**Rising Star Technology Practice Management Suite - Overview**

To remain competitive in the arena of elective surgery the list of “must haves” seems endless. Worse yet, the tools to execute and deliver on that list either don’t exist or are compartmentalized or isolated apps that run on assorted disconnected devices or systems.

Rising Star Technology’s Practice Management Suite represents a truly revolutionary solution to successfully managing a refractive elective surgery business. The RST practice management toolset provides users with the ability to enjoy “end-to-end lead tracking for improved prospect conversions; the ability to communicate personally and securely with prospects and patients; it provides the processes needed to deliver a truly highly personalized patient experience; it delivers the capacity to invigorate, empower and sustain word-of-mouth referrals; it facilitates the ability to capture those 5-star reviews from happy patients; it eliminates paper charts, paper reports and paper scanning combined with an incredibly intuitive EHR that is faster and more efficient than even the best paper system or EHR; it seamlessly connects each excimer laser, femtosecond laser and diagnostic device to the EHR and eliminates manual data entry for virtually all critical metrics in the patient record; it monitors data input searching for human errors that could expose patients to harm or a practice to adverse litigation; it provides management level reports on the surgical pipeline, unbooked comprehensive examinations or screenings and conversion rates for phone counselors; it provides reports sorted by demographic information, zip code, marketing campaign or referring doctors; it captures every metric from every patient and device from every test and office visit and provides a personalized nomogram adjustments and monitors big data trends in real time;

See for yourself and envision how RST can change your practice for the better today!

**Get Wired and Join the Digital Age**

For an industry focused on the millennial generation, pen, paper and report scanning are so last century. RST gets you fully “wired” today. With RST’s Practice Management Suite patients enter demographic data directly into the patient record and all consent forms and other documents are digitally signed using state-of-the-art touch screen computer technology. Crisp color images of all topography or wavefront reports are electronically captured and are instantly available to review with patients. Appointment reminders or pre-op instructions are texted or emailed. Instead of juggling plastic eye models or disconnected patient educational systems on your iPad®, cloud or MS Surface®, RST incorporates customized animations and vision simulation software right within the patient health record for one click access. No more paper reports, “finger puppets” or stick drawings to describe complex optical solutions. RST – “Get Wired or Go Home”

**Revolutionary Big Data “End-to-End” Lead Tracking**

The laser vision correction industry (LVC) thrives on effective marketing and lead tracking. Yet, user friendly tools that enable LVC providers to track marketing campaign effectiveness and convert prospects into real procedures basically don’t exist. Off-the-shelf contact management software or spreadsheets are not HIPAA compliant, require double data entry of information when a prospect becomes a client and with limited connectivity to EHR’s, patients are also frequently lost to follow up if they fail to actually proceed to surgery - leading to wasted marketing dollars and lost revenue. RST ‘s Practice Management Suite tracks clients along their own unique LVC journey from the early prospect stage to surgery and final discharge. RST’s comprehensive “end-to-end” contact and patient management systems can improve contact conversions by providing unparalleled lead tracking capabilities and reporting. RST Lead Tracking - It’s simple, it’s HIPAA compliant, and it’s only the beginning of the RST “Big Data Management Revolution”.

**Better Experience, Better Business**

When a patient spends thousands of dollars on an elective procedure, they expect a great experience, not just better vision. When returning for a postoperative examination, they should expect the receptionist to know their name, their partner’s name and even a few details of their lives. With the sheer volume of patients passing through any center, this is simply not possible to accomplish consistently. RST Practice Management Suite’s integrated “chat room” technology and digital imaging methods combined with the perfect “recall” of the RST database, instantly provide the tools that will empower each employee to deliver a personalized and rich experience for each client or patient. RST – “Better Experience is Simply Better Business”

**Personalized Communications – Customized Not Canned**

Exceptional initial impressions and engaging ongoing communications with prospective and current patients is a key to success in the arena of elective procedures. Communication must be efficient and standardized, but also personalized. Communicating a practice’s unique “value propositions” to prospective leads is important, but should not include listening to a telephone script or a “canned” email response. Conversely, a personalized document awash with spelling or grammatical errors is equally unacceptable. RST Practice Management Suite delivers easy to use yet sophisticated database integration and automation for printing documents or emailing clients using personalized, customized templates that provide that special touch without losing clarity or sacrificing clerical accuracy. RST – “Customized Communication – Never Canned”.

