

2012 MaximEyes Users Conference Registration Brochure



This was my second year at the conference and I will make it a yearly event. I wish I had my entire staff here! With everything going on with EHR and ARRA right now, the conference has been very important—the information that was presented has been incredible.

~ Dr. Jones (2011 Users Conference)

Early Bird Special Ends April 30, 2012

Register Online: www.first-insight.com/2012conference

Users Conference Questions?

Email marketing@first-insight.com or call 800.920.1940, ext. 6606



2012 MaximEyes Users Conference

Friday, June 22 through Sunday, June 24, 2012

Sheraton Portland Airport Hotel, 8235 NE Airport Way, Portland, Oregon 97220

Questions? Email marketing@first-insight.com or call 800.920.1940, ext 6606

> Register Online: www.first-insight.com/2012conference

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Conference Highlights

First Insight’s Fourth Annual MaximEyes Users Conference theme is “E³ — Empowering, Engaging and Evolving Your Practice.” Our goal throughout the conference is to provide you with advanced education, quick tips and shortcuts, and guidance that will empower your office to improve productivity, enhance office efficiencies, attest for meaningful use, and help you grow and sustain your business far into the future.

Conference Fee Includes:

- Welcome Cocktail Reception
- Keynote Address
- Two COPE-Approved CE EHR Courses
- Advanced MaximEyes Courses: ARRA-Meaningful Use, Billing and Electronic Data Interchange (EDI), MaximEyes SQL EHR, and Optical Management
- MaximEyes Interactive Classroom (**New Format**): Closed room format and interactive small group setting with live workstations. This year, you will be able to spend more time with trainers, technicians and network with other practices.
- Exhibit Hall: Network with industry vendors, speakers and First Insight staff and trainers
- Daily continental breakfasts, lunches and coffee/snack breaks
- Course handouts and how-to guides on a flash drive
- Chance to win daily raffle prizes

Win a 16GB iPad®



First Insight is giving away two iPads (Sat and Sun). All registered attendees are automatically entered into raffle drawing. You must be present to win.

Websystem3®

Patient Messaging

FREE 60-DAY TRIAL



- Email and text appointment reminders
- Facebook integration and management
- iPhone & Android app for your patients
- Recalls, Thank-yous and Surveys
- Attract customers online





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Conference Sponsors and Supporters

First Insight gratefully acknowledges and thanks the following companies for their support of our fourth annual MaximEyes Users Conference. Our strategic sponsors play a vital role in allowing us to provide you with advanced learning options that will help you use MaximEyes to its full potential.

Platinum Sponsor



Gold Sponsor



Silver Sponsors



Bronze Sponsor



Supporters



Welcome Cocktail Reception & Prizes

Friday, June 22 | 6:00-8:00 pm

Sheraton Portland Airport Hotel

Mt. Adams Room





Wondering How to Create This Balance in Your Patient Education Process?

LOOK NO FURTHER.

We have the tools you need to increase profits, enhance the quality of your patient education process, and most importantly, save time for you in the exam room.

✓ Increase Revenue

Better educated patients make better decisions - helping you convert more prospective patients into booked cases and ensure existing patients keep coming back to your practice for follow-up visits. And for just a low monthly fee, you can create a comprehensive, customized solution to drive your practice's profit center.

✓ Enhance Patient Education

At **Eyemaginations**, our primary goal is to arm you with the most effective, up-to-date tools providing the appropriate combination of education and marketing. Driven by 3D-animated visuals and intuitive interface, **LUMA** lets you present complex information to patients in an engaging, easy-to-understand manner.

✓ Maximize Efficiency

LUMA saves crucial time by reducing in-bound calls from patients asking common questions therefore allowing staff to focus on more in-office services increasing efficiency and saving time for the entire staff as well as for physicians in the exam room. You can use your **LUMA** software in the waiting room, in the exam room, and now, even on your iPad!

Visit us on our new website at www.eyemaginations.com for more information!



EYEMAGINATIONS

877.321.5481 | info@eyemaginations.com



HouseCalls™

a great has been
timesaver

– it only takes about 10 minutes to set up each day! It used to take a member of our team over an hour to make calls... and even more when the patients want to chat. No-shows are practically zero. The TeleVox team is very responsive and courteous. Who could ask for more??"

Jacqueline Reynolds
Castro Valley Eye Center, Castro Valley, CA

MaximEyes users are teaming with TeleVox to deliver appointment confirmations, recall messages and much more through HouseCalls! HouseCalls delivers personalized phone, email and text messages for a fraction of the cost of mailings or manual efforts from the staff. And HouseCalls will contact patients in the evening, when they're most likely to receive the message and respond!



