

# See20/20™

Practice Perfection



# Mission

*“Renowned as a Global Innovator in  
Practice Management Systems”*



# Values

- Integrity and honesty.
- Passion for customers, for our partners, and for technology.
- Openness and respectfulness.
- Taking on new challenges and seeing them through.
- Constructive self-criticism, self-improvement & personal excellence.
- Accountability to customers, partners & employees for commitments, results and quality.

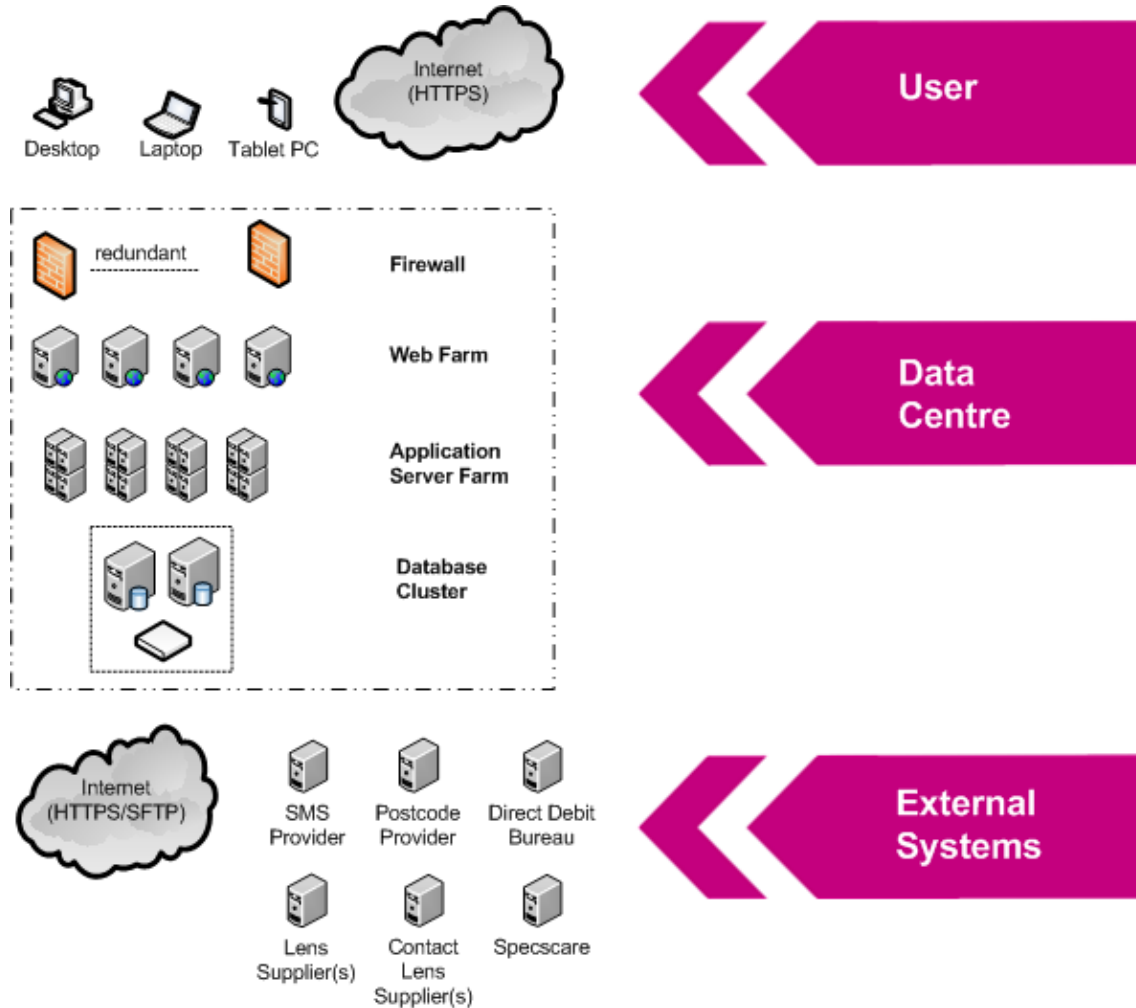


# Worlds First Web Based PMS

- 8 Years in the making
- £3M investment in R&D
- Web Based platform (browser based)
  - Complete Outsourcing of all IT services
  - Reduced IT spends & overheads
  - Real time data from anywhere and at anytime
  - Secure & encrypted database due to hosting control & infrastructure
- Immensely powerful but simple user interface



