



"Your KEYS to success."

The Complete Ophthalmology Software Solution for Your Practice

Offered Either on Your Server or Cloud-Based



KeyMedical Software's KeyChart® 5.0 receives ONC-ACB 2014 Certification

Certificate # 07102014-2342-1

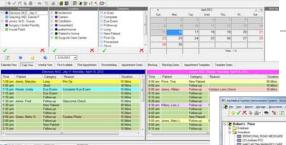
KeyMedical Integrated Software Suite

KeyMed® Practice Management

- All Patient Account Information Conveniently Located on One Screen
- **Electronic Claims Submission**
- Electronic Remittance Advice Automatic Posting
- Comprehensive Reporting Including Data Mining and Account Analysis
- **Managed Care Administration**
- Financial Billing Management
- Automated Collections for Both Patient and Insurance Balances

KeyMed® allows the user to accomplish many tasks from the Appointment screen including scheduling, rescheduling, blocking, template building and first available search to name a few.

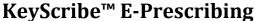




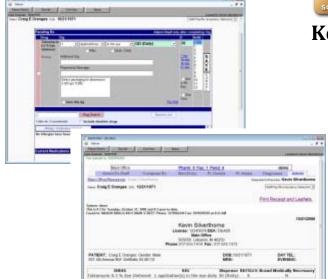
The patient's entire account can be accessed from a single screen by viewing our Patient Tree insurance cards, scanned documents, family billing information, insurances (active and inactive), and all printed statements are available for the staff to see by a single click of the mouse.







- Complete prescribing record accessible from anywhere via NewCrop™
- NewCrop is a Surescripts® Gold Solution Provider for KevScribe
- Electronic prescription delivery via Surescripts
- Electronic renewal processing
- Messenger™ services, electronic faxing, and mailorder
- Allergy, drug and pregnancy interaction review from First Data Bank
- Health plan repository of precise, patient-specific formularies for covered patients from Surescripts Benefit
- All-doctor drug history from Surescripts Prescription History





KeyMed



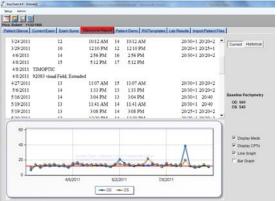
KeyChart® Electronic Medical Records

- KeyChart® 5.0 received ONC-ACB 2014 Certification
- Designed by Ophthalmologists for Ophthalmologists
- Comprehensive Ophthalmology Exam and Letter Templates Using Word®
- Customizable for each Physician Enhanced Drawing Tools
- Equipment Interfaces (Visual Field, IOL Master, etc)





KeyChart ® allows the user to easily draw findings as well as import digital images as attachments to the exam.



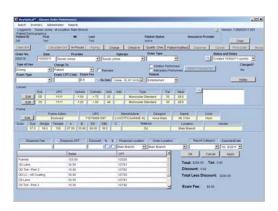
Your Glaucoma patient's progress will become easier to track with our Glaucoma Analysis Report. Data that is captured through your documentation can include time of pressures, medications prescribed, tests performed, cup to disc ratio, etc.

Key0ptical

KeyOptical® Inventory/Dispensing



KeyOptical® allows you to finally have one system that will help you manage your optical inventory with all your locations as well as the point of sale for all glasses and contact orders.



This EHR Module is 2014 Edition compliant and has been certified by an ONC-ACB in accordance with the applicable certification criteria adopted by the Secretary of the U.S. Department of Health and Human Services. This certification does not represent an endorsement by the U.S. Department of Health and Human Services or guarantee the receipt of incentive payments. KeyChart 5.0 from KeyMedical Software, Inc. was certified on July 10, 2014 with certificate No. 07102014-2342-1 for the following:

 $\label{eq:modules Tested: 170.314(a)(1-15); 170.314(b)(1-5,7); 170.314(c)(1-3); 170.314(d)(1-8); 170.314(e)(1-3); 170.314(g)(2-4) \\ \textbf{Clinical Quality Measures tested: } CMS068v3; CMS069v2; CMS117v2; CMS131v2; CMS132v2; CMS133v2; CMS138v2; CMS142v2; CMS143v2; CMS155v2; CMS165v2; CMS167v2 \\ \textbf{CMS117v2}; CMS131v2; CMS132v2; CMS132v2; CMS132v2; CMS142v2; CMS142v2; CMS143v2; CMS155v2; CMS165v2; CMS167v2 \\ \textbf{CMS117v2}; CMS131v2; CMS132v2; CMS132v2; CMS132v2; CMS132v2; CMS142v2; CMS143v2; CMS165v2; CMS165v2; CMS167v2 \\ \textbf{CMS117v2}; CMS167v2 \\ \textbf{CMS117v2};$