MaximEyes®

Visit the TeleVox exhibit or call **800.644.4266**
to learn why MaximEyes users are experiencing great
success with TeleVox's HouseCalls appointment confirmations!

TeleVox®



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Keynote Address

Seeing Marketing in a Different Light—7 Social Media Secrets That Make “Good” Direct Marketing Campaigns “Great”

Sponsored by Websystem3

Presented by Atri Chatterjee, Chief Marketing Officer, Act-on Software (Marketing Automation) — Sat, June 23, (8:30 am to 9:45 am)



In this discussion, learn how 7 social media strategies can refresh, revitalize, and reinvigorate your current patient acquisition programs by adding a social media element. These secrets will not only help you reach a new demographic, but also help you better compete with the large eye care chains by creating presence, trust, and loyalty through simple, repeatable, on-line activities.

About Mr. Chatterjee: Mr. Chatterjee has over 20 years of experience that spans marketing, product management, business development and engineering at high growth innovative companies ranging from start-up ventures to large public companies. Most recently, he was Vice President and GM of the User Authentication business at Symantec (NASDAQ: SYMC). Prior to that, he was Senior Vice President of Marketing at McAfee, Inc. and CMO of Secure Computing until its purchase by McAfee.

Electronic Health Records Track

EHR101 – Utilizing a Certified EHR in Everyday Clinical Practice (1-hour CE COPE Approved)

Presented by Jay Henry, OD, MS, Hermann & Henry Eye Care – Sat, June 23 (10:15-11:30 am); Sun, June 24 (8:00-9:15 am)



Dr. Henry will present everyday clinical cases while using advanced EHR features to highlight and present the findings. He will show how new technology can help doctors achieve the proper diagnosis and treatment plans for each case. Dr. Henry will discuss how a certified EHR can help you achieve and attest for meaningful use so you can qualify for Federal EHR incentives.

About Dr. Henry: Dr. Henry speaks nationally and has published numerous articles on topics related to EHR, paperless practices, technology, e-prescribing, PQRS and ocular disease. Dr. Henry was the first optometrist in the nation to use optometric specific software for e-prescribing. He serves on the AOA’s Health Information Technology subcommittee and is known nationally for his vast knowledge of the Federal incentive programs and Federal legislation.

EHR102 – Transforming Your Practice in a Meaningful Way with a Certified EHR (1-hour CE COPE Approved)

Presented by Philip Gross, OD, Vision Quest Eye Care Center – Sat, June 23 (2:45-4:00 pm); Sun, June 24 (9:45-11:00 am)



Dr. Gross will present how using an EHR in a meaningful way can help providers offer higher quality and safer care, and create tangible improvements while earning EHR incentives. Clinical cases will be presented. Dr. Gross will highlight how EHRs in clinical practice help doctors make better clinical decisions with more comprehensive information and improved workflow, resulting in improved patient care.

About Dr. Gross: Dr. Gross is chair of the AOA Health Information Technology and Telemedicine Committee. He is one for three optometrists who lectures for the EHR Affiliate CE Education Program at state association meetings throughout the United States, which focuses on Health Information Technology, EHR and federal initiatives. He first started in the computer consulting industry in 1982 and speaks nationally on topics related to technology and EHRs. He has published many articles on technology, e-prescribing, electronic records, and Federal legislation relating to eye care.

EHR103 – The Power of the iPad® and EHR: Enhancing the Patient-Doctor Encounter

Presented by Steven Shaffer, OD, Dupont Family Vision Clinic – Sat, June 23 (1:00-2:15 pm); Sun, June 24 (2:15-3:30 pm)



Dr. Shaffer is a power user when it comes to using the Apple® iPad® with MaximEyes SQL EHR. He will demonstrate how easy it is to access electronic medical charts and a wealth of information from your iPad—no matter where you are in the office. Dr. Shaffer will review popular iPad applications that provide real-time information and education to enhance patient-doctor encounters, as well as how easy it is to access MaximEyes remotely.

About Dr. Shaffer: Dr. Shaffer specializes in children’s vision specialties, including reading difficulties, sports vision, vision rehabilitation, treatment of macular degeneration and other diseases. He is past Society President of Optometric Physicians of Washington (OPW), a member of the American Optometric Association, and he teaches at a residency program in Washington State. Dr. Shaffer retired from the United States Army in 2000.

