

10 Tips for Increasing Your Bottom Line With Advantage SMART Practice®

1. Advantage's **Inventory Control** feature of our **Optical POS** puts you in control of your optical shop. By bar coding and tracking frames, contact lenses, solutions, and miscellaneous accessories you sell and order inventory in the most efficient fashion. As you move inventory, Advantage automatically generates reports allowing you to see current stock, sales by product, sales by vendor, and any inventory that has been sitting on the shelf too long. This information can be used to meet return deadlines, ordering to achieve discount minimums, and more ultimately saving you money.
2. With our **Tracking Spectacles & Contacts** feature you can move the patient's Rx from the exam to the dispenser and optician instantly. This allows you to make the sale easier and faster increasing your overall capture rates. Once the sale is complete, the order is submitted directly to the laboratory where you can track the status and keep the patient informed. Then, when the goods are ready, Advantage automatically notifies the patient. Lastly, with Advantage's powerful reporting, you'll easily be able to track capture rates for both in-office and outside optical sales to more effectively manage your business.
3. Advantage's **Auto-Costing for Spectacles and Contacts** allows you to press one button generating the patients fee after 3rd party allowance. The system always remembers to charge for high-powered lenses, prism, oversize and extras so nothing is missed. This feature alone has increased our providers bottom line significantly.
4. With our **SMART Billing**, electronic billing happens faster and easier. This has created faster turnaround on payments and denial notifications to ensure better cashflow. No longer does your staff need to manually post payments or complete paper forms, saving time. Advantage automatically scrub claims, sends them to the insurer, and creates a worklist for the claims that need further attention. This feature has reduced the need for a large billing staff while creating a higher and more predictable cashflow.
5. Advantage provides you with a limitless number of fee columns with our **Patient Ledger**. This allows for the correct posting of fees to the patient's ledger based on insurance coverage and discount plans. This ensures the correct amount always posts to the patient just by identifying their discount level or insurance. This saves money in lost revenues due to incorrect posting and improves collections. Also, your patient fee is always calculated correctly so you can collect that upfront eliminating the need to bill later.
6. Have you ever needed to target a specific demographic in your client base for an open house or advertisement? With Advantage's **Marketing tools** this is easy. Every patient field in the software can be data mined with unlimited combinations. For example: a mailing could be generated to announce a bifocal contact lens open house that would only choose patient's between the ages of 38 and 52, prescriptions between -3.00 and +2.00, who lived in the middle to upper middle class neighborhoods (by zip code), whose last exam was 2 years or less, and so on. This would allow you to choose good candidates for bifocal contacts by their previous history and spend less on a mailing, while still producing a good turnout for the open house.

7. Advantage allows your patients to fill out paperwork before stepping into your office. **Web Registration** collects all the necessary information from the patient including demographics, insurance, medical history, medications, complaints and more. All of this submitted online is pulled directly into the patients record. Collecting this information beforehand reduces the amount of staff time required when patients come in for their appointment. With the reduced staff time, paper, and increased convenience for the patient you are saving money while improving the patient experience.
8. With **Advantage SMART Workflow® Patient Tracking** you can create custom pathways, wait time parameters, and notifications maximizing the efficiency of your office. In turn, this will allow you to see more patients with your existing staff. Not only will this increase your bottom line but will also raise the satisfaction of your patients.
9. Our **PracticeWatch®** task engine automates everyday tasks including running and distributing reports, sending out appointment reminders, sending insurance claims, and much more. These tasks can be customized to best suit your needs, saving you as much time as possible. This additional savings allows you to spend more time seeing patients.
10. **ASC** support in Advantage allows you to run your surgery center all under one database. By using one database you can dedicate inventory to a procedure and provider, auto post procedures by CPT directly to the surgery table, immediately access the patient's demographics and medical records, and much more. All of these benefits reduces staff time and reduces the room for errors.

Compulink has continued to innovate over the past 34 years in pursuit of optimal efficiency. Throughout this journey we have worked directly with our clients allowing us to continue to find opportunities for improvement in any size clinic. Therefore, we have been able to repeatedly deliver an improved software experience for the end user. We save you time and money, you see more patients and deliver better care. Win-win.