



MaximEyes® by First Insight®
Paperless Practice Management and
Electronic Medical Records Software



For Immediate Release

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First Insight® and DrFirst® Launch a True “End-to-End” e-Prescribing Solution for the Ophthalmic Industry

May 30, 2008 – Rockville, MD. First Insight Corporation, a leading practice management and electronic medical records (EMR) software company, and DrFirst, the leader in electronic prescribing and medication reconciliation, announced today that First Insight is the first practice management and EMR software company focused exclusively on the ophthalmic market to publicly launch a true “end-to-end” e-prescribing solution through its integration with DrFirst’s award winning GoldRx™ certified Rcopia™ e-prescribing technology.

This integration allows maximEyes users to submit regulatory-compliant e-prescriptions to pharmacies through a real-time, fail-safe, clinical transaction network.

“First Insight has demonstrated its leadership in this industry by bringing the benefits of electronic prescribing to eye care professionals,” said G. Cameron Deemer, President, DrFirst, Inc. “We value their forward-thinking commitment to providing high quality information tools to improve the prescription-writing process for their providers and patients.”

“DrFirst’s industry-leading technology and commitment to complying with state, federal, and local government prescribing regulations will be a huge benefit to maximEyes clients,” said Nitin Rai, President and CEO of First Insight. “The e-Prescribe Link will allow doctors to be one step ahead of electronic prescribing mandates, provide a higher level of patient service and safety by minimizing potential adverse drug events, and will increase staff productivity due to less time spent with pharmacy questions and renewal requests.” Case studies suggest a savings of up to 2 hours per day for office staff with a faster, one click, multi-prescription renewal process.

About First Insight

First Insight® Corporation, based in Hillsboro, Oregon, is widely recognized in the eye care industry as the most versatile and comprehensive practice management and EMR software company. The company’s focus

has been to help doctors achieve a paperless practice through its flagship practice management and EMR software maximEyes, optometry.net™ website builder (www.optometry.net) and paradEyes.com® (www.paradEyes.com) online ordering resource. MaximEyes helps thousands of eye care professionals increase revenue, reduce billing errors, improve patient retention, enhance office efficiency, and relieve the stress of impending regulatory standards. Since the company's introduction in 1994, First Insight successfully supports more than 2,200 eye care practices in North America. For more information, call 800.920.1940 or visit www.first-insight.com.

About DrFirst

DrFirst is a national provider of physician connectivity services through its award-winning, GoldRx Certified Rcopia electronic prescription management system. Founded in 2000, DrFirst creates innovative services targeted to physicians in both ambulatory and acute care environments. With a strong emphasis on products that link physicians, patients, pharmacies, and payers, DrFirst works to lower healthcare costs while improving clinical outcomes. DrFirst solutions are widely integrated with practice management and electronic medical records software through its "Open Borders" program, and the company counts among its client base not only physician practices, but major health plans, health systems, and EMR vendors. More information about DrFirst can be found at www.drfirst.com.