One Focus: Ophthalmology

EMR - Practice Management - ASC - LASIK - Optical Interfaces - PACS - Patient Portal
Enterprise Solution for Ophthalmology

Ophthalmic Medical Records:
- Complete integration of all ophthalmic devices
- Document generation, exam reports, referral letters, patient handouts
- Prescription tracking for medications and glasses
- Coding analysis for both E&M and Ophthalmic eye codes
- Customized forms for Retina, Glaucoma, Oculoplastics and Pediatrics

LASIK Specific Medical Records:
- LASIK specific exams for both pre-op and post-op records
- Interfaces with all highly technically required equipment
- Bi-directional interface with automated nomogram calculations
- Post-operative report generation
- Specifically designed letters for co-management treatments

Integrated Practice Management System
- Billing & Accounts Receivables
- Paperless Collections System
- Electronic Claims Submission
- Electronic Payment Remittance
- Advanced Code Checking Software
- Refunds Module
- Appointment Scheduling and Wizards
- Referral Management and Recall System

Ambulatory Surgery Center (ASC) Management System:
- Management of all consents, labs and surgery plans
- Cataract, Ocular/Plastic cosmetic, Strabismus, Retina, Laser procedures for anterior and posterior surgeries supported
- Anesthesia and vital sign monitoring supported
- IOL calculation and registry integrated to worksheets
- Process control - record keeping, billing and regulatory compliance reports, ASC inventory control and management

Optical Shop Management:
- Easy to use point of sale system with inventory management
- Glasses Rx come in automatically from medical records exam
- User defined pricing along with commission structure
- Fax/Email direct to labs
- Medicare, VSP and other billing supported

Contact Lens Dispensing:
- Designed specifically for fitting and dispensing of contact lenses
- Track the status of all lab orders
- Maintains inventory of on-hand lenses and solutions
- Pricing for different styles and manufacturers supported
- Complete patient wearing histories maintained
DavLong Business Solutions

DavLong Business Solutions was founded in 1983. In 1992, we installed our first fully Integrated Electronic Medical Records (EMR) and Practice Management System. DavLong was a pioneer in the EMR industry by offering a fully integrated product. With our experience, we have fine-tuned our implementation process, which has resulted in hundreds of successful installations, and now have more time to focus on adding additional features for our clients.

Our solution was designed exclusively for any ophthalmology practice large or small. It is programmed and supported by a staff dedicated specifically to ophthalmology. With corporate headquarters located in Savannah, Georgia, we support ophthalmology groups across the country. Our team includes seasoned managers, experienced software programmers, hardware and systems technicians, certified ophthalmic technicians, as well as expert support and training personnel. Our implementation and support team consists of certified technicians (COA, COT, and COMT). All staff members are required to keep up with their certifications on an annual basis.

We design systems to meet existing and projected software and hardware needs for ophthalmology practices. Because of our very close ties to the ophthalmic industry, we are in the position to immediately develop the newest diagnostic device interfaces to provide you the most cost-effective and efficient solutions for your practice. Without device interfaces and without this commitment from your EMR Company, you will never efficiently connect all of your ophthalmic diagnostic data and therefore never be able to reach a paperless environment. Our effort integrates close client involvement to create systems that are affordable, functional, adaptable, and most importantly personalized.

The Practice Management component is designed to streamline the workflow of your practice as it seamlessly integrates information from patient registration and scheduling to charting of medical records, all integrated with billing and collections. Scalable and adaptable, our solution is a comprehensive tool that allows practices to simplify claims follow-up, appointments, and collections.

Training is another vital part of the equation for success. Our team works closely with every physician and staff member to train them on correct operation of software, hardware, data requirements, interfaces and other aspects of the system. As discussed earlier, all trainers are certified ophthalmic technicians who understand the inner working of an ophthalmology practice.

Technology and the business environment are dynamic, just like healthcare. Our goal is to continue to support you and your practice with affordable, dependable products and services.