# See20/20 Hosting Infrastructure



# Day To Day Effects On Business

- Access patient records & financial data from any location and at anytime.  
Every user at every branch can have access to every piece of information (Dependent upon security level)
- Reduced FTA's due to improved lines of communications via SMS messaging and email.
- Over 7 Years 100% Availability during business hours
- Out of hours updates by See20/20 - no business downtime
- No IT system work or backups for branch staff
- Real time data allows instant response to market trends
- No IT maintenance means more time dealing with customer needs
- Reduced paperwork and administration means less staff & reduce overheads



# Business Benefits (Part 1)

- Improved Identification of customer types
- Reduced staffing costs due to real-time capacity planning
- Appointment booking by Call Centre, Practice and on-line all at the same time
- Paperless patient records allowing for more retail space
- Reduced dispensing errors due to validated dispensing and supplier loaded electronic catalogues
- Built in up-selling & cross-selling functionality within dispensing software
- Real time inventory control reducing duplicate orders and long standing stock



# Business Benefits (Part 2)

- Value added services such as SpecsCare, Flourish & Direct Debits
- Supply chain simplification with no human involvement
- Accurate and secure control of all monies via EPOS
- Real time reporting allowing for pro-active control
- A very professional service provided with a touch of theatre applied to the customer journey
- Reduced electricity & IT service costs
- Reduced carbon foot print



# See20/20 Application

- Patient Management
- Appointments & Resource Management
- Marketing toolkit (Experian & Equifax linked)
- Clinical Notes
- Dispensing & Ordering
- EPOS
- Direct Debits Payment Manager
- Business Intelligence & KPI Reporting



# Patient Management

- Patient Details
- Patient Recall (All media)
- Email & SMS
- Management & Statistics Reporting (BI & KPI)



# Appointments & Resource Management

- Staff Resource Management
- Appointment Diary (Local & Group accessible)
- Management & Statistics Reporting (BI & KPI)



# Marketing Toolkit

- All encompassing marketing tool that enables you to target specific customer types i.e.
  - Age
  - Sex
  - Annual income
  - Occupation
  - Spends
  - RX type
  - Location etc.
- Whether they are existing customers or new customers with the aid of the Experian & Equifax database this tool guarantees an instant ROI



# Clinical Notes

- Paperless recording of the eye examination
- Paperless recording of Contact lens eye examination & aftercare procedures
- Equipment integration i.e. Refractor units, OCT etc.
- Management & Statistics Reporting (BI & KPI)



# Dispensing & Ordering

- Spectacle Dispensing
- Contact Lens Dispensing
- SpecsCare Insurance
- EDI Ordering
- Inventory Control
- Management & Statistics Reporting (BI & KPI)



# EPOS (Electronic Point Of Sale)

- Cash Register
- Inventory Control (with Bar-Coding)
- SpecsCare Insurance
- Integration to 3<sup>rd</sup> party Accounting software
- Management & Statistics Reporting including KPI & VAT



# Direct Debits & Payment Manager

- Eyecare Scheme Management
- Contact Lens Scheme Management
- Contact Lens Pay As You Wear Services
- Direct Debits (including AUDDIS)
- Management & Statistics Reporting (BI & KPI)



# Business Intelligence & KPI Reporting

- Intelligent reporting on all and any aspect of business data at local or group level in real time
- Real time monitoring of highlighted problem areas
- Instant identification of business patterns & trends allowing for accurate and calculated decisions
- Drive the business and your team via sharing critical benchmarking data
- Data displayed in standard reports and/or graphical dashboards



## What Next . . .



If what you have just read is of interest, then please carry on and browse the remainder of our website or contact us for further information, or better still request a demonstration of See20/20.

