options. This also means doctors may be able to spend less time with each patient allowing them to see more patients in a day.

Patient benefits are equally impressive. Besides being able to enjoy these videos in the comfort of their own home with less distractions and more relevance, patients will be able to learn about *all* of their options. In many situations there are several procedures that could be done and these videos will help explain the benefits and outcomes of all procedures, from the very minimal, to the most grand. Better informed clients mean better decisions, resulting in more satisfied patients.

"This relationship marries Sophrona's best of breed patient portal technology with Eyemaginations world class educational animations," stated Richard Edlow, OD/CEO, Katzen Eye Group, Baltimore, MD, one of the first practices to use the new technology. "The key benefit for us is providing patient-specific educational materials before patients come in for their visit. With an educated patient, the overall appointment goes better. The questions are more focused on what is relevant, and the patient understands they have options. In the end this means the patient chooses more wisely and thinks more effectively rather than just going with the first option presented."

"We are really excited about this partnership," says Eyemaginations' CEO, Jeff Peres. "The automation, gives our existing 3D-Eye Home clients an even easier way to share our valuable educational content with patients without having to depend on staff."

**About Eyemaginations:**

Eyemaginations, Inc. is a health care media company focused on solutions that support professionals, patients and corporations in communicating and understanding complex topics. The company's in-depth experience with animation, design and software has enabled Eyemaginations to create integrated systems that provide clear and concise education solutions. Eyemaginations has a portfolio of products that are focused on eye care, allergies, asthma, ENT and facial aesthetics. The company has offices in the United States and Europe. Eyemaginations can be reached at 1-877-321-5481 or [www.eyemaginations.com](http://www.eyemaginations.com).

**About Sophrona Solutions:**

Sophrona Solutions is an innovative healthcare technology firm offering profitable patient communication solutions to ophthalmology practices nationwide. Designed by ophthalmologists, Sophrona's online marketing services, secure patient portal communication software, and data analysis tools give practices a comprehensive suite of patient relationship management tools to improve clinic efficiency, grow patient volume, and increase profitability. For more information, visit [www.sophrona.com](http://www.sophrona.com).