Additional software used: NewCrop, Surescripts Network for Clinical Interoperability Price Transparency: Beyond the initial purchase, pricing for the following services may apply:

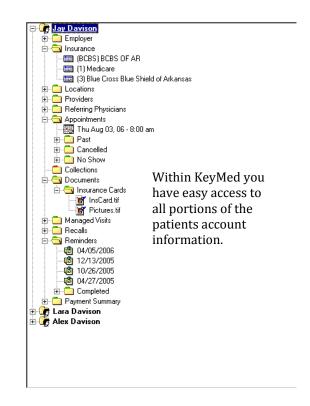
•If the client chooses the Software as a Service option, there will be monthly hosting fees •Monthly software support fee, which includes routine updates to the software

[•] Setup – one-time fee • Registry reporting – monthly fee • Online portal service including secure messaging – monthly fee • Registry reporting service – monthly fee



KeyMed® Practice Management

- Complete View of Patient Account from a Single Screen
- Patient Tree of Folders (see image)
- Lists Last 10 Patients Accessed for Easy Reuse
- Active and Inactive Insurance Storage
- Financial Management
- Family Billing
- Patient Recalls and Reminders
- Extensive User Defined Security
- Unlimited User Defined Fields
- Appointment History
- Electronic Claims Submission
- Patient Statement History
- Doctor Dash Your Important Information at a Glance
- Recalls and Reminders
- Automated eligibility checking
- Can Open Multiple Windows for Viewing Multiple Sections at One Time
- Online Patient Portal for Registration and Appointments



Complete Patient Information from a Single Screen

Increase your Productivity. Your staff manages countless responsibilities each day. To help further increase their productivity, KeyMed® Account Information Manager streamlines necessary tasks into one efficient, user-friendly and adaptable format to manage all aspects of the patient account on one screen.

Streamline access to the patient information. With Account Information Manager, patient information is housed according to provider, location, insurers, managed care visits, appointments, statements and multiple other criteria. All information is seamlessly interfaced with the KeyMed scheduler document management system, advanced reporting toolset and financial management in order to view modify and analyze patient information from a single screen.

KeyMedical's Appointment Scheduler

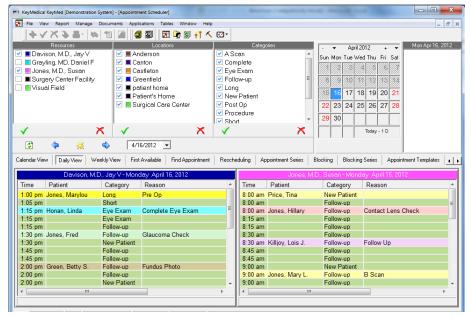
- Schedule Appointments by Physician, Location, Appointment Type and/or Equipment in your office
- Color Coding and Visuals allow at-a-glance views
- Appointment Finder, Over-Book and First Available Search Capabilities
- Exam Templates Customized for your Physician's Unique Schedule
- Automated Patient Appointment Reminder Capability
- Physician's Day or Week at a Glance
- Custom Appointment Reasons
- Temporary Patient Registration

Customizable Schedules for Your Physicians

The KeyMed® Scheduler is the most flexible, user-friendly and efficient scheduling system available today. Schedule by multiple selection criteria. The scheduler, which is color-coded by resource and location allows your staff to quickly identify where and when each physician is working on any given day. KeyMed allows the user to view multiple resources on one screen to compare calendars and reschedule appointments quickly and efficiently, minimizing any inconvenience to patient and staff.

The KeyMed Managed Care Interface prompts the user whenever a referral is required for a patient. Information is entered prior to the patient's arrival — time and frustration for your patient and staff are significantly reduced.

