

# Apps of My Eye



**How are mobile apps connecting patients, doctors, staff and suppliers?**



Systems Intelligence from VM  
**The Intelligent Office**

By John Sailer, Senior Editor and Andrew Karp, Group Editor, Lenses and Technology

**R**emember when polarized lenses were demonstrated by holding up two lenses and rotating them? Or when patients learned about glaucoma treatments by reading a brochure? How about when medical records arrived by mail in a manila envelope?

These scenes, familiar in most eyecare practices, now seem almost quaint in the age of m-health, where many routine activities are increasingly being managed by mobile applications that offer speed, convenience and greater

functionality. An increasing appetite for apps among both patients and practitioners has created a fast growing and remarkably diverse market. Peruse any internet app store and you'll find a wide range of apps that can be used to locate doctors, educate patients and professional staff, access electronic health records, virtually try-on frames and experience lenses and remind patients when to take medications.

The emergence of optical apps is the latest development in "The Intelligent Office," VM's

term for eyecare practices and optical retail stores that use new technologies to manage and share information more efficiently, both internally and externally. On the following pages, you'll see how the broad range of eyecare and eyewear apps is helping The Intelligent Office become even smarter. We've also assembled a gallery of snapshots of some of the most innovative apps being used in eyecare practices and optical retail stores. These handy "App Snaps" include a brief description of the features and benefits of each app and user comments. ■

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## VM Microsite Delivers 'Intelligent Office' Techniques and Technologies

**F**or links to the apps featured on the following pages and other content specifically designed for eyecare professionals, visit *Vision Monday's* Intelligent Office microsite at [www.visionmonday.com/intelligent-office](http://www.visionmonday.com/intelligent-office).

The Intelligent Office is a *VM* microsite dedicated to innovative systems and technologies that provide new ways for eyecare practices and optical retail stores to communicate with patients, insurance companies, suppliers, doctor alliances and other medical professionals. Using mobile apps and other high tech tools integrated with cloud computing and new types of Internet-based software, the technologies found in the Intelligent Office manage information with unprecedented speed and efficiency. This enables eyecare professionals to deliver a higher level of personalized eyecare along with greater operational efficiencies, often resulting in increased profits.

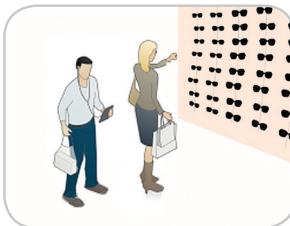


Systems Intelligence from VM

**The Intelligent Office**

Through regularly updated content, The Intelligent Office covers topics such as mobile health, electronic health records, patient portals, patient education, diagnostic instruments, lens and dispensing technology, practice management and staff training. These topics are categorized in five Intelligent Office sections—Dispensary, Exam Lane, Practice Systems, Waiting Room and Outside the Office.

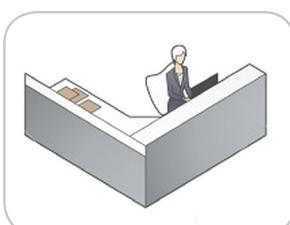
Visit [www.visionmonday.com/intelligent-office](http://www.visionmonday.com/intelligent-office) to step into the Intelligent Office and learn about the latest automated technologies for improving patient care and communication, streamlining your office management and ultimately upgrading the overall efficiency of your practice.



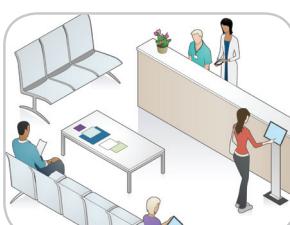
In the **Dispensary**, automated measurement and try-on devices and advanced inventory and lab management systems streamline eyewear selection and delivery.



**The Exam Lane** is where advanced devices assist with diagnosis and refraction and communicate that information to the patient.



**Practice Systems** in back office settings provide automation to improve practice management, staff training, ordering and claims processing.



**Waiting Room** describes technologies that gather patient information and "edutains" them while improving patient flow to the practitioner.



**Outside the Office** is where mobile health, patient portals and other outreach techniques enable patients to easily access their records and practitioners, anytime, anywhere.