Register and Pay Online

www.first-insight.com/2012conference

Early Bird Special: \$325 Per Person (by April 30, 2012)

See page 10 for group rates!



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ARRA—Meaningful Use Track

ARRA101 – How to Meet Core Set and Menu Set Objectives for Attesting Stage 1 Meaningful Use

Presented by Shandra Cossey, Senior Trainer – Sat, June 23 (10:15-11:30 am); Sun, June 24 (12:30-1:45 pm)

This course will review the 15 Core Set and 10 Menu Set objectives for demonstrating Stage 1 meaningful use. Learn how to align required criterion using MaximEyes SQL Certified EHR to comply with reporting requirements. An open forum will follow this session.

ARRA102 – How to Meet Meaningful Use Objectives in MaximEyes SQL EHR

Presented by Francis Garcia, Implementation Manager/Trainer – Sat, June 23 (1:00-2:15 pm); Sun, June 24 (12:30-1:45 pm and 2:15-3:30 pm)

Spanning the most common questions users have regarding meeting meaningful use requirements in MaximEyes SQL Certified EHR, this class will elaborate and explore the problems of keeping track of your status with various Core Set and Menu Set objectives, the details of each of these objectives, and how to trigger the proper sections of MaximEyes SQL in order to obtain the results you want to qualify for incentive bonus payments. The most common issues with Meaningful Use will be addressed. An open forum will follow this session.

Billing and EDI Track

BLG101 – How to Get Paid Faster by Navigating the Billing Maze Sponsored by Inuvio

Presented by Bobbie Harris, Senior Technical Support Rep— Sat, June 23 (10:15-11:30 am and 2:45-4:00 pm); Sun, June 24 (2:15-3:30 pm)

One of the most pressing challenges vision care practices face today is struggling to maintain better control over billing and accounts receivables (AR). Learn how to navigate the confusing maze of insurance coding and filing. We will demonstrate how easy it is to speed up revenue cycles, ensure processing accuracy and regulatory compliance, and follow-up on unpaid claims so you can better manage your AR. An open forum will follow this session.

BLG102 – EDI Strategies for Success Sponsored by Optum

Presented by Joakim Lord, Customer Service Supervisor, Sat, June 23 (1:00-2:15 pm); Sun, June 24 (8:00-9:15 am and 9:45-11:00 am)

Armed with a well-organized approach to Electronic Data Interchange (EDI) learn how to manage your insurance claims and avoid errors from the start. This course will review setting up insurance information in MaximEyes, verifying patient insurance information, and how to read error reports to ensure your claims go through the first time. We'll discuss the latest strategies for transitioning to the new ANSI 5010 transaction standards. An open forum will follow this session.



Your practice. Made perfect.

Enriched EDI stream. Faster remittances. Improved cash flow.



INTEGRATING NEXT-GENERATION EDI AND CONNECTIVITY SOLUTIONS

Ingenix is now part of Optum™, a leading information and technology-enabled business platform serving the broad healthcare marketplace, and an industry-leading provider of comprehensive electronic data interchange (EDI), advanced clinical editing, and patient billing and payment solutions. We make it easy for you to route health care transactions to virtually all payers using a single solution.

Proven, flexible, expansive solutions:

Electronic Claims—submit primary and electronic claims to more than 1,900 commercial and governmental payers

Integrated Eligibility—access our robust integrated eligibility solution can be accessed through seamless integration with First Insight

Integrated Patient Statements—get paid faster by using our electronic patient statements solution to quickly produce professional, easy-to-understand statements

Integrated ERA—automatically post Electronic Remittance Advices from payers into your First Insight system—so that they are integrated into your systems and workflow

CAPTURE THE CASH FLOW IN YOUR WORKFLOW.

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MaximEyes Interactive Classroom

MIC101: Exploring MaximEyes in a Hands-on Environment

Sponsored by Televox (Sat, June 23)

Sponsored by Eyemaginations (Sun, June 24)

Presented by MaximEyes Senior Trainers and Technicians — This course is offered in every time slot on Sat, June 23 and Sun, June 24

This interactive small group class empowers you to explore MaximEyes 11.0 and MaximEyes SQL Certified EHR using live workstations that showcase advanced MaximEyes features and partner integrations. This year, take this opportunity to bring your questions to the classroom and meet with a trainer and technician, or network with other practices. Space is limited in each classroom to accommodate one-on-one interactions and to allow more time to test drive MaximEyes. Registration for this course is required; no walk-ins.