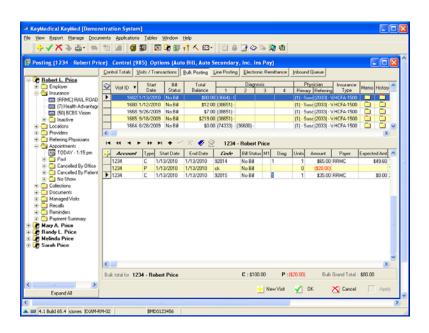
The First Available search feature allows your staff member to provide a patient with an appointment most accommodating to his or her schedule and searches by physician, location, appointment type, day of the week, date or even a specific time.



You can quickly view multiple schedules side-by-side for your practice. Then by simply double or right clicking the appointment slot, KeyMed® will allow the user to easily schedule an appointment. By using the hover text feature, the scheduler will allow the user to view the details of the appointment (i.e., appointment reason, copay, appointment notes).

KeyMedical's Billing and Claims Processing

- Post Charges, Payments and Adjustments at the Individual Charge Level
- Post Charges from Superbills Easily
- Electronic Remittance Advice (ERA)
- Electronic Claims Filing
- Easily Refile Claims by a simple checkbox
- Track Claims Filing History
- Customize Charge Entry Screen by User
- Automatically Bill Patient after Insurance Payments
- Automatically Bill Secondary Insurance
- Automatically Distribute Payments
- Tracking of Promise to Pay Agreements.
- Online Insurance Collections



Simplify Accounts Receivable

Billing can be as unique as the individual who manages it. KeyMed® financial management allows your staff to post charges, payments and adjustments multiple ways — visit/transaction, bulk or line item.

- Visit/Transaction posting allows the user to post charges, payments and adjustments from the same screen with a patient tree view (see figure above). This screen allows for easy access to patient information (i.e., insurance information/copays, etc.).
- **Bulk Posting** provides the ability to use only the keyboard to post charges from a stack of Superbills.
- **Line Posting** allows you to quickly enter insurance payments from your EOBs.

The KeyMed financial management system also offers automated features that you define. These features include timely insurance filing, re-filing, automated billing of co-pays and other patient account balances.

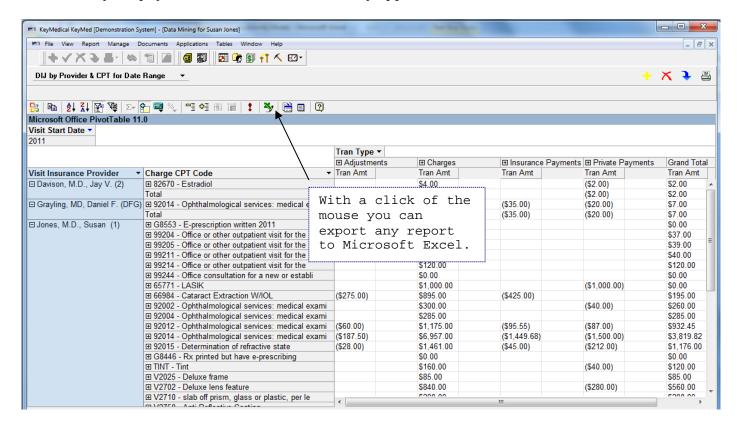
KeyMedical's Custom Reporting

Advanced Data Analysis

The balance between patient healthcare and successful management of your practice's business strategy are two priorities you strive for everyday. Understanding trends in your practice from procedure count to insurance payment analysis can help complete a broader view of your business to allow for necessary decisions on scheduling and staffing.

With KeyMed's® advanced reporting tools, you have the ability to quickly analyze information specific to your practice. Beyond the standard 70+ reports available with KeyMed, Account Analysis allows user to combine data from patient account information, appointments and visits to create reports, letters, labels and envelopes. Our Online Analytic Processing, OLAP, is a software application for in-depth reporting and data mining. By pulling in specific pieces of data from your practice's database you can visualize trends over days, months and years.

Each report can be quickly exported to Microsoft's Excel program for easy graphing. This allows your physicians to have the visuals they appreciate.



KeyMed's custom reporting tool allows you to quickly analyze the data within your practice management system. It is as simple as dragging over the desired field to your worksheet.