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# App Snaps: Dispensary



**otto** (One Touch To Optical)

**"Patients get a clearer understanding of their condition and treatment."**

**Why I like it:** "I use the Eyemaginations app with otto to show patients the anatomy of the eye. They get a clearer understanding of their condition and treatment. It's a great way

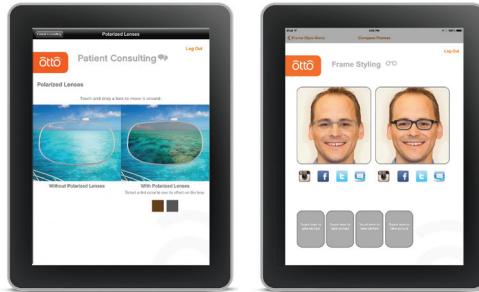
to bring it home on a personal level. We're also able to push out information about glaucoma and other conditions. Using otto elevates the patients' perception of our practice.

If someone sees value in your diagnosis, it could increase their compliance." —**Matt Alpert, OD, Alpert Vision Care, Woodland Hills, Calif.**

**Developer:** VSP Optics Group

**What it is:** A virtual optical assistant that elevates patient experience through technology—at the point of care. otto performs customized measurements for advanced digital lenses as the frame is worn by the patient. Seamlessly builds claims as you take your patient through the dispensing process.

**What it does:** Facilitates patient check-in; easily create new profiles and look up existing patients. Provides Ishihara and Amsler Grid screenings. ECPs can view



today's patients, verify eligibility with VSP, create new profiles, and access patient records from OfficeMate. In the dispensary, patients can look up and compare frame styles, save favorites and share pictures through social media. Dispensers can demonstrate and promote premium lens options and capture patient photos and take individualized measurements. Staff can submit VSP claims and private pay orders seamlessly, with real time out of pocket cost.

**Where to get it:** Apple iTunes App Store: [bit.ly/OttoApp](http://bit.ly/OttoApp)



## OptikamPad

**"It takes into consideration head placement."**

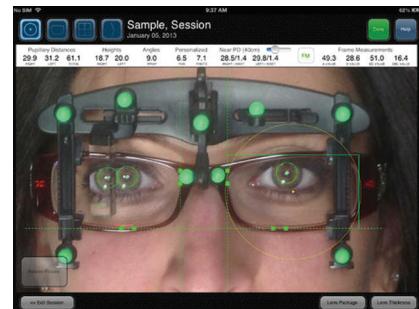
**Why I like it:** "OptikamPad takes very accurate measurements for personalized progressives, and it takes into consideration head placement. It's great for taking PDs, too. I use it on folks who wear single vision lenses, especially for optical center heights."

—**David Doebler, optician/co-owner, Eye Peek, Lake Placid, N.Y.**

**Developer:** Optikam

**What it is:** A complete eyewear dispensing assistant for iPad users.

**What it does:** Allows user to capture all eyewear measurements using one single frontal image precisely and quickly. Optikam's patented EY-stick lets dispenser capture precise measurements if they are not at the same eye level as the patient. Captures monocular PDs, seg heights, pantoscopic tilt, rear vertex distance, wrap, A, B, ED, DBL. Frame selection module enables customers to see how they look in different eyewear. Side-by-side image comparison exposes the customer to frames of different styles. Email and Facebook features provide quick second opinions.



Lens demos module allows dispensers to demonstrate the advantages of premium lens options in a quick and interactive way.

**Where to get it:** Apple iTunes App Store: [bit.ly/PadMeasure](http://bit.ly/PadMeasure)

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For more mobile App Snaps, go to the Cover Story on [VisionMonday.com](http://VisionMonday.com).



# App Snaps: Dispensary



## Transitions Viewer

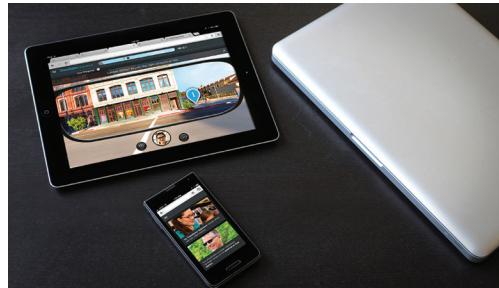
**"It's an easy way to show my patients the real value of Transitions lenses."**

**Why I like it:** "It is an easy way to show my patients the real value of Transitions lenses and how what I prescribed for them in the exam room will enhance their visual

needs by giving them the best for their eyes. Patients love it because it is another high tech instrument that we use in our office to give them a total 'wow' experience from the

time they walk in the door to when they leave."

