Compulink's Optometry EHR Solution Can Increase Efficiency and Success

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This is the story of a practice that was referred to Compulink more than 20 years ago and is still running strong to this day. Compulink has managed to stay one step ahead of all the changes and obstacles that optometry has faced over the years to ensure it's Advantage solution has all the right tools and functionality for a modern practice to thrive. Jeffrey Cooper, O.D., shares his experience with Compulink and the features that have kept him successful through COVID-19.

I've been using Compulink since 1998—I was one of the earliest adopters—and at that point, it was really only an optometric program. They hadn't ventured into other specialties, and they didn't serve ophthalmology yet.

Throughout the past 22 years, the Compulink system has evolved to keep up with a multitude of changes. It's a tough world for electronic health record (EHR) systems developers, because there are two areas they need to adapt to: government regulation changes and advancing their own technology to streamline services to be more functional with today's technology.

Telemedicine for Today's Needs
"Compulink allowed me to remotely contact my patients."

When the COVID-19 pandemic hit, Compulink's telemedicine feature allowed me to remotely contact my patients. No matter where I was, I was able to get their records right away. This function is a major advantage of EHR systems, and Compulink makes it easy.

Improved Practice Efficiency
"Improved efficiency in moving information from place to place."

With an EHR system, there is no longer a need for paper copies of patient files, so no time is spent pulling records and moving paper around—it's all electronically based. It has improved our efficiency in moving information from place to place. For example, we move data from an autorefractor into Compulink, and then from Compulink into a digital phoropter, and then from the digital phoropter back into Compulink. The EHR system is a major time-saver, and we don't have to write down the information.

For something as simple as recording intraocular pressure, which we used to have to write down, we now just hit a button and get an output of all the patient's pressures over a period of time.

The Compulink system also holds images. The ability to view multiple images from a host of instruments at one time is a huge benefit. Indeed, Compulink has greatly improved the flow and transportation of patient information in our office.

Efficiency Leads to Growth
"Happy patients tell their friends and loved ones about us."

Increased office efficiency allows a practice to grow. The Compulink system helps us send out newsletters and information—instantaneously and at a minimal cost—to communicate with our patients in ways we couldn't before. This increases the level of care we're able to provide and makes patients happier—and happy patients tell their friends and loved ones about us.

E-commerce
"Compulink makes it profitable for the practice and easy on the patient—a win-win situation."

We decided to add an e-commerce area to our website that integrates with Compulink as a way to improve efficien-

cy and patient experience.

Compulink eases the burden on the practice and the patient with our online store. A multitude of eyecare products, such as eye drops, are available, and that can be overwhelming to patients as they shop. These products might be similar, but not the same as what they need. Having an e-commerce site means patients will find the exact products I recommend—no guessing games needed—with the luxury and convenience of having the order shipped directly to their home. As patients navigate shopping and trying to avoid stores during the COVID-19 pandemic, this feature makes it especially convenient for them. Compulink makes it profitable for the practice and easy on the patient—a win-win situation.

Additionally, the integration with Compulink and our contact lens distributors allows me to just push a button and import the information from fitting the lens and ordering the lens to having it sent to the patient, quickly and efficiently. This makes it possible for me to compete with the discount contact lens distributors on price, and I can provide better service because I can do it right when the patient is there.

Interaction Between Doctor and Patient
"Compulink allows me to keep my focus on the patient while adding all of the necessary information."

Unfortunately, no system is perfect, and the downfall of many EHR systems is that they take the doctor's attention away from the patient and put it on inputting data. Patients don't like that. Fortunately, Compulink's data entry system is simple and user-friendly, allowing me to keep my focus on the patient while also adding all of the necessary

information into the system, resulting in a better patient experience.

Good communication is vital to patient care and education. I can use Compulink to walk a patient through their treatment, showing them the data and images the system provides, and using this information to emphasize the importance of patient education. This may be the major difference in the care that my practice and another provides.

Customization of Software
"You want to be able to take what a system has and make it work for specific idiosyncrasies of your practice."

One of the best features—and one of the reasons I prefer this system over some of the others— is that Compulink has the ability to customize to fit my practice. Some EHRs don't have that functionality, and that's a big disadvantage for them, because you want to be able to take what a system has and make it work for specific idiosyncrasies of your practice. Compulink has been very good from that standpoint.

Compulink Support
"Get an instantaneous response."

As a practice owner and physician, I know the importance of quality customer service. EHR systems have come a long way, and many of the problems that existed in early years of the technology—software crashes, for example—are, thankfully, a thing of the past. However, when problems do arise, it's imperative to have reliable customer support. Compulink offers top-notch

customer service. Their dedicated support team is just a phone call away, and are always available to help troubleshoot any technical issues, no matter how small.

Making the Decision to Choose Compulink
"Choosing an EHR system for your office is an important decision. It's like a marriage, and you need to do proper research into your options before making a final decision."

Choosing an EHR system for your office is an important decision. It's like a marriage, and you need to do proper research into your options before making a final decision. The EHR system you choose becomes the brains of your office. Reaching out to people you trust and who have similar practices to yours for recommendations can be a determining factor. Compulink was repeatedly recommended to me by those people in my personal and professional life.

For friends and colleagues looking to me for information about Compulink, I tell them it does the things we need it to do. It was developed *by* optometrists *for* optometrists. Then they grew the system to include ophthalmology and integrated it. I've seen some systems that come out of medicine, but they are not designed to do what we do, which is to seamlessly integrate health care with a retail business of contact lenses and glasses.

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