DavLong is run by an energetic, highly-motivated and focused management team who can make quick decisions about the design of the system on a daily basis. We have a strong relationship with our user base and we are acutely in tune with the market. If there is a need for a new procedure, workflow routine, diagnostic interface or any other item that would have an impact on your business, we can and will quickly adjust to the demand. This kind of responsiveness is extremely valuable in today's marketplace. In this ever-evolving business, you need, expect and deserve to have a company that will work with you and for you, striving to make your practice successful.
Workflow Optimization

Rich ophthalmic specific functionality would be worthless if it slowed down the workflow of an ophthalmic practice. Medflow EMR is constantly being optimized to provide the fastest and most accurate documentation of each patient encounter, allowing for the highest levels of patient care and satisfaction. Medflow EMR was designed to provide rapid data entry, immediate access to all history related content, quick summaries of critical clinical results enabling more efficient disease management decisions. The desktop summary allows ophthalmologist to see their entire workload, unsigned documents, diagnostic results to be reviewed, tasks, emails and more all from one screen.

Doctor’s Desktop

- Left hand side - all documents that require attention, including examinations to sign-off, technician notes from the clinic, or pending medication prescriptions requiring a signature.
- Upper right hand corner - outstanding orders, including diagnostic tests, special examinations, surgical procedures pending or dictation required. Filter the information by using the radio buttons across the top and gain access to other content.
- Middle of the screen - pending list of open tasks, diagnostic procedures, correspondence going out or emails requiring your attention. The ophthalmologist’s desktop provides a comprehensive to-do list.
Workflow Optimization

Medflow EMR is optimized to provide the fastest and most efficient access to clinical data for any physician, regardless of their specialty. Medflow EMR uniquely designed forms summarize a patient’s complete history in one place. Disease management becomes a reality.

Glaucoma Summary

Everything you need for the follow-up and management of each glaucoma patients is on one screen. All your key indices are displayed, graphed or reviewed. You have complete access to all diagnostic data that may exist for a patient. View your entire assessment and plans to quickly see what has been tried in the past, what works and what doesn’t. You make informed decisions, improving your patient’s care and compliance.

IOP Graph

The IOP graph effectively shows you and your patients IOP values over time. This is a very effective tool to use with your patients to demonstrate their need for compliance. The bottom left window shows you the exact medication the patient was taking when the corresponding IOP measurements were taken.

Visual Field Analysis

Directly from the glaucoma summary screen you have access to the new “Visual Field Viewer”. You can quickly sort OD/OS by date and then move forwards and backwards through a history of visual fields. This is a very effective and efficient way to review the fields in order to get an impression of the patient’s progression.
Data EntryDesigned for Speed
The most important component to any electronic medical record is the user front-end for data entry. Medflow EMR has custom designed data entry screens for every sub-specialty. We have studied data entry in hundreds of ophthalmic practices and we think our approach provides a solid solution. Minimal customizing on site, intuitive navigation, short learning curves, maximum access and intelligent workflows make Medflow EMR the most accepted and successfully implemented EMR program on the market.

Single Exam and Cataract Exam Screen
This is the general purpose screen typically used by all our users. Although busy, it takes only a few patients to get comfortable with the screen. Once you reach that point, everything you need to do for a patient visit is available with one click. This screen provides extreme efficiencies and is quickly learned by the entire practice. Once this form is mastered, you can move on to other more specialty specific forms. The pick lists for every field in the exam can be customized by each physician.
Specialty Screens Custom Designed

Because of Medflow EMR sole dedication to ophthalmology, we are uniquely aware that each sub-specialist requires custom workflows and content. To meet those requirements, we have successfully designed effective forms and content used by Retina, Glaucoma, Oculoplastics and Pediatric ophthalmologists throughout the ophthalmic community.

Glaucoma Examination Screen

Subtle but yet important differences exist between the different specialty screens. In this case, the glaucoma exam screen is setup with some key indicators like target IOP, adjusted IOP based on a patient’s pachymetry readings and a view of the most important past procedures completed for the patient. Summary views are all specific to the key clinical components allowing rich content and easy navigation.
Retina Specific Workflow

Medflow EMR retina screen provides content and a streamlined workflow unique to retinologists. One of the most important pieces of clinical information for the retina doctor to review is their past procedures. For example, we have prominently displayed past procedures at the top of the examination screen.