—Eric White, OD, Complete Family Vision Care, San Diego, Calif.



**Developer:** Transitions Optical

**What it is:** A virtual product demonstration tool that emulates the experience of wearing Transitions lenses.

**What it does:** Using 360x180 panorama images, Transitions Viewer immerses users in the experience of wearing Transitions lenses, allowing them to see how the lenses change and enhance vision in different real-world scenes, and how the lenses look on the person wearing them. A "Help me decide" feature allows

users to prioritize the photochromic lens benefits that are most important to them, such as "reduce eyestrain from indoor lighting" or "darken while in the car," to find out which adaptive lens is the best fit for their lifestyle.

**Where to get it:** Available online, [www.Transitions.com/Viewer](http://www.Transitions.com/Viewer), the tool can be accessed from a laptop, desktop, tablet or mobile device allowing for pre-appointment and in-office product education.



## i.Demo

**"It helps me differentiate the practice."**

**Why I like it:** "I brand my practice exclusively with Zeiss, and i.Demo lets me show patients pretty much anything about Zeiss lenses. It helps me differentiate the practice. My favorite demonstration is a night driving simulation. Patients can see how much less glare they're going to get from a Zeiss lens."

—Alan Goldstone, OD, Dr. Goldstone Vision Centers, Long Beach, Calif.

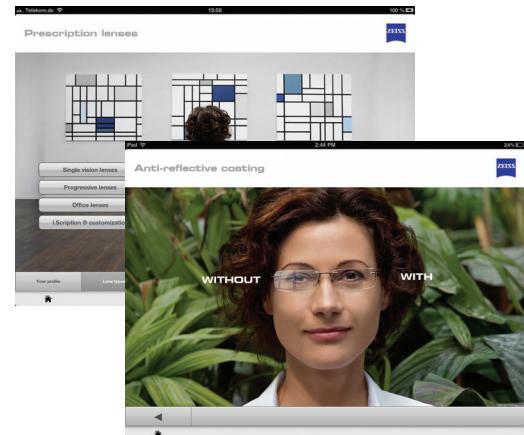
**Developer:** Carl Zeiss Vision

**What it is:** A consultation app designed exclusively for selected Zeiss opticians.

**What it does:** Provides visual support during patient consultations. Interactively assesses the patient's visual needs and illustrates available options for Zeiss precision spectacle lenses. The end result is the optician can provide the patient with the best possible lens choice for their individual needs.

The i.Demo app includes an optional "profile" feature that allows the ECP to capture the patient's needs and the recommended lens solution that results. The profile and recommendations can then be printed out.

**Where to get it:** Apple iTunes App Store: [bit.ly/Demo-i](http://bit.ly/Demo-i)



What are ECPs saying about apps? Go to the Cover Story on [VisionMonday.com](http://VisionMonday.com) to find out how apps are becoming second nature to ODs and patients alike.





## Nikon Lenswear's Imagine-i

**"It provides a distinct advantage for brick-and-mortar practices."**

**Why I like it:** "It provides a distinct advantage for brick-and-mortar practices as it shows patients the obvious visual difference in corridor width between standard progressives, and the Nikon line of progressives. The Imagine-i does it best when you view real life images through the iPad's camera lens and see what a wider Nikon corridor gives you visually. It shows patients it's worth paying for."

**—Alex Thayer, optician/owner, Look Optical, Maynard, Mass.**

**Developer:** Nikon Lenswear

**What it is:** A Nikon lens demonstrator that provides information about eye conditions and helps eyecare professionals choose which Nikon lenswear technology best satisfies each patient's visual needs.

**What it does:** Uses interactive illustrations and videos that provide support for dispenser's explanation and allow patients to feel the difference first-hand during lens demonstrations. 3D movies make Nikon lens features easy to understand; hands-on animations make complex concepts easy to understand; real-life simulations allow the wearer to feel what seeing through the lens is like. Helps educate patients about vision correction. Offers detailed features and benefits for each lens design and category of lenses. Visualizes whether a lens is thinner, sharper or cleaner. Provides specific explanations for first-time wearers to ensure maximum adaptation and enhance the purchasing experience.

