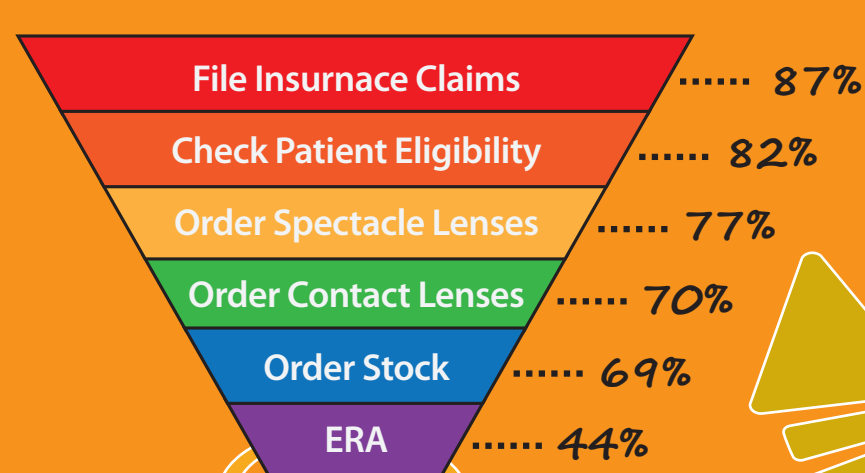


Online Services + Eye Care Practices

How Eyecare Providers are Using the Internet to Add Efficiency and Solve their Day-to-Day Process Dilemmas

In today's modern eye care practice, the Internet is more than just a destination for checking email and surfing the web. ECPs are logging on to access online services for processes their practice relies on in order to function - processes that, before the rise of the Internet and the availability of industry-specific solutions, were managed through a tedious system of paper copies, snail mail, faxes, and phone calls. It's not enough to say the Internet makes things easier, we already know that. But what is it exactly that practices are managing online, and how they are doing it, and what they are getting out of it? We have the answers; check it out:

WHAT Exactly Do They Manage Online?



Do Eye Care Practices Use Online Services for Ordering & Insurance?

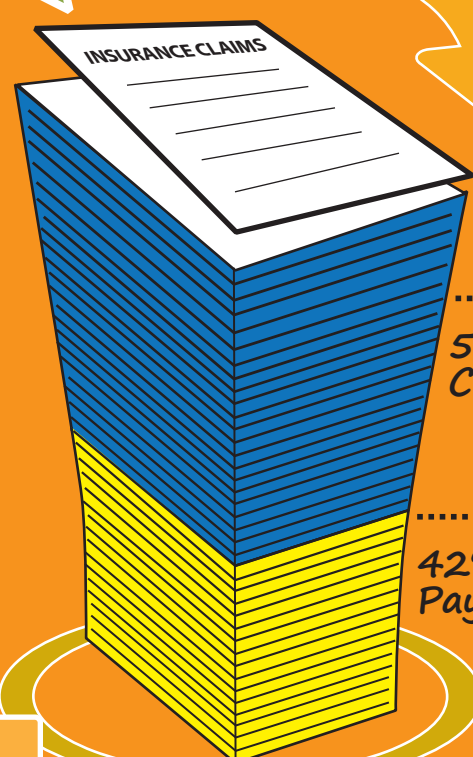
YES!

NO!

84% Do!

16% Don't

HOW Do They Do It?



They DON'T use online services, but do they know what they are missing?

75% Do think online services would BOOST efficiency and lead to better patient care



25% Don't think online services will increase efficiency or lead to better patient care

Portals vs. Supplier Sites

Ordering portals give you access to hundreds of suppliers of several types of products in one location. You also get online order status and error-checking features that make ordering more efficient. Basically, it's one-stop shopping!

Clearinghouse vs. Payer Sites

A clearinghouse allows you to access thousands of payers in one location. That means you only have to learn one interface, not several like you would bouncing around to various payer sites.

They are on to something!

We Beg to Differ!

Patients that!

WHY Do ECPs Use Online Services?



98% Say Online Services Make their Practice More **EFFICIENT**

Online ordering is equipped with error-checking features and faster processing.



Less Time on the Telephone **EQUALS** More Time with Patients

Order status & tracking is online in real-time.



A practice can spend 2 WEEKS PER YEAR Checking eligibility online*

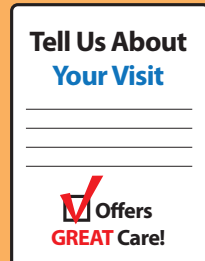
* Based on 20 patients a day

Online patient eligibility is a **HUGE** time saver!

DO THE MATH!



95% Say Online Services Allow them to Provide **BETTER** Patient Care



Claims filed online have fewer rejections and shorter reimbursements times!



Sources
Data based on 1,771 aggregate and anonymous responses to questionnaires answered by test takers of a 20/20 Magazine CE course between Feb/Mar 2011; and from 1,123 aggregate and anonymous responses to questionnaires answered by VisionWeb members between Nov/Dec 2009 and Jan/Mar 2010.