Retina Examination Screen

The view from within the extended window at the top of the exam screen can be changed by using the small buttons to the left. Each of these buttons can quickly change the content so the Retina doctor can quickly see past procedures, OCT indices, MacuGen results, Visudyne results, Labs and other information. Having access to this information expedites decision making and improves better patient care.
Oculoplastics Content with Simple Navigation

No other EMR product has the detail and ophthalmology-specific content of Medflow EMR. Because of our single focus, we carefully refined our software to address the unique needs of each ophthalmic sub-specialty.

Oculoplastics Examination Screen

Oculoplastics examinations contrast sharply to other ophthalmology examinations. Our oculoplastics screen offers easy entry of numerous measurements typically taken during an oculoplastics examination. We also have detailed drawing tools that allow you to enter in punctual plugs and create a graphical representation of performed procedures.
Content for the most Complex Exams

One of the most difficult exams to document is the Pediatric exam. We have spent exhaustive hours working with leading pediatric ophthalmologists to highly refine pediatric screens and workflow. We have the only detailed pediatric examination screen currently on the market. It dovetails with specialty designed documents to provide a detailed and comprehensive referral letter.

Pediatrics Examination Screen

Every special test required for the a detailed orthoptic examination is part of the Medflow EMR pediatric template. Nine positions of gaze, versions and ductions, and Bielschowsky can be measured and documented with the pediatric screen. Special review functions display six examination results at once allowing you to assess progress or improvement quickly and easily.
LASIK Module - Efficient and Comprehensive

A refractive surgeon requires a highly sophisticated form to capture the numbers and values required to make important surgical decisions. Medflow EMR creates a workflow allowing for this data to be captured in a very efficient manner. We automated the data capture with device interfaces, we have every lensometer, autorefractor, computer phoroptor, corneal topographer and wave scan device connected to our system. This saves time. The results are accurately documented and available in a format designed by leading refractive surgeons.

Refractive Pre-Treatment Form

The pre-treatment screen collects all of the key elements needed by the surgeon to make an evaluation for the refractive surgery. A bi-directional interface with a leading Nomagram program allows you to send results out and receive suggestive information back helping to improve your surgical results and outcomes.

Refractive Examination Form

The refractive form is easy to use and navigate. Right eye, left eye and binocular values are easily distinguished in their colored zones and the content follows the workflow designed by leading surgeons. You have immediate access to corneal topography or wave scan results with one simple click. The LASIK module provides detailed reporting functionality for your refractive patients and practice.

At DavLong, our goal is to create partnerships with our clients.

We feel your success leads to our success.
Drawing Capabilities

Medflow EMR offers two drawing solutions. In some cases, it may be important to make a fast graphical notation of a finding. At other times, it may be necessary to make specific and detailed freehand annotations on the drawing. The “basic” tool we offer gets this done very quickly and easily. The “advanced” tool gives you the ability to insert images into pre-defined fields within the drawing template. You can drag and drop icons where pathology is observed. Use of the icons documents the finding in the chart and links it to the appropriate diagnosis.

Basic Drawing Tool

Both drawing tools offer a complete array of templates, backgrounds color pallets and freehand tools. The basic tool provides for a user-defined list of diagnoses that are easily integrated on the image for future reference.

Advanced Drawing Tool

With the advanced tool, you can drag and drop icons to illustrate the pathology being observed. Upon dropping an icon in the user-defined locations, your finding will be simultaneously documented in the examination record and linked to a diagnosis so that you are automatically creating an impression.

DavLong is committed to your success. We will work with you and your staff to ensure that result.
Imaging is critical to any ophthalmology practice. Medflow EMR leads the industry in integration with ophthalmic imaging devices. Our software accepts and manages many different types of images which become readily and easily accessible as part of the electronic medical record chart. Whether it is a simple Ascan or a detailed FA image, we have the ability to insert the images into a patient’s chart.

Image Viewer
You can see the entire contents of one patient in the viewer. Whether it is a slit lamp camera, Ascan, OCT, visual field, or external photograph, every image type is displayed. In the lower right hand corner, you can choose a specific folder if you want to only see one image type like an OCT or VF.

Image Comparison
You can sort by eye and then display comparisons or serial presentations. When using the image comparison mode, you can choose the resolution of the images and be able to present side by side comparisons or bring up 4-ups on the screen to provide good visualization of different images over any period of time.