**Where to get it:** Apple iTunes App Store: [bit.ly/NikonImagine](http://bit.ly/NikonImagine)



## Spectangle HD

**"We can show the patient how the lens will look with through their prescription."**

**Why I like it:** "We can show the difference between a standard progressive, a premium progressive and a personalized progressive, like Hoya ID MyStyle. That has helped us sell more ID MyStyle. We can show the patient how the lens will look with through their prescription. We can also demonstrate how the lens looks with and without anti-glare coating or Transitions."

**—Brandi Sorrell, ophthalmic technician, Edgewood Eye Center, Edgewood, Ky.**

**Developer:** Hoya Vision Care

**What it is:** All-in-one measurement app and ordering tool for Hoya's MyStyle lenses.

**What it does:** Addresses many of the drawbacks required to prescribe personalized progressives, including time necessary to take frame and fitting measurements, equipment investment and ease of operating measuring devices. Allows the optician to take photos using the iPad camera, make adjustments on the screen, enter in Rx data and lifestyle preferences then push a button to send the order to the lab. Spectangle measurements include pantoscopic tilt, face form angle, back vertex distance, PD, seg height, A, B, DBL.

Spectangle is also useful for correcting common frame fitting errors. If the frame is setting improperly on the patient's face, it is easily detected and easily corrected while the patient is still in the office. Reduces redos.

**Where to get it:** Apple iTunes App Store: [bit.ly/HoyaSpec](http://bit.ly/HoyaSpec)



# App Snaps: Dispensary



## Smart Mirror Mobile

**"It's nice to have so many functions in a single app."**

**Why I like it:** "The lens demos are really nice. You can dial in patient's actual Rx, can show difference between poly and 1.67. You can show them the difference between a standard and a premium

progressive. Some 63 percent of the progressives we sell are digital/free-form, and having this app has helped boost those sales.

"It's also nice to have so many functions in a single app. My opti-

cians aren't skipping around as much from one app to another. And it's not proprietary, so you can sell what you want."

—**Kyle Kravick, retail manager, Davis Duehr Dean, Madison, Wis.**

**Developer:** ABS Inc.

**What it is:** Versatile dispensing tool that offers virtual try-on, digital centration, premium lens simulations.

**What it does:** Lets Rx patients see themselves in their eyewear selection and compare several frames at once. Takes up to four pictures or short videos which can be emailed or posted directly to patient's Facebook page directly from the app. Images can be enlarged and viewed side by side and from different angles. Measures monocular PD, near PD, seg height, pantoscopic tilt,



wrap and back vertex. Interactive augmented reality, animations and images let patients visualize how they will see through their finished lenses, including AR, polarized, photochromic, aspherics and multifocals.

**Where to get it:** Apple iTunes App Store: [bit.ly/MirrorMobile](http://bit.ly/MirrorMobile) Only the frame selection is available from iTunes; other features (lens simulations and measurements) requires a login, password and measuring kit for iPad that has to be purchased directly from ABS.



## Lens Wizard

**Developer:** Shamir Insight

**What it is:** A dispensing tool featuring a questionnaire for patients that determines what lenses best suit their day-to-day vision needs, based on their lifestyle.

**What it does:** Suggests primary as well as second and third pair options for the patient, which provides an opportunity to discuss why additional pairs are not only beneficial but necessary for optimal vision.

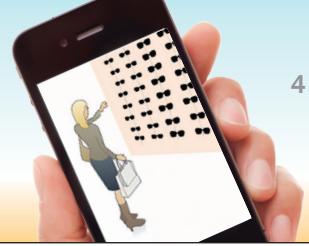
**Where to get it:** ECPs can access the HTML code for the Lens Wizard on Shamir's website, [www.shamirlens.com](http://www.shamirlens.com)

lens.com, by selecting the 'Lens Wizard' option under the 'Professionals' tab. With the HTML code, the ECP can add the Lens Wizard to their website for patient convenience and provide important feedback as part of the exam process. Practices can also access the Lens Wizard directly from [www.shamirlens.com](http://www.shamirlens.com), which allows ECPs without a website to utilize this tool. The Lens Wizard can be found under 'Select Your Lens' under the 'Our Products' tab.



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# App Snaps: Dispensary



## OptiTab by Briot



## Kodak Lens IDS (Intelligent Dispensing Software)

**Developer:** Optikam

**What it is:** Multi-functional tool for measurement of centration, PD, seg height, pantoscopic tilt, vertex distance and frame wrap. Features an iPad in a custom sled that contains a camera and connectivity enabling the functionalities. The EY Stick technology (included) provides data to customize patient's eyewear.