KeyChart® Electronic Medical Records Exclusively for Ophthalmology





- Complete Exam Entry
- Equipment Interfaces that include but not limited to:
 - a. OCT
 - b. HRT
 - c. Autorefractors
 - d. Autolensometer
 - e. IOL Master
 - f. Visual Field
- Ophthalmology Exam Templates Provided for Your Physicians
- Drawings Specific to Ophthalmology
- Intraocular Pressure Trends to easily track your Glaucoma patients
- Electronic Consent Forms
- Referral Letters
- E-Prescribing
- Patient Education Material
- Document Imaging
- Patient Tracking
- Uses Microsoft Word® so that your documents look elegant and professional
- Auto-coding option for eye codes and E&M codes using EyeCOR coding
- Patient Portal for medical record information you want your patients to see

Complete Exam Entry

KeyChart® is a state-of-the-art Electronic Medical Records (EMR) software package designed exclusively for ophthalmologists. KeyChart has been written in the latest Microsoft development tools and utilizes Microsoft's SQL database. With these technologies behind our software you can be assured that the system will function well within your practice no matter the size.

KeyChart comes preloaded with ophthalmology specific exam templates that can quickly and easily be customized to fit each physician in the practice. Just as there are no two people alike, we know and understand that there are no two Ophthalmologists who practice medicine in the same way. This is why KeyMedical has designed our software to fit each physician uniquely.

<u>KeyMedical Software's KeyChart® 5.0 receives</u> <u>ONC-ACB 2014 Certification</u>

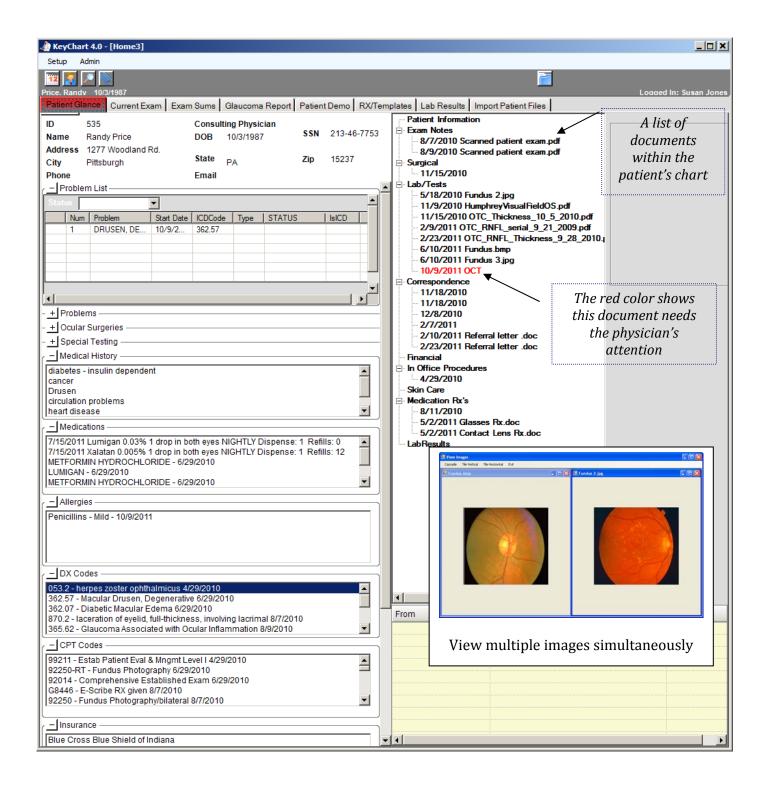
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Give yourself the flexibility to have access to all your patient charts remotely.

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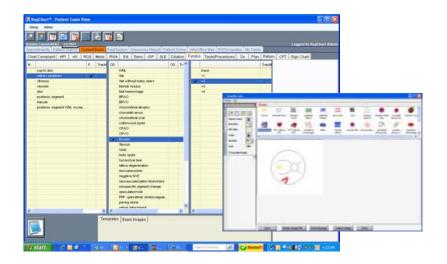
Now is Finally the Time to Implement an Ophthalmic EMR in Your Practice

KeyChart® provides comparable efficiency gains for the clinical side of your practice that your Practice Management System has proven to provide for the administrative side. Today your staff would find it difficult to function without your Practice Management System. We have found that offices quickly feel the same way about their Electronic Medical Records System once it has been implemented. Comments that we often hear are:

"What took us so long to do this!"