**Seamless Device Integration – End the Madness**

In our wireless era where data is shared with a mouse click or finger swipe, the LVC industry asks patients to complete forms with pen and paper which in turn have to be entered into a database by hand. Technicians take digital information from the topographer or wavefront system, print it out onto paper, then manually enter the data back into digital format. We say - "End the Madness." With the RST Practice Management Suite your practice will enjoy full digital integration of all key equipment, including the excimer and femtosecond laser, the Wavefront and topograher and our HIPAA-compliant database and the RST data capture technologies that connect them. RST – “Device Integration that Ends the Madness”.

**Electronic Patient Records that Make the Leap to Hyperspace**

The notion that incorporating an electronic patient record system will reduce productivity and require more staff is driven by the really bad EHR software currently being foisted upon our profession. Not only does the RST Practice Management Suite connect each and every diagnostic and surgical system directly to the EHR minimizing scanning and manual data entry, the clinical forms and patient flow algorithms were designed by doctors and technicians not computer coders who know nothing about efficient patient flow. As a result, with RST software suite patient care is both fun and fast. RST’s EHR – “Fast but Not Furious”.

**Surgical Outcomes Analytics in Real Time**

Given the tedious nature of outcomes analysis and the blizzard of data surrounding any one surgery, most surgical nomogram adjustments rely upon seat-of-the-pants methods ranging from balancing the number of over and under corrected paper charts in stacks to relying on surgeon “experience” and memory to make surgery adjustments. Surgeons are bright but none are clairvoyant. Without data such surgical adjustments are a ship with no rudder. RST’s Practice Management Suite automatically captures every metric from every patient exam, test, surgery and post op evaluation and applies modern “big data” algorithms to search for patterns and data trends. Once identified, feedback to the surgeon is delivered in real time – all without any manual data entry or use of spreadsheets better suited for accounting than eye surgery. RST Outcomes – “Know where you’re going before you arrive”.

**Managing Your Practice – Seeing the Future Today**

Typical EHR systems are great a keeping individual patient data but cannot provide reports on comprehensive exams or screenings that have not booked surgery. Sorting contacts or patients by demographic criteria, zip code or marketing campaign isn’t an option. Tabulating the yield or ROI of the latest marketing campaign doesn’t exist. Comparing the number of referrals from optometrist X this month or year compared to last is just a fantasy. To effectively manage a LVC practice, these reports are critical for business decision makers. With RST’s Practice Management Suite all of these reports and more are available with the click of a mouse. RST – Seeing the Future Today!

**Share the Vision - Referral Tracking**

For most LVC practices, the vast majority of patients book an appointment based on a word-of-mouth recommendation from a friend or family member. To leverage and facilitate this major source of new clients, the RST Practice Management Suite includes our distinctive “Share the Vision”™ program. Patients can be enrolled in the STV program with the click of a mouse, and instead of laminated business cards that will be lost or discarded almost immediately, a unique referral code is sent to the patient by text or email. These digital codes can be accessed and used by “referees” at any point in the future which means that you can easily track and send coffee cards, movie tickets as rewards to your adoring fans. RST - “Simply Share the Vision”.

**Raving Fans and Reviews to Match**

Great reviews have a marked impact on business growth and, with advanced technology, fantastic outcomes and happy patients are the norm. The real trick is getting those happy patients to submit their 5-star reviews. Many patients have the best of intentions but the hassle and hurdle of finding your Google Plus® or Facebook® page is simply too time consuming in today’s busy world. With the RST Practice Management Suite happy patients can be enrolled in the “Review Us!” program with a simple mouse click and direct links to your preferred review sites are beamed right to their phone or email account. RST’s “Review Us! - One click and done!

**Patient Safety – Umbrella in a Storm**

If erroneous data is entered into the patient record it’s not just a bad day, it could lead to a lifetime of regret. With your key devices linked together in an integrated system, the RST Practice Management Suite offers significant protection for you and your practice against poor outcomes or even litigation resulting from human data entry errors. In addition, the RST suite incorporates computer algorithms that monitor physician and technician data entries against common but visually devastating errors such as incorrect astigmatic axis, missed or incorrect calculation for monovision or misplaced decimal points in the manifest refraction. RST – “Umbrella in a Storm”

**Fully Integrated HIPAA Compliant Email and Fax Technology**

Remember when faxing was the only way to send patient documents and color test reports to other doctors or patients. Actually recalling those times is not difficult because at most LVC centers, that is the way documents are shared today! RST’s Practice Management Suite revolutionizes electronic communications by utilizing completely integrated fully HIPAA compliant email and fax technology. Patient topographies and records can easily be shared in full color with the click of a mouse. RST ”Delivering Digital Age Communications Today”.