**Where to get it:** Apple iTunes App Store: [bit.ly/OptiTabTool](http://bit.ly/OptiTabTool) (must purchase custom sled/EY Stick package for functionality).



**Developer:**

Signet Armorlite

**What it is:** A three-part software program of Frame, Lens and Measure that is available on an iPad Air or an iPad with Retina display (4th generation).



**What it does:** The Frame section compares and shares the patient's frame options. The Lens section assists ECPs in educating patients about the visual benefits of Kodak Lenses, coatings and materials. The Measure section helps ECPs easily and accurately

capture and collect patient's optical measurements.

**Where to get it:** The initial Frame section can be purchased on the Apple iTunes App Store: [bit.ly/KodakLensIDS](http://bit.ly/KodakLensIDS) Customers purchase the additional Lens and Measure sections from Signet Armorlite, Inc.

*More ➔*

# App Snaps: Exam Lane



## Eyedrops

**"This app helps folks chart their compliance."**

**Why I like it:** "This app helps folks chart their compliance. It replaces a paper system that some of them have devised, and it's much easier to use. They get an automatic re-

minder to take their drops. If someone's taking multiple drops, such as in glaucoma therapy, it helps a lot."

**—Carl Migliazzo, MD, private practice, Overland Park, Kan.**

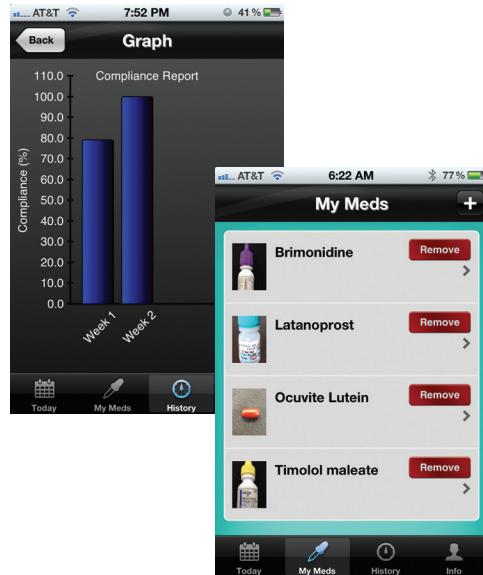
**Developer:** Harpas International (Tom Harbin, MD, Scott Pastor, MD)

**What it is:** Drs. Scott Pastor and Tom Harbin, glaucoma specialists at Eye Consultants of Atlanta, developed this app to help eye patients, especially those with glaucoma and other chronic eye diseases, deal with the difficulties of remembering to take eyedrops correctly and consistently. Compliance with drop usage is a frequent problem and the capabilities of smartphones and tablet computers will help patients deal

with these difficulties.

**What it does:** Allows patient to set reminders for any time of day, as often as needed. Patient can skip a drop if the bottle is not with them, and take a photo of each bottle. Features a database of all eye medications. Enables easy switching from one drop to another. Creates a record of drops patient is allergic to or didn't work. Notifies patient when drops are running low.

**Where to get it:** Google Play: [bit.ly/DropEyeG](http://bit.ly/DropEyeG)  
Apple iTunes App Store: [bit.ly/DropEyeA](http://bit.ly/DropEyeA)

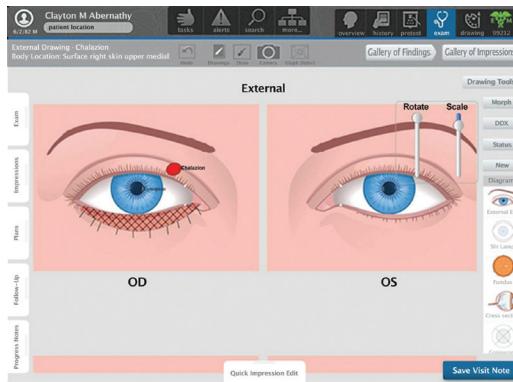


## Eyefinity EHR App

**"It gives me a whole new level of efficiency that has not been available."**

**Why I like it:** "Eyefinity EHR gives me a whole new level of efficiency that has not been available in EHRs before. Whether from my desktop, iPad or phone, I can document patient encounters or deliver documents to a patient's portal easily and securely. Having access to patient information on-the-go is critical."

