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Eyefinity to Host 'FOCUS 2013' October 2nd at Vision Expo West
Learn how technology can enhance the patient experience and improve your bottom line

Rancho Cordova, Calif., September 13, 2013— Improving the patient experience will continue to be a key differentiator in how healthcare providers are perceived. One significant trend in providing exceptional patient experiences is the use of technology. And selecting the right technology can take what used to be considered an amenity, and have it emerge as a critical partner in the healthcare experience both for your patient as well as for your bottom line. If you want to learn how to leverage interactive patient care technology, don't miss the Eyefinity® event "FOCUS 2013: Embracing Technology Change in your Practice," on October 2nd at Vision Expo West in Las Vegas.

"We are seeing a concerted effort from VSP providers and Eyefinity customers to make sure they are staying up-to-date with the latest technological advancements for their patients and their practices," said Steve Baker, President of Eyefinity. "FOCUS 2013 is a gathering of eyecare thought leaders and eyecare professionals who will share what's shaping trends and how to leverage these to your practice and patients' advantage to stay ahead of the curve."

This year's keynote address, "Technology: Changing how we do business and interact with patients." will be presented by Dr. Steve Bedwell, a medical doctor with expertise in the neuroscience of perception. An experienced teacher, Dr. Bedwell presents an original life-altering take on professional growth and provides a perspective-driven approach to successfully handle the rapidly changing healthcare environment.

In addition, a COPE-approved continuing education course, "EHR and Stage 2 of Meaningful Use" will be provided. CE instructor Zachary S. McCarty, O.D. will walk attendees through the requirements for Stage 2 Meaningful Use. You will learn how well you are prepared, what questions to ask your EHR vendor in advance and more in a fact-packed, fast-paced one hour lecture.

This year, registration is free for the half-day event at the Eye Max Theatre in the Venetian Hotel Resort Casino. For more information and to register, click [here](#). Have questions? Email focus@eyefinity.com.

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About Eyefinity

Eyefinity, a VSPGlobal® company, is the eyecare industry's premier provider of innovative business solutions. Serving over 30,000 eyecare professionals, Eyefinity offers the total solution of integrated technology products and services to streamline everyday processes to help independent eyecare professionals succeed. With more than 28 years' experience, Eyefinity offers independent eyecare professionals proven integrated desktop and web-based solutions that strengthen the customer experience, deepen customer loyalty, and increase revenue. Eyefinity provides personalized service just the way independent eyecare professionals want it, ranging from experienced service representatives to a convenient and comprehensive online self-service platform, to enable maximum practice efficiency.