



Lisa M. Testa, O.D., Akron, Ohio
ACCRA Med Software Inc., Moncton, NB



INTEL® AND FILOPTO HELP DOCTOR SEE BUSINESS CLEARLY

Refreshing Intel®-powered hardware including a server and new 2 in 1 lets Dr. Testa continue to improve patient care and provides a platform for future growth.

With an eye to improving patient care and office efficiency, Dr. Lisa Testa O.D. invests in the latest diagnostic tools and leverages ACCRA Med Software Inc., Filopto Practice Management Software* to manage all aspects of her business. To support an expanding practice and boost productivity, Dr. Testa refreshed her Intel®-based hardware to support a paperless office environment, boost staff productivity and provide a reliable platform for growth.

Challenge:

- **Business booming.** The number of patient exams a year expanded by 47% so Akron, Ohio's Dr. Lisa Testa knew her aging network infrastructure was being taxed.
- **Growth on the horizon.** With plans to move to a new office, add a second optometrist and more growth projected, Dr. Testa needed upgrades to reduce slowdowns and keep everyone productive.
- **Support for new tools.** Adding advanced diagnostic tools and having the capacity to take advantage of new technologies required an updated server infrastructure to support increased data requirements.

Solution:

- **Infrastructure upgrades efficiency.** A new server featuring the Intel® Xeon® processor E5 Family powers the paperless office, and expands capacity to support processor-intensive diagnostic tools integrated into Filopto.
- **Information delivers action.** Leveraging Filopto's Eye on Your Business*, Dr. Testa monitors and proactively manages her business from any of her Intel®-powered PCs to improve cash flow, efficiency and patient care.
- **Direct patient dictation.** Dr. Testa's exam notes are dictated into her Microsoft Surface Pro 3* with Intel® Core™ i5 processor for automatic transcription into Filopto, letting her focus on patient care.

Impact:

- **Eyes on Patient Care.** Dictating exam notes eliminates typing and lets Dr. Testa see 50% more patients an hour by completing an extra exam an hour.
- **Paperless office efficiencies.** Dr. Testa increased the number of annual patient exams by more than 47% in the last three years without adding staff or office hours.
- **Expansion Support.** A faster, more reliable server infrastructure supports business growth of 8% last year, a paperless workplace and expansion plans for the coming year.

Eyeing up Growth

Akron, Ohio's Dr. Lisa M. Testa, O.D. opened her optometry practice with one computer, one staff member, hard-copy patient records, and practice management software from Moncton, New Brunswick's ACCRA Med Software Inc.

Fifteen years and significant growth later, Dr. Testa has never looked back. Experiencing 8% business growth in the previous 12 months, new features added to ACCRA's Filopto Practice Management Software* and new diagnostic tools have meant Dr. Testa has needed to regularly refresh the office hardware to maintain the power and reliability she'd require in the future.

"To keep things moving forward and efficient and fast enough, we needed to do another upgrade," says Dr. Testa who transitioned to a new server powered by the Intel® Xeon® processor E5 to handle the workload today and the growth projected in the coming years.



Speed, reliability delivered by server with Intel® Xeon® processor E5-2620v2.

50%

Efficiencies allow Dr. Testa to see 50% more patients each hour.

“The technology ... has allowed us to increase from 2,100 office exams a year in 2012, to 3,100 exams in 2015, an increase of more than 47%, and an overall business growth of 8% last year (doubling average practice growth), without adding office hours or staff.”

Dr. Lisa M. Testa, O.D.

“Your server is your brain of your office so it has to be fast and reliable. The upgrade has been phenomenal, everything is running so smooth and fast now,” says Dr. Testa, adding she knows she has the capacity for growth. “I’d say it is twice as fast as the old server. We’re never waiting now. I know we have the right computing power behind us and we’re sure it is reliable, not just today but for the future and the growth we have planned.”

Beyond Hard Copies

In 2011, Dr. Testa went paper-free and today her staff of 6 full-time and two part-time resources depend on their Intel®-powered desktop PCs for everything from EMRs, scheduling and inventory, to online glasses and lens ordering, billing and reporting.

“If you want to know anything about a patient, you just pull up the information and go,” says Dr. Testa who has also looked to integrate external solutions into Filopto including an automated calling service which reminds patients of appointments or orders that have come in, and an e-prescribe service that lets Dr. Testa prescribe medication online for electronic delivery to the patient’s pharmacy for pick up. These solutions have helped support a completely paper-free environment.

“Now that almost all the exams are in the computer and glasses orders are on the computer, it really does make it easier because you’re not constantly looking for files. It saves time at the front desk too because they don’t have to pull and re-file charts,” says Dr. Testa. “We are so busy now. If I hadn’t gone paper-free, I would either have stacks of paper everywhere or I would have had to hire someone part time just to do the filing, which is really non-productive time.”

Dr. Testa says the technology she’s put in place has allowed them to increase from 2,100 office exams a year in 2012, to 3,100 exams in 2015, an increase of more than 47%, and an overall business growth of 8% last year (doubling average practice growth), without adding office hours or staff.

Voice Activation

Dr. Testa recently started bringing her Microsoft Surface Pro 3*, powered by Intel® Core™ i5 processor technology, into exam rooms, and uses voice recognition software to dictate and transcribe exam notes into Filopto and the patient’s EMR.

The time saving over typing is so significant. Dr. Testa estimates she can complete three exams an hour instead of two.