**—Mary Anne Murphy, OD, Front Range Eye Associates, Broomfield, Colo.**



**Developer:** Eyefinity, one of VSP Global's five businesses.

**What it is:** An electronic health records solution created specifically for optometrists that can be accessed via iPad or smartphone.

**Capabilities:** iPad-native app; non-iPad users have access via the Internet; smart technology learns and adapts to the way the doctor practices; Grand Rounds allows the doctor to see how other doctors treat conditions; ePrescribe; patient portal; exam information; equipment Integration; 2014 ONC certified for Meaningful Use Stages 1 and 2; ICD 10 ready; Eyefinity OfficeMate integration for ordering, inventory, lab interface, billing clearinghouse, recalls, scheduling.

**Where to get it:** Apple iTunes App Store: [bit.ly/EyefinityEHR](http://bit.ly/EyefinityEHR)



## Chart2020 DUO

**"I can sit next to the patient and control the chart remotely."**

**Why I like it:** "When testing for visual acuity and using the iPad, I can sit next to the patient and control the chart remotely rather than walking up close to the screen. Doing near visual acuity is incredibly

easy and much more versatile than carrying cards in your pocket or having these little books. When using the Amsler grid for monitoring AMD, the patient can actually just draw on the iPad, and you can hit a

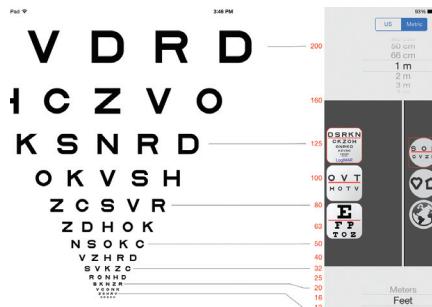
button to save a record of what the patient just did in your EHR."

**—Paul Harris, OD, FCOVD, FACBO, FAAO, FNAP, professor, Southern College of Optometry, Memphis, Tenn.**

**Developer:** Konan Medical

**What it is:** Chart2020 DUO is a multi-function app for iPad that works as both an interactive remote control for Konan's Chart2020 visual acuity system and as a stand-alone app for vision testing and patient education.

**What it does:** Chart2020 DUO currently has four distinct functions. 1. FLEX Visual Acuity—a professional grade yet low cost mobile visual acuity app that features dynamically generated optotypes that are compliant to



Sloan specifications. 2. Blind Spot Amsler Grid—an interactive replacement of a commonly used paper test for recording macular disease visual disturbances. 3. Patient education video and still images. 4. Interactive remote control for Konan's Chart2020 Visual Acuity system for Windows.

**Where to get it:** Apple iTunes App Store: [bit.ly/Chart2020DUO](http://bit.ly/Chart2020DUO)



## Smart System 20/20 Tablet App

**Developer:** M&S Technologies

**What it is:** Android tablet app can be used to control the Smart System 20/20 software to test patients for distance and near.

**What it does:** Using portable Bluetooth wireless technology, the app can be used to control the Smart System when the patient is being tested for distance acuity, it's a more customizable option for eyecare professionals who prefer it to using a regular remote control. The ECP can

also use the tablet apps on five different near tests—acuity, letter contrast, stereo, color vision and Amsler grid (for AMD detection). The layout of the controller can be customized to each user's preferences by changing, deleting or moving the buttons around.

**Where to get it:** The Smart System 20/20 Tablet App is available only for Android and can be purchased directly from M&S Technologies. [www.mstech-eyes.com](http://www.mstech-eyes.com)



*More →*

# App Snaps: Practice Systems



## OptiQuiz

**"The app has helped to enhance my skills and confidence with my patients."**

**Why I like it:** "OptiQuiz has great features. For example, it has random quiz questions and lots of transposition problems. I can play on timer

mode or relaxed mode. It also has illustrations of eye diseases like exotropia, and the illustrations help me to remember better.

"The app has helped to enhance my skills and confidence."

— **Lolita Jones, optician, Wal-Mart Vision Center, Madison, Ga.**

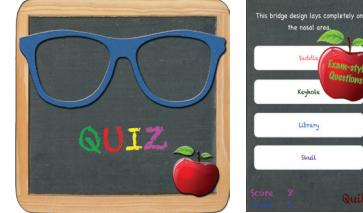
**Developer:** EyeTrain

**What it is:** ABO exam study app for opticians. It is designed and programmed by master optician Monica Scott, LDO, AAT, ABOM, NCLE-C.

