

## **FOR IMMEDIATE RELEASE**

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### **EMR*logic* introduces ConnectionManager for OD Professional™ - Best Available Industry Tools for Internal & External Communications**

**Dallas, TX – April 19, 2007.** EMR*logic* today announced the general availability of ConnectionManager. This communications platform positions OD Professional™ at the forefront of connected healthcare for the eyecare community.

“No doctor can afford to ignore the huge financial impact due to changes coming from Washington and only OD Professional optimally positions the eyecare community for success. OD Professional is the only solution that has embraced EHR connected healthcare as a core of its solution. It is the only one with an internal web browser, the only one to fully support XML, the only one to have complete telemedicine capabilities, and the only one built from the ground up as a rich, fully integrated clinical and practice management solution,” said James E. Grue, OD, President & CEO of Image Consultant.

“No healthcare provider today can be an island. Connecting within and beyond the practice is fundamental. Healthcare legislation and reimbursement standards are increasingly biased towards rich EHR-based information and even images that are seamlessly communicated between providers and between payors. The old way – communicating by mail and fax or even re-keying data on a website – will go. The rewards will go to those with powerful embedded tools for conveying rich information,” added Alistair Jackson, VP Sales & Marketing for OD Professional. “It doesn’t matter if we’re acquiring data from a diagnostic instrument, sending an image or report to a referring doctor, or billing insurance, all data must be gathered flawlessly and conveyed instantaneously. That’s what OD Professional’s ConnectionManager is all about.”

“Every software product I’ve seen on the market has some measure of connectivity. Billing insurance is a must. Most can capture data from instruments. What I see, as an OD Professional user, is that this system is in a class by itself,” said Jeffrey Krohn, OD and Vision Source Administrator. “It’s not just a question of ‘can you do it?’ but ‘is it embedded in the system for easy, flawlessly consistent best practices?’ The architecture behind ODPro’s internal web browser and the enabling technology wrapped into it - Caché from InterSystems, true web services, XML and the new ImageManager – this is what sets ODPro apart. No question, ConnectionManager is way out in front and leading our industry.”

#### **About EMR*logic***

For almost 20 years, EMR*logic* has consistently been the premier solution provider for optometrists seeking to better manage their businesses, grow their practices, increase productivity and provide a better patient experience. OD Professional is built with the most advanced, modern technologies making it one of the most robust and versatile optometric practice management solutions available today. For more information, visit [www.odprofessional.com](http://www.odprofessional.com).