



# Practice Maximus™

Optometric Office Management Software



*Powerful, Fast, Robust, and User-Friendly*



# Practice Maximus™

With federal EHR/EMR and HIPAA mandates knocking on your door, let Practice Maximus™ help you achieve “Meaningful Use” in your practice.

*Save thousands of dollars each year with accurate coding and HIPAA compliant e-billing!*



## Accounts Receivable

Functions within PM generate insurance claims, account statements, and daysheets. The AR function also integrates with electronic claims processing. All family members can be grouped into one account for simple billing and balance reporting.

## Patient and Insurance Billing

Information is stored on many useful levels within PM. Each patient record can accommodate up to four insurance providers, general plan information and coverage, and primary and secondary responsible parties. The PM billing feature easily generates visit receipts or ledger cards and calculates finance charges.

## Patient Record Maintenance

Provides all the patient information capabilities you need within the PM system: appointment and recall dates, contact information, insurance and responsible party information, prescriptions, and referral source.

Practice Maximus - Patient Screen ( 13 Patients )

<b>Admitslip</b>	<b>Patient Info</b>	<b>Status</b>
<b>Billing Info</b>	Last Name: Botland	[Active] As Of: 03/24/2011
<b>Comments</b>	First Name: Douglas MI	Assigned Location / Staff Member: AA - THE VISION CENTER / SMITH, RONALD R
<b>Labels</b>	Salutation: [?]	Service Lapse Date: / /
<b>Ledger</b>	Id Number: 28891.00	Last Appointment: 07/14/2010
<b>Profiles</b>	Address 1: 250 McCullough Street	Last Contact: 03/24/2011
<b>Recalls</b>	Address 2: Cincinnati	Medical Alert?: Penicillin Allergy
<b>Bx</b>	State: OH Zip: 45226	Spouse Name: Desma
<b>Appmts</b>	Phone # 1: (613) 321-7988	Occup. / Title: IT Professional
<b>Numbers</b>	Phone # 2: [?]	Employer: Diversified Ophthalmics Inc.
<b>EHR</b>	Phone # 3: [?]	Ref. Source: A.O.A.
<b>VSP</b>	E-Mail: dbotland@divopt.com	Gender: Male Race: White
<b>My Docs</b>	Birth Date: 06/21/1970 Age: 40	Preferred Language: English
<b>1 Contacts</b>	SSN: 400-01-0000	Communication Pref: Email
<b>Education</b>	Insurance Coverage: Policy A: N/A Policy B: N/A Policy C: N/A	

Recent Patients Search Previous Delete Email Exit

## Appointment Scheduling

Lets the PM user schedule, change, or find appointments quickly, and schedule new patients easily with an easy-to-use graphic display. The Appointment Scheduler also provides appointment confirmation, missed appointment reports, and generates appointment reminder cards. Plus, it can schedule multiple doctors and up to 12 rooms with a click of the mouse.

Practice Maximus © 2011 Diversified Ophthalmics, Inc. [Appointment Scheduler]

Thursday, Mar 24 2011

Room	8	9	10	11	12	1	2	3	4	5
01 Douglass Brinkley	[Appointment]	[Appointment]	[Appointment]	[Appointment]	[Appointment]	[Appointment]	[Appointment]	[Appointment]	[Appointment]	[Appointment]
02 Carol Smith	[Appointment]	[Appointment]	[Appointment]	[Appointment]	[Appointment]	[Appointment]	[Appointment]	[Appointment]	[Appointment]	[Appointment]
03 Mark A4	[Appointment]	[Appointment]	[Appointment]	[Appointment]	[Appointment]	[Appointment]	[Appointment]	[Appointment]	[Appointment]	[Appointment]
04 [Empty]	[Appointment]	[Appointment]	[Appointment]	[Appointment]	[Appointment]	[Appointment]	[Appointment]	[Appointment]	[Appointment]	[Appointment]
05 [Empty]	[Appointment]	[Appointment]	[Appointment]	[Appointment]	[Appointment]	[Appointment]	[Appointment]	[Appointment]	[Appointment]	[Appointment]
06 [Empty]	[Appointment]	[Appointment]	[Appointment]	[Appointment]	[Appointment]	[Appointment]	[Appointment]	[Appointment]	[Appointment]	[Appointment]
07 [Empty]	[Appointment]	[Appointment]	[Appointment]	[Appointment]	[Appointment]	[Appointment]	[Appointment]	[Appointment]	[Appointment]	[Appointment]
08 [Empty]	[Appointment]	[Appointment]	[Appointment]	[Appointment]	[Appointment]	[Appointment]	[Appointment]	[Appointment]	[Appointment]	[Appointment]
09 [Empty]	[Appointment]	[Appointment]	[Appointment]	[Appointment]	[Appointment]	[Appointment]	[Appointment]	[Appointment]	[Appointment]	[Appointment]
10 [Empty]	[Appointment]	[Appointment]	[Appointment]	[Appointment]	[Appointment]	[Appointment]	[Appointment]	[Appointment]	[Appointment]	[Appointment]
11 [Empty]	[Appointment]	[Appointment]	[Appointment]	[Appointment]	[Appointment]	[Appointment]	[Appointment]	[Appointment]	[Appointment]	[Appointment]
12 [Empty]	[Appointment]	[Appointment]	[Appointment]	[Appointment]	[Appointment]	[Appointment]	[Appointment]	[Appointment]	[Appointment]	[Appointment]