**What it does:** Provides a convenient means for optical students, apprentices and professionals to supplement prep for certification exams. The app is a fun way for

ophthalmic professionals and all ECPs to test current optical knowledge. Quizzes users with over 400 ABO exam-style questions that are based as closely as possible to current ABO and NCLE test specifications.

**Where to get it:** Google Play: [bit.ly/QuizEyeG](http://bit.ly/QuizEyeG)  
Apple iTunes App Store: [bit.ly/QuizEyeA](http://bit.ly/QuizEyeA)



## App Snaps: Waiting Room



## The Vision Care Institute UV Protection App

**"We can show our patients how solar angle can impact their exposure."**

**Why I like it:** If we can show our patients how solar angle can impact their exposure and the cataract

development and other eye problems that UV exposure can cause, then they understand that they

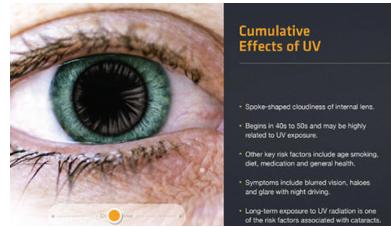
need to wear their sunglasses."

— **Tina McCarty, OD, The Eye Care Center, Maple Grove, Minn.**

**Developer:** The Vision Care Institute, LLC, part of the Johnson & Johnson family of companies.

**What it is:** The UV Protection App helps eyecare professionals educate patients about why protecting their eyes is as important as protecting their skin, and it includes steps they can take to help protect their eyes.

**What it does:** Specifically for the iPad, the app dem-



onstrates who needs protection, the cumulative effects of UV rays on the eyes, the impact of environmental exposure to the eyes throughout the day, and steps to take to help protect eyes from harmful UV radiation.

**Where to get it:** Apple iTunes App Store: [bit.ly/UV-ProtectionA](http://bit.ly/UV-ProtectionA)

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# App Snaps: Outside the Office



## True Patient Web Scheduler

**"The real power is the integration of recall communication with the scheduler."**

**Why I like it:** "The month after we installed the 4PatientCare system, we had a significant revenue enhancement that went straight to the bottom line. It was fun to walk in and see all the appointments patients booked on their smartphones

when the office was closed. We had high hopes for the system – it exceeded our expectations.

The real power is the integration of recall communication with the scheduler. The system already knows the target patient, provider

and location; in just a few taps on their smartphone the patient has a real appointment for a specific date and time; all following my practices' complex scheduling rules."

— David Golden, OD, Golden Optometric Group, Whittier, Calif.

**Developer:** 4PatientCare

**What it is:** A tool to fill a practice schedule with desired patients by providing consumers a level of self-service they have become accustomed to in every other service industry. It can be used as a general purpose tool when linked from a practice web-page, Facebook or find-a-doctor site (such as the EyeMed Provider Locator). The power multiplies when integrated with 4PatientCare intelligent escalation recalls. Each patient communication is embedded with the patient,



provider and recall reason that provides a personalized patient web scheduler which can be activated from a text message, secure email or QR code.

**What it does:** The 4PatientCare Web Scheduler integrates

with all major practice management system schedulers. Patients can self-schedule at any time to open available slots, which the practice chooses to expose, following practice business rules for scheduling. Each provider at each location can specify the appointment type, template, length, start times, insurance and prior-authorization rules they want to apply.

**Where to get it:** Accessible from any smartphone with a mobile browser via the url link of any participating 4PatientCare practice.



## MyRev Mobile App

**"There are several apps I use every day, and this no doubt will be one."**

**Why I like it:** "RevolutionEHR continues to push into new frontiers by providing me access to my practice through the myRev mobile app. There are several apps I use every day, and this no doubt will be one."

— James E. Harris, OD, FAAO, Modern Eye Care, Concord, N.C.

**Developer:** RevolutionEHR

**What it is:** A smartphone-optimized app for RevolutionEHR doctors who want to see a variety of EHR components in a mobile platform while away from the office.

**What it does:** Enables users of RevolutionEHR cloud-based practice management and electronic health records software to access their patient schedule for any location, review any patient record for contact and demo-

graphic information, and read any staff-to-doctor or patient-to-doctor messages in an encrypted-access, HIPAA-compliant manner from any smartphone.