"We would never go back to documenting on paper."

"We are definitely a more efficient practice."



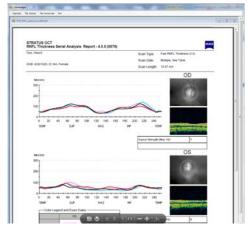
KeyChart® allows you to quickly document findings by a single mouse click or the touch of a stylus pen.
Physicians can also create drawings by dragging in pathology stamps that will be saved within the exam summary for complete documentation of the physician's findings.

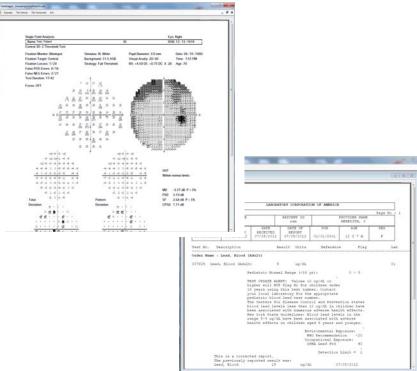
Based on the exam documentation created by the technician and physician, KeyChart® will recommend the appropriate eye code and E&M code for the visit. This will keep the practice from under coding exams. "A review of 60,000 audits of physician billing records conducted by the American Academy of Professional Coders (AAPC) client services division in 2012 found that 37% of the records either were undercoded or underdocumented, equating to an average of \$64,000 in foregone or at-risk revenue per physician." ¹

¹ Bendix, MA J Cracking the code: Top strategies for selecting appropriate E/M levels and documenting patient care, May 25, 2013. http://medicaleconomics.modernmedicine.com/medical-economics/news/cracking-code

View Test Results from within KeyChart®

KeyChart® can connect with your diagnostic equipment and laboratories to bring in test results automatically.







KeyChart® allows your practice to keep digital photos of your patients. This allows the physician to quickly associate the name with a face while at home or before he enters the exam lane.

A System Designed for Ophthalmology by Ophthalmologists

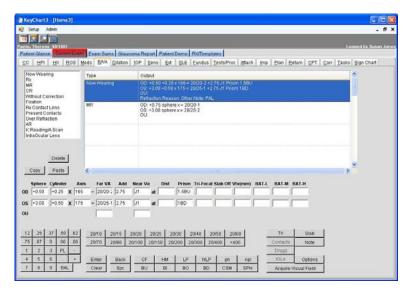
Each physician can continue to do exams as he/she has always done. KeyChart® has enough flexibility to improve the way physicians' document, but not too much that they feel as though they have to program the system before it is ever used.

KeyChart will not only completely eliminate the chance of losing paper charts, but also automates the day in and day out duties such as prescription refills, referral letters, coding, transcription, etc. As a result of these time savings, we have seen practices actually adding patients to the schedule and making decisions on what to do with the extra space that has been created by not having paper charts to store. *These are real benefits from real ophthalmology practices!*

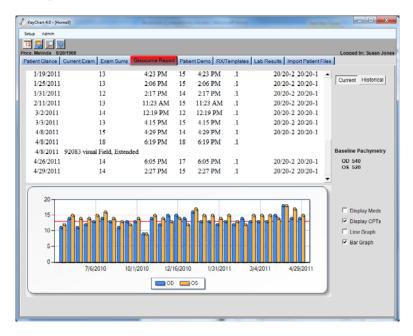
The Benefits You Can Have By Using An EMR In Your Practice

- Increased Profit Margins
- Increased Revenue
- Increase in Staff Productivity
- Consistency Throughout Practice
- Better Patient Care
- Reduced Space Taken By Paper Charts
- Remote Access to Charts
- Improved Documentation
- E-Prescribing
- NO MORE LOST CHARTS!





KeyChart® interfaces with your autorefractor as well as your lensometer. This allows for quick, easy and error-free documentation.



The IOP Report will give the Physician a quick reference to the history of the patient's pressures, cup to disc ratio, visual acuity and medications.