Dev. Week Dev. Work [Navigation icons]

## Electronic Claims Processing

Governmental and commercial electronic claims can be submitted through PM to a clearinghouse. All electronic insurance claims are HIPAA compliant. Claims may be subject to clearinghouse charges.

## Recall Capabilities

The PM system provides for simple laser printed recall notice cards, labels, birthday cards, patient profile promotion cards, and appointment confirmation cards. The user designs customized messages to either print on correspondence, cards, or e-mail to online patients.

## Electronic Mail Messaging

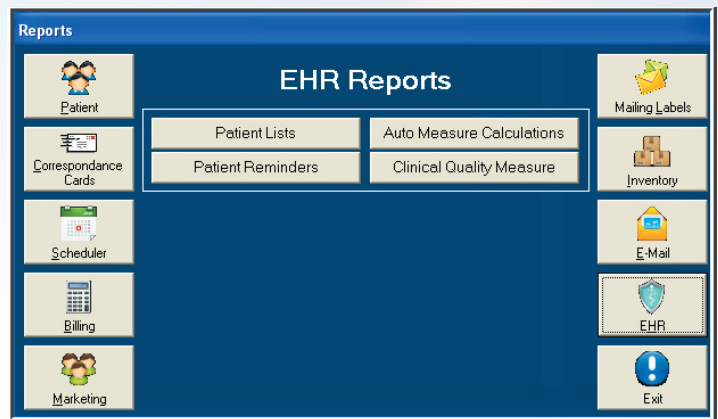
Electronic Mail Messaging enables the PM user to quickly and easily send a recall announcement, birthday greeting, or general communication e-mail via the user's internet e-mail connection. Instant e-mails can be sent directly from the patient screen via MS Outlook® or any Windows e-mail client.

## Electronic Health Records

With the EHR module, you can customize up to twenty-five different exam record templates and import exam record prescriptions to Rx electronic ordering. This module also has a quick look-up practice specific table to simplify data entry, time saving subjective refraction to final Rx feature, previous exam to current exam import option, plus many more features and benefits. E-Prescribing capabilities are available to allow you to electronically send medication prescriptions to the patient's pharmacy of choice. Drug to drug contraindications and interactions, as well as drug to allergy indications, are standard features of this module.

## Real Time Inventory

This module allows the PM user to keep track of inventoried items at a single location or multiple locations. Record receipts, keep track of when to place reorders, and calculate margins all in a few simple steps.



## Multiple Location Capability

PM, with all of its reports and features, is multiple-location ready for your office. Simply provide a computer network connecting your locations and PM can be configured to handle all your workstation needs.

## Drawing Feature

The EHR module includes drawing capabilities to accurately document ocular abnormalities. Templates are provided, along with the ability to add your own pictures to use as templates.

EHR Date 03/24/2011 Eye Exam

Name: Botland, Douglas    DOB: 06/21/1970    Age: 40    Occupation: IT Professional

History: [Vision / Refraction]    Binocular Testing    Contact Lens    Exam    Assessment/Plan    Chart Notes    RGP    Check Out

Visual Acuity Distant    Near    With    Visual Acuity Distant    Near    With

OD	20/20	20/20	GLASSES	OD	20/	20/								
OS	20/20	20/20		OS	20/	20/								
OU	20/	20/		OU	20/	20/								

Current Spectacle Rx    Current Additional Rx 1    Current Additional Rx 2

Sphere	Cyl	Axis	Prism / Base	Prism / Base	Add	Seg Ht	DC Drop	Pup Dist	Near Dist
OD	-1.25	-1.00	120		+1.00	12		33.5	
OS	-1.50	-0.75	110		+0.50	12		33.5	