**Where to get it:** Available for free to any RevolutionEHR user on iOS for iPhone at the Apple iTunes App Store and for Android at Google Play.





## EyeXam

**"The focus on vision screening draws people in."**

**Why I like it:** "The focus on vision screening draws people in. The opportunity to attract patients through the doctor finder and the ability to stay connected to people are more important than ever because of competition out there. These are valuable parts of the app."

— Steve Vargo, OD, Eagle Eye Optique, Crown Point, Ind.

**Developer:** Global EyeVentures LLC

**What it is:** Mobile eyecare app for smartphones and tablets that seamlessly connects consumers to eyecare providers across the U.S.

**What it does:** The EyeXam app gives consumers a free vision screening, a GPS-based eyecare provider database search, two-way communication allowing for appointment scheduling, real-time messaging and money-saving promotional offers, an eye health dictionary and a way to check eyecare insurance benefits. The eyecare provider gets software to manage the connection and communication process and to market to consumers.

**Where to get it:** Apple iTunes App Store: [bit.ly/EyeXamA](http://bit.ly/EyeXamA)  
Google Play: [bit.ly/EyeXamG](http://bit.ly/EyeXamG)



## EyeDoc App

**"It's something cool and something different."**

**Why I like it:** "Patients can contact us anytime they want, look up their records in the middle of the night,

pick up the phone and send us a message, or order more contacts. It's something cool and something

different than just doing Yelp or Facebook."

— Dennis DeLee, OD, Dean Optical, Chicago, Ill.

**Developer:** Scott Pouyat, OD, Lake Zurich EyeCare

**What it is:** The EyeDoc App is a customized mobile app designed specifically for eyecare professionals.

**What it does:** Enables eyecare practices to develop their own individual mobile app to connect to patients; compatible with iPhone, iPad and Android operating systems. Able to request/book appointments, order contact lenses, provide quick access to approved articles including a specialized Eye Encyclopedia. Also



includes built-in links to Facebook, Twitter and other social media networks, including access to YouTube and customized practice information such as Google Maps and directions. Practitioners can update their office information, announce new practice services, promote customized deals and promotions and communicate with patients.

**Where to get it:** [www.eyedocapp.com](http://www.eyedocapp.com)

*More →*

# App Snaps: Outside the Office



## PatientReach Mobile

**"Creates a successful 'wow' factor which helps us generate internal referrals."**

**Why I like it:** "We started using PatientReach shortly after it was available. We strive to provide an 'experience' in our office with exceptional service and technology. PatientReach allows patients to see how we utilize the latest technology and helps them understand what to

expect for their examination. It creates a successful 'wow' factor which helps us generate internal referrals.

Our office utilizes apps on tablet devices on a daily basis. From using a tablet to check-in patients, helping a patient understand a diagnosis, or finding that perfect fitting eyewear

in our optical, apps help shape our practice into the next era of technology."

— Krishan Patel, OD, Today's Vision Rayford, Spring, Texas

**Developer:** Solutionreach, Inc.

**What it is:** PatientReach Mobile is a free application download for patients to help them maintain their eye health while keeping them connected and loyal to your practice.

**What it does:** The mobile version of the PatientReach tablet app lets patients engage in secure, HIPAA-compliant messaging with the doctor; review or schedule



appointments; and manage payments. Links to Facebook and Twitter. Patients can view all their past appointments and request an appointment giving specific times available. Practi-

tions can customize the app with their own branding and send out push notifications to patients when bills are overdue. Images can be attached to secure messages between the doctor and patient.

**Where to get it:** Apple iTunes App Store: [bitly/Patient-Reach](http://bitly/Patient-Reach)



## Demandforce Mobile

**Developer:** Demandforce

**What it is:** A free enhancement for Demandforce customers enabling users to access customer information, measure results, check daily appointments and track their reputation.

**What it does:** Allows users to reach customers when they need to, monitor how much revenue Demandforce is making for their business, manage their appointment schedule with up-to-date calendar view, and stay up on the conversations customers are having

online. Users can access the Demandforce dashboard from their smartphone and react to real-time results. Appointment requests can be reviewed and reacted to as soon as they come in. Surveys are visible upon submission, enabling users to contact patients with complaints who require attention.

**Where to get it:** This app is only available to Demandforce subscribers. When a client signs up they are sent instructions for download. ■