KeyOptical® Inventory/Dispensing

- Order Entry
- · Order Tracking
- Wireless Bar Code Inventory Scanning
- Point of Sale Scanning
- Inventory Management
- Fully Integrated Billing
- Integrated with FRAMES database
- Bar Code Labels
- Comprehensive Reporting
- Rx Comes from KeyChart® EMR
- Eyefinity Integration
- VisionWeb Integration
- Frames
- Lens Blanks
- Contact Lenses
- IOLs
- Miscellaneous

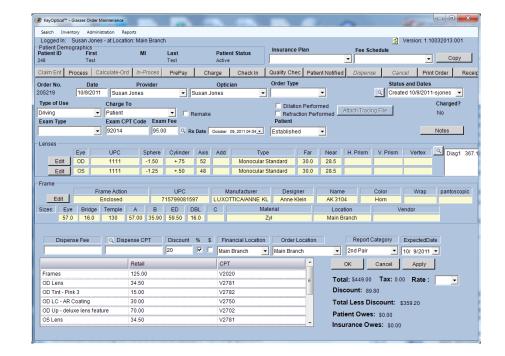
KeyMedical software has rounded out its software offering for our clients. Along with providing our clients a state of the art electronic medical records and practice management system, KeyMedical also offers KeyOptical®, our optical inventory package.

As you can see below, KeyOptical is a very easy system to read and understand. With the help of our clients we have developed a system that will work the way your optical shop works.

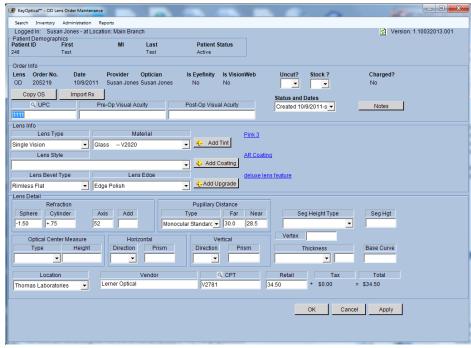
KeyMedical has capitalized on Microsoft's revolutionary .NET framework. This will help ensure that your practice is always at the leading edge of technology.

KeyOptical® allows your optical shop to order, charge and dispense from a single software application.

The system can calculate your discounts and sales taxes.



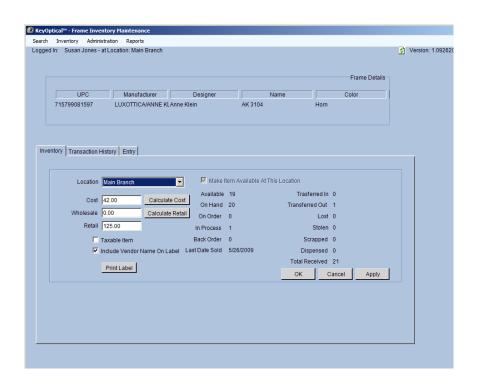
Quickly add tints, coatings and upgrades to any lens order.



KeyOptical® gives your practice the benefit of using the FRAMES database. This allows for quick and easy inventory tracking using manufacturer UPCs with our wireless bar code scanner.

Obtain membership information, get authorizations, send claims and order through Eyefinity by entering the data only once in KeyOptical.

Place orders to VisionWeb labs without data reentry. Most spectacle lens laboratories are connected suppliers with VisionWeb. Also send orders to Eyefinity for VSP.



Users can quickly and easily find if a frame is in stock from any location. KeyOptical® utilizes bar coding functionality to help the practice ensure that the inventory count is up-to-date.

Calculate both costs and retail prices using your formulae at the press of a button.

KeyMedical Offers the Most Comprehensive Software Solution for Ophthalmology Practices Today

With KeyMedical's Software Solution comes a superior level of customer support and on-going training. To understand your practice *is* our highest priority.

KeyMedical's customer service and training team has over 140 years of combined experience in practice administration, coding and claims processing within Ophthalmology practices. This ensures that you are receiving the level of support that you are demanding in a marketplace that does not truly understand your specialty.

Thank you for considering KeyMedical Software, Inc. as your software vendor.

Regards,

David K. Jones

President

Contact Us Today for a Free Demonstration for You and Your Staff.







Ask about our new RFID card login!

KeyChart[®] will log you in as soon as you wave your card near the reader.

- Saves time
- Accurate
- **Improves** accountability
- Fast user switching



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