

VisionConnect Ophthalmology-Specific Patient Portal to be Unveiled at 2007 AAO Academy Meeting

DavLong Business Solutions unveils VisionConnect patient portal at 2007 annual meeting of the American Academy of Ophthalmology. Developed in partnership between DavLong and Sophrona Solutions, VisionConnect joins MedInformatix PM and Medflow EMR to create ophthalmology-specific enterprise solution.

Savannah, GA ([PRWeb](#)) November 2, 2007 -- DavLong Business Solutions, LLC announces the release of its newest product, VisionConnect, a secure online patient communication solution designed for ophthalmology. VisionConnect will be fully integrated with the MedInformatix practice management system and Medflow's ophthalmicsuite™ electronic medical record giving DavLong the most comprehensive ophthalmology-specific information management solution in the industry.

DavLong partnered with Minneapolis, MN-based Sophrona Solutions to create VisionConnect because of Sophrona's in depth understanding of online patient behavior and clear leadership in the industry.

According to Dean Gitlin, Vice President of Sales at DavLong, "We are very excited to offer a patient portal to our clients. The pairing of the MedInformatix PM and Medflow's EMR with Sophrona's patient portal allows us to offer the most comprehensive, functionality-rich, and time-saving solution in the industry."

Patients will be able to communicate online 24/7, from the comfort of their home. This might take the form of a patient registering online ahead of an appointment to avoid taking extra time off work, paying a pay bill more quickly, re-ordering contact lens, scheduling an appointment after hours, or exchanging secure messages about refractive surgery.

Practice efficiency will increase because staff can address patient communication needs during down times. At the same time data entry will be reduced because patient inputs flow directly from the patient portal into the PM and EMR systems.

"VisionConnect is the icing on the cake and the last mile in our comprehensive offering for ophthalmology," says David Long, president of DavLong Business Solutions, "we now have a state-of-the art solution where the patient starts the relationship online, from the comfort of home and where the physician has the most advanced medical charting system available."

According to Marc-Francois Bradley, President of Sophrona Solutions, "The opportunity for us to work with a company like DavLong and their 100+ ophthalmology clients fits our strategic vision nicely. We want to improve access to care and bring convenience into patient's lives while helping ophthalmologists gain an advantage in an ever more difficult healthcare and reimbursement environment. Working with DavLong allows us to quickly make available our technology to a large segment of Ophthalmology practices who share our vision."

About Sophrona Solutions

Sophrona Solutions is an innovative healthcare technology firm offering profitable patient communication solutions to ophthalmology practices nationwide. Designed by ophthalmologists, Sophrona's online marketing services, secure patient portal communication software, and data analysis tools give practices a comprehensive suite of patient relationship management tools to improve clinic efficiency, grow patient volume, and increase

profitability. For more information about Sophrona Solutions, visit www.sophrona.com.

About DavLong Business Solutions

Since 1983 DavLong Business Solutions, LLC has taken pride in the two reasons for its continued success, listening to its customers and providing quality products. DavLong sells a fully integrated information management solution for ophthalmology comprised of Medinformatix PM system, Medflow's ophthalmicsuite™ EMR, and its own VisionConnect Patient Portal. For more information about DavLong, visit www.davlong.com.

###

Contact Information**Dean Gitlin**

DavLong Business Solutions

<http://www.davlong.com>

912-355-3213

Online Web 2.0 VersionYou can read the online version of this press release [here](#).