Detail Viewer
To have a means of evaluating the progression analysis of OCT or HFA results, you can use either one of the detailed viewers. This modality gives you the same options as if you were thumbing through a series of printouts in your paper chart. This is an excellent tool to see all the results in a very fast and efficient manner.
Ambulatory Surgery Center Module

Medflow EMR is once again ahead of the competition by offering a fully functional ASC module. This program module functions as a stand alone program, or can be installed as part of the Medflow EMR product. The ASC module is a management system which can be used in any ophthalmic surgical specialty. Cataract, cosmetic, strabismus, retinal surgeries are specifically supported through the module. The ASC forms are once again extremely easy to use and are adapted to your current paper charts. They are fully supported on tablet PC technology permitting multiple people to access or enter data simultaneously. Whether it's the pre-op nurse, circulating nurse or anesthesia nurse, all have access to enter information real-time. Process control for record keeping, billing and regulatory compliance reporting is standard. The ASC module also provides a full inventory control and management option. It is fully compatible with bar coding devices.
Optical Shop Management

Optical dispensing is a major part of about 40% of the ophthalmic community. For that reason we have created a very powerful easy to use but comprehensive point of sale system. Optical Shop can be used as a stand alone program or it can be integrated to the Medflow EMR product. Inventory is automatically updated from the national Frames database. Glasses prescriptions, if connected to the EMR module would automatically populate in the lab order fields making it very easy for your opticians to create new orders. Faxing and emailing of the orders are currently supported and we are in the process of developing Internet-based interfaces to allow you to immediately submit your orders via the lab websites.
Patient Portal

Our secure patient portal allows patients to communicate with your clinic at all hours of the day, securely over the internet. Accessed through your practice’s website with patient login and password, patients can register online, order contacts, pay bills, or request appointments right from their desktop.

Pre-Registration

Patients can log in and complete patient forms required by your practice online. For new patients, this would include all demographics, insurance, emergency contact information, and a full medical history. When needed, your staff can then download them into the system, and a confirmation email is sent to the patient. This saves patient wait time, requires fewer staff members to process new patients, increases staff efficiency, and give your practice the opportunity to verify insurance eligibility ahead of time.

Appointment Scheduling

Allow new and existing patients to securely request appointments online 24 hours a day. Patients can select location, doctor, visit type, and can select up to 3 time/date preferences. The office receives these requests, checks the schedule for availability and responds to the patient with a confirmation email – all over a secure server. This ensures privacy and eliminates back and forth telephone calls in the office.

Online Contact Lens Ordering

Patients can securely order contact lenses online. With a quick registration process, patients can order with or without knowing their lens name. The integrated lens finder tool helps patients identify their lens name. After specifying the number of boxes, and shipping address or pick-up locations, the insurance information is captured as needed, and the patient’s credit card is automatically charged. Orders are immediately visible to your office staff. Email patient reminders for expiring prescriptions can be sent improving retention.

Online Bill Payment

Practices will have the ability to accept patient payments via credit card through their website. Offer your patients the convenience of regularly scheduled budget payments, setting a minimum payment, frequency, and processing fees (if any). Reduce phone interruptions for your billing staff by setting up an “Ask A Biller”, allowing for secure incoming patient billing questions that can be responded to at your convenience.

Website Development

Our web site solution is meant to provide critical information about your practice to your patients - your services, who you are, contact information, hours of location etc. We present the information with professional design and graphics while using a simple organized approach to the creation of your site. We combine aesthetic appeal with ease of use in designing your website so as to convert as many site visitors into new patients as possible.

Patient Adoption Marketing

Our solutions are designed for ease of use to drive patient reuse. We will work with you to prepare for your portal launch by developing patient adoption marketing and communication campaign packages. These include in-clinic signage, information cards and fliers to hand out or mail out to patients, messaging changes for your telephone system, and various sticker messages which can be affixed to other clinic documents and handouts.