Prescribed 03/24/2011    Type FULL TIME RX    Import Previous Rx    Copy to Subjective Refraction

Keratometry    AutoRefraction    Retinoscopy

Subjective Refraction

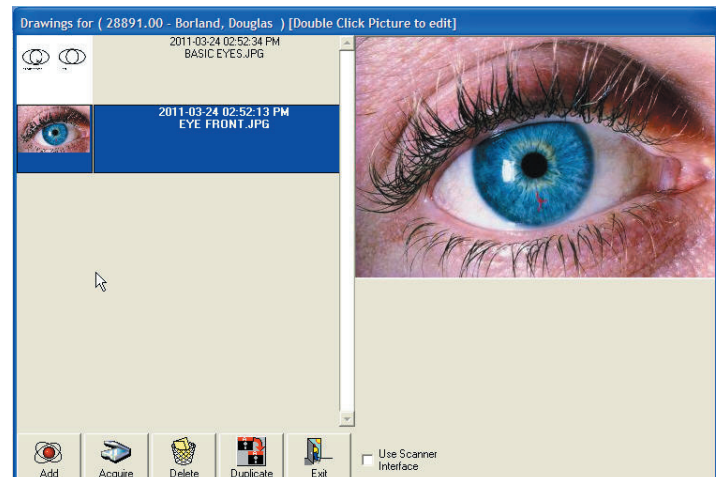
Sphere	Cyl	Axis	Prism / Base	Prism / Base	Add	VA	Near VA	Type
OD						20/	20/	
OS						20/	20/	
OU						OU	OU	

View/Edit Notes    Copy to Final Rx

Final Spectacle Rx    Final Alternate 1 Rx    Final Alternate 2 Rx

Sphere	Cyl	Axis	Prism / Base	Prism / Base	Add	Seg Ht	DC Drop	Pup Dist	Near Dist	Rx Notes
OD	+1.50	-1.00	120		+1.00	12		33.5		
OS	-1.50	-0.75	110		+0.50	12		33.5		

Expires 03/24/2012    Type FULL TIME RX    Copy Rx to Alt.1 Rx    Copy Rx to Alt.2 Rx



- Certified Electronic Health Records
- Pre-loaded "Quick Lookup" Tables (ICD9,CPT etc.)
- E-Prescribing (including allergy & drug decision support)
- Secure Access & HIPAA Compliant
- Fully Integrated EHRs within Practice Maximus™
- Expert Cincinnati-Based Support Services

## Features / Requirements / Pricing



### Practice Maximus™ System Features

- Electronic Claims Processing (HIPAA Compliant)
- Certified Electronic Health Records (EHR)
- E-Prescribing
- VSP Eligibility/Authorization/Claims
- Electronic Mail Messaging
- Recall Capabilities
- Patient Record Maintenance
- Patient and Insurance Billing
- Accounts Receivable
- Appointment Scheduling
- Mailing Lists
- Real Time Inventory Management
- Service Plan Tracking
- Practice Analysis Reports
- Remote Frame Tracing
- Electronic Ordering (Includes VisionWeb Interface)
- Bar Code Enabled
- Document Scanning and Storage

### Practice Maximus™ System Requirements

- Microsoft Windows Operating System
- 4 GB RAM or Higher
- DVD Drive
- Recommended Printer: HP Laser
- External or Removable Media For Backups
- Online Data Back-Up Recommended (call for details)

### Practice Maximus™ Pricing

PM for Windows .....	\$ 5,995.00
Two days free training at Diversified's Corporate Headquarters. Travel expenses not included.	
1st Year Annual Software Support .....	FREE
Certified EHR Module .....	\$ 1,995.00
Non Contract Support (Per Hour) .....	\$ 150.00
Onsite Training (per day) .....	\$ 500.00
Plus travel expenses	
Conversion for Non-PM Software .....	(call for pricing)
Annual Software Support .....	\$ 1,600.00
*qualified Diversified accounts pay only \$1,150	
Monthly EHR Support .....	\$ 75.00
Includes e-prescribing per NPI	

#### Remote Frame Tracing Feature

Remote Frame Tracer (Per Month) .....	\$ 199.00
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#### Electronic Ordering

RxET Electronic Ordering CD .....	FREE
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\*Sales taxes may apply.

All prices and conditions herein are subject to change without notice.

Contact a PM expert at 866-626-2281  
or e-mail us at [pm-info@divopt.com](mailto:pm-info@divopt.com)  
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