



For Immediate Release:

July 7, 2010

Contact:

Sue Hilger
Eyemaginations, Inc.
410-321-5481

Eyemaginations Hosts Successful User Group Meetings Around the Country

BALTIMORE, MD –Eyemaginations, Inc. has completed another successful User Group Meeting for its customers this past week in Philadelphia. Over 25 attendees learned how they can better utilize the Eyemaginations suite of software products.

The goal of the sessions is for the attendees to understand how to effectively use the software products to increase revenue, improve productivity and enhance the patient experience. While the features and benefits of LUMA, 3D-Eye Online and 3D-Eye Home are reviewed, the bulk of the time is spent showing how the practice can implement the products into the daily routine and recognize the advantages of using the software.

Over the past few years, Eyemaginations has hosted the all-day User Group Meetings and has scheduled three User Group Meetings across the United States for 2010. The most recent session was held on June 25, 2010 in Philadelphia. At that User Group Meeting, Tony Ingenito, National Sales Director, led the group of 27 attendees – including doctors, administrators, and IT staff. Dr. Sopher, optometrist and founder of Eyemaginations, demonstrated how he uses LUMA and 3D-Eye Home before, during and after patient consultation. With varying levels of proficiency with the software, the attendees applied the learnings, along with tips and tricks, on their own laptops.

“In order to maximize the experience, we limit the size of the group for the User Group Meetings. We encourage everyone to share how they use the programs in their practice, allowing all to benefit from one another’s experience with Eyemaginations’ software,” states Tony Ingenito.

Dr. Thomas Phillips of The Eye Care Center in Warminster, Pennsylvania remarked, “the UGM was well worth the time out of the office. After listening to Tony, Dr. Sopher and other users, I feel I have a much better understanding of the capabilities of this powerful practice management and patient education tool. EM’s has gone to great lengths to increase the ease of use and implementation of the product since its inception 11 years ago. I feel that by

maximizing the use of the software my patients are now truly able to grasp and understand their individual eye conditions and treatments that are recommended.”

The next User Group Meeting is set for Las Vegas on November 12, 2010. For more information, call 877-321-5481, ext. 8653 or email info@eyemaginations.com.

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, and ENT. The company has offices in the Baltimore, Los Angeles, and Erlangen, Germany. Eyemaginations can be reached at 877.321.5481 or www.eyemaginations.com.