“From a productivity standpoint that’s huge,” she says, adding patients like that she’s not looking down at a computer screen during exams. “I think in health care we have to be careful to not lose personalization and observation as we use technology to be more efficient.”

The Microsoft Surface Pro* gives Dr. Testa the power she needed in a highly portable form factor with a battery life that lasts. “I take it with

me and in the exam room, it doesn’t take up much space and I can run Filopto as efficiently on that Surface Pro as I do on a laptop or a full desktop.”

ACCRA Executive Director, Charles Bujold, adds that the Microsoft Surface Pro, thanks to its Intel® Core™ i5 processor, has the power to keep pace with intensive voice recognition and transcription applications without lag time, which can be distracting or frustrating.

Supporting Proactive Care

“We have the technology in our office for one reason: if I can catch a vision issue early, I can fix it. These technologies let us take better care of our patients and become more proactive not reactive in their care,” says Dr. Testa.

She needs to know her server can handle the advanced diagnostic tools she’s added including the Optos Daytona* wide field retinal camera system, which is like an MRI for eyes, and the Optos OCT*, which is an ultrasound for the retina and optic nerve and can measure degeneration for managing conditions like glaucoma and macular degeneration.

Bujold says that when running complex calculations on retinal images or scans, doctors need a combination of desktop and server power. “You are doing very heavy mathematical calculation so you need a processor that can handle the loads so you’re not waiting. If you don’t have computer power, it is going to take a while for those images to show up and few doctors have time to wait for a screen to pop up.”

“Performance for dollar is a big consideration for businesses and Intel® still has that crown,” he adds. “For every dollar you spend you get a lot of performance.”

Eyeing up Business Insights

ACCRA believes business intelligence and advanced analytics are critical to success so they’ve integrated more data analytics into their ‘Eye on Your Business’ module.

“When you know more about your customers, you can personalize their buying experience,” says Bujold. “If your customer likes to buy Gucci, you know they’re going to want a new frame in 12 months. Knowing a customer’s preferences means you can reach out when the latest styles arrive so they come into your store, not your competitor’s.”

To power analytics, ACCRA recommends the latest generation Intel® Core™ family of processors at the desktop and Intel® Xeon® processor E5-4603 v2 for the server infrastructure. “With more and more business intelligence and data analytics being done, databases are getting larger and larger. The Intel® processors we recommend are capable of reliably handling the loads our customers are putting through them.”

In addition, Filopto tracks purchase patterns and preferences so staff can make certain they are offering all the right options and present new or complimentary products.

Technology:



Intel® Core™ i5 Processor



Intel® Xeon® E5-2620 v2
Intel® Xeon® D-1540

"We are putting more and more AI (artificial intelligence) into the application to help target and personalize the buying experience but also to streamline data entry so users do what they need to with fewer clicks," Bujold says, noting Filopto's version 10 expected in the Spring of 2016 increased reporting speeds by 30 to 50%.

It's not only good for business, it's a boon for productivity. "The more time you can give your employee, the more sales you will make and the better he or she will be as an employee. If they're spending all their time typing into a computer system, that's time taken away from talking to the customer and making a sale," adds Bujold.

"Optometry school prepared me to be a good doctor, it did not teach me to run a business. Having these tools at my fingertips helps me run my business more efficiently," she says, adding. "It is really amazing the level of detail you can find and the reports to help you proactively manage your business."

"I look at 'eye on my business' at least once a week. It tells me how many claims I have outstanding to insurance, how much money is out there, how old is it and how are we looking compared to last year," says Dr. Testa. "I probably don't use all the features but I definitely look at it to see where are we at, and if there are any red flags I need to act on immediately."

Crystal Clear Inventory Tracking

In addition to business intelligence, Filopto customers like Dr. Testa can monitor their inventory and track sales performance.

"It saves us time when we have to do inventory because we don't have to count everything and write down pricing. We can also compare wholesale and retail prices on the fly to see if adjustments in selling price need to be made," says Dr. Testa. "We can quickly look and see what we have in stock or what needs to be reordered without going to the shelf. If things aren't selling, we can see what we need to push a little more or which frames have been on the board too long."

Keeping Secure in the Cloud

Looking to offer customers the same robust solution they had with Filopto's installed software, ACCRA developed a cloud-based solution. The entry-level, cloud-based solution is running on servers powered by the Intel® Xeon® processor D-1520, and large customer databases are supported by servers featuring the Intel® Xeon® processor E5-4603 v2.

Bujold said ACCRA's cloud-based solution focused on security first and foremost, but they weren't willing to scale back on functionality. Customers access the same features they were familiar with from the desktop solution, but now have an option of on-site or off-site installations.

VISION SOURCE



Spotlight on Dr. Lisa Testa, O.D.

Since 2001, Lisa M. Testa O.D. has been helping patients in Akron, OH, achieve and maintain clear vision with a complete suite of optometry services and vision care products, and advanced diagnostic tools to assist in patient diagnosis and treatment. testasvisionsource.com

Spotlight on ACCRA Med Software Inc.

ACCRA Med Software Inc., developer of Filopto Vision Eye Care Practice Management Software*, delivers hosted and cloud-based software that helps optical stores, opticians, optometrists and ophthalmologists run their business more efficiently. www.filopto.com

Find the solution that's right for your organization. View success stories from your peers, learn more about tablets for business and check out the IT Center, Intel's resource for the IT Industry, and learn more about Intel-based solutions at intel.ca/smallbusiness.



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