Internet Marketing and Advertising

Our online advertising services include the creation, launch, and tracking of an online ad campaign. The benefits of online advertising are immediate. With the appropriate Ad text and budget, you can move your site to the top of search results. Choose from two models to meet your practice’s needs: Pay per Click Advertising or our Search Engine Optimization package.
OiPACS™
Powered by RADinfo SYSTEMS™, oiPACS™ uses reliable software proven in radiology, cardiology and other medical specialties. Able to make images and exams available anywhere, anytime, oiPACS™ can easily integrate satellite offices across wide-area networks and provide remote access to your data. oiPACS™ was conceived from the outset to conform to the IHE, DICOM and HL7 standards, and provides unprecedented interoperability in ophthalmic image management.

OiPractice™
OiPractice™ provides key workflow features, including HL7 support, order placement, tracking of requested procedures, selection of studies for side-by-side viewing, and interpretation of results. Patient registration and order data may be automatically received, and charges may be automatically posted. Routine procedures may be ordered automatically, images may be pre-fetched and routed automatically, and device protocols are established automatically. It is what you don’t see that counts.

OiCapture™
Virtually any existing diagnostic device may be integrated, even if lacking a DICOM interface. This is made possible by oiCapture™ stations which capture the results without modifying the device in any way. Captured results are stored in a compact PDF format for optimized network performance and crisp display of text. Historical data is supported via an easy-to-use migration mode.

OiServer™
OiServer™ provides centralized storage of all images and results. It offers an open architecture characterized by full conformance to AAO-endorsed interoperability standards. Reliability, performance and security benefit from the robust, proven PACS engine from RADinfo SYSTEMS™. The storage server is scalable from the smallest to the largest ophthalmology practices.

OiArchive™
OiArchive™ allows archiving of images and results to CD, DVD or tape for long-term storage or disaster recovery. OiServer™ may also be used with SAN systems that use more advanced archiving systems, or with a hospital PACS deep storage server. Satellite offices may be connected even across lower-bandwidth wide-area network connections. This is possible via oiPACS™ web technology and oiCache™ stations dedicated to reliable communications between sites.

OiViewer™
OiViewer™ supports the display of any ophthalmic image or results in a DICOM standard format. It supports ophthalmic photography or ultrasound images, DICOM encapsulated PDF documents, and can even display orbital MR or CT images such as for ocularplasty.

OiWeb™
OiWeb™ provides the same display capabilities but using web technology. This is useful for remote access or easier IT administration within the practice. Tightly integrated with both oiServer™ for data access and oiPractice™ for workflow, oiWeb™ offers quick, powerful and easy-to-use on-demand viewing migration mode.
**Practice Management System**

DavLong’s Practice Management System, MedInformatix, is a scalable and adaptable tool that encompasses everything your practice needs to efficiently run your practice. MedInformatix includes scheduling, patient registration, referral tracking, recall tracking, billing, claims processing, collections, custom reporting, patient list queries, and outcomes analysis. DavLong also has additional optional modules allowing practices to add more functionality, as needed, to remain efficient in today’s changing environment.

**Billing**

MedInformatix from DavLong integrates the billing process from the EMR, eliminating the need for superbills/encounter forms. This process increases coding accuracy and eliminates user input errors, as well as missed charges. You won’t have to guess whether or not your documentation is adequate for the submitted code.

- Automatic charge entry from patient documentation at Point of Care.
- Manual charge entry or overriding of calculated visit code is available if necessary
- Unlimited Practice defined Fee Schedules
- Practice defined Billing Alerts
- Authorization Tracking
- Billing History by Line Item

**Accounts Receivable**

Updates are quick and easy, giving an accurate financial picture of the practice. Data is readily available and managed with minimal effort for creation of aging reports and other management tools.

- Line Item posting
- Line Item notes
- Electronic claims submission direct to payors or through a Clearinghouse
- Auto Batch by user
- Batch payment entry screen
- Electronic Remittance
- Capture EOB information for Electronic Secondary Claims
- Electronic Claims Statusing
- Electronic Eligibility Verification
Electronic Payment Remittance

Speed is important in submission of claims, and is only part of the process. Having funds deposited into the practice’s account converts those pending revenues into real assets that can be applied as needed.

DavLong’s Electronic Payment Remittance allows insurance and/or patient payments to be posted directly into a patient’s financial record. The payments can come from any insurance company or clearinghouse that remits electronically or from other approved vendors in the case of a patient payments.

- Posts both the payment and the applicable write-off/adjustment.
- Automatically transfers responsibility to secondary, tertiary, or patient
- Checks “allowed” amounts in the fee schedule to assure proper reimbursement.
- Identifies transactions with a problem before the transaction is posted
- Allows the operator to make the proper corrections.
- Complete audit trail of all transactions is maintained.

Refunds Module

Refunds to be generated along with automatic adjustments are posted into MedInformatix by using DavLong’s Refunds Module. Refund checks can be requested, approved and/or printed directly from this module.

Other included features:

- Work list created by practice defined criteria.
- Displays patient’s financial history with “drill down” capability.
- Links to possible payors assigned to account.
- Checks can be printed right out of the system.
- Built-in additional security
- 6 additional Refund reports
Front Desk Imaging

Through this module, DavLong allows practice management related images and documents to be stored separately from clinical images. This unique feature eliminates the need to give practice management users access to the clinical document repository. Accessed through the MedInformatix demographic screen, front desk images are separated into practice defined tabs, so it is easy for an operator to locate the image or document they are looking for. Red and green checks on each tab quickly identify to the operator if documentation exists or needs to be captured.

Examples of front desk images include (but are not limited to):
- Insurance Cards
- Driver’s Licenses
- HIPAA Forms
- Consent Forms
- Patient Photographs
- Patient Registration Forms
- Authorization Forms

Online Collections

DavLong’s unique collection views eliminate the need of printing aging reports and structures the collection process for your practice. Documentation of collection activities, status reporting and ease of access to data enhance collections activities and reduce both the time and effort involved. This also eliminates the need for outsourcing this process.

- Online Insurance and Patient Collections
- Online Collection notes by account
- Customizable Collection worksheet
- Practice defined account filters
- Set Ticklers for follow ups
- Management Call Monitor Tracking
- Queue Management including creation, assignment, and monitoring with custom parameters
Advanced Scheduling

Scheduling of physicians and other resources becomes “automatic” using MedInformatix from DavLong. Integration of the EMR, PM and Scheduling is important because with this system there is always a match between the physician’s documentation and the billed charges. Adjustments can be made on the fly and tracking of patient flow through the practice can be measured accurately.

• Practice defined appointment templates can be defined by appt group and by individual reason code.
• MedInformatix features “actual time” scheduling maximizing all available time throughout the day.
• Appointment notes and alerts
• Appt wizards are also available which search for available appointments based on user criteria.
• Set multiple or recurring appointments
• Advanced Multi-book Scheduling, with configurable wait times
• Books View – See up to 12 appointment books on one screen.
• Week View – See a physician or resource’s schedule for multiple days on one screen
• Books & Week Views can be color codes for easy visibility.
• Track cancelled, rescheduled, and no-show appointments
• Authorizations and referrals can be tracked by insurance, CPT, or ICD9.
• Authorizations can be linked to appointment reasons.
• Authorization alerts eliminate ‘unauthorized’ visits
Advanced Code Checking Software

Commonly referred to as a “Code Scrubber”, this fully integrated module checks over 2.7 million national insurance edits before the claim is generated. Driven by a powerful database from Unicore, virtually 100% of your claims can be transmitted without error the first time (from a clinical standpoint).

Some of these edits include (but are not limited to):
- CPT/ICD9 relationship
- Modifier usage
- Bundling/Unbundling issues
- Ordering of CPT and ICD9 codes on the claim

Other included features:
- Over 2.7 million edit checks on all claims
- Unlimited practice defined customized checks
- Unlimited practice defined customized filters
- Edit charge lines and episodes and see immediate results
- Place episodes on hold
- See multiple errors per episode with full descriptions
- Built-in additional Security
- Quarterly Updates

Recall System

- Allows for both tracked and untracked recalls. An example of a tracked recall is an abnormal test result. An example of an untracked recall is an annual eye exam.
- Untracked recalls can be printed on a letter, a card or labels.
- There are three types of letters that can be generate for tracked recalls:
  - An initial letter, indicating there is a problem that needs to be addressed.
  - A missed appointment letter (the recall system interfaces with the MedInformatix appointment scheduler).
  - An overdue recall letter. This letter is generated by a user-defined number of days since the original letter was sent.
- Extensive reporting system that analyzes all recalls.
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