Optical Management Track

OPT101: Eyefinity-VSP: Maintain, Organize and Maximize

Presented by Trevor Anderson, Lead Implementation Manager — Sat, June 23 (2:45-4:00 pm); Sun, June 24 (8:00-9:15 am)

This course will address many facets of the Eyefinity-VSP integration. Learn how to maintain VSP claims and produce health care incentive condition reports. Simplify these processes and learn how to troubleshoot claim issues. We'll provide tips and tricks on how to maintain the VSP integration. A well-maintained system will reduce errors and troubleshooting time. An open forum will follow this session.

OPT102: Unravel the Mystery with Optical Order Management and Rx Lists

Presented by Teresa Mitchell, ABOC — Sun, June 24 (9:45-11:00 am and 12:30-1:45 pm)

This course is for the busy optician who wants to master quick tips on how to enhance customer service by managing optical orders more efficiently. Learn how to determine when lenses are ordered, received, and dispensed. We'll provide an overview on how to manage optical lab catalogs within MaximEyes and will demonstrate how technology can allow you to work smarter, not harder. An open forum will follow this session.

Register and Pay Online
www.first-insight.com/2012conference

Worried about Reimbursements, Retaining Patients, and Improving Front Desk Efficiency?



MaximEyes now offers scanning and reading of IDs and Insurance Cards!





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Conference Schedule At-A-Glance

We've packed a lot of information in our two-day conference. **Design your day to meet your unique needs and schedule.** Review the tracks on pages 5-7 to determine your schedule then complete the registration form on page 10. Or register and pay online at www.first-insight.com/2012conference. Everyone is automatically registered for the keynote presentation and will be entered in daily raffle drawings, including the First Insight iPad drawings.

Early Registration & Welcome Cocktail Reception: Friday, June 22, 2012	
4:00-5:00 pm	Early Registration Opens (Mt. Hood Foyer, Registration Desk)
6:00-8:00 pm	Welcome Reception (Mt. Adams Room) — (Sponsor: Optum) Includes: Hors d'oeuvres, Cocktails and Raffle Drawings

Day One: Saturday, June 23, 2012				
7:00-8:30 am	Registration and Exhibit Hall Open (Mt. Hood Foyer), Buffet Breakfast (St. Helens Room)			
8:30-9:45 am	Welcome by Nitin Rai and Keynote Address by Atri Chatterjee (Mt. Hood A-B Rooms) — (Sponsor: Websystem3)			
9:45-10:15 am	Break Refreshments and Exhibit Hall Open (Mt. Hood Foyer)			
10:15-11:30 am	EHR101 (Mt. Hood A) Jay Henry, OD, MS	ARRA101 (Mt. Hood B) Shandra Cossey	BLG101 (Mt. Hood C) Bobbie Harris (Sponsor: Inuvio)	MIC101 (Cascade) - Trainers (Sponsor: Televox)
11:30 am-1:00 pm	Buffet Luncheon and Raffle/iPad Drawings (St. Helens Room), Exhibit Hall Open (Mt. Hood Foyer)			
1:00-2:15 pm	EHR103 (Mt. Hood A) Steven Shaffer, OD	ARRA102 (Mt. Hood B) Francis Garcia	BLG102 (Mt. Hood C) Joakim Lord (Sponsor: Optum)	MIC101 (Cascade) - Trainers (Sponsor: Televox)
2:15-2:45 pm	Break Refreshments and Exhibit Hall Open (Mt. Hood Foyer)			
2:45-4:00 pm	EHR102 (Mt. Hood A) Philip Gross, OD	BLG101 (Mt. Hood B) Bobbie Harris (Sponsor: Inuvio)	OPT101 (Mt. Hood C) Trevor Anderson	MIC101 (Cascade) - Trainers (Sponsor: Televox)
4:00-4:30 pm	Exhibit Hall Open and Network with First Insight Staff (Mt. Hood Foyer)			

Day Two: Sunday, June 24, 2012				
7:00-8:00 am	Exhibit Hall Open (Mt. Hood Foyer), Buffet Breakfast (St. Helens Room)			
8:00-9:15 am	OPT101(Mt. Hood A) Trevor Anderson	BLG102 (Mt. Hood B) Joakim Lord (Sponsor: Optum)	EHR101 (Mt. Hood C) Jay Henry, OD, MS	MIC101 (Cascade) - Trainers (Sponsor: Eyemaginations)
9:15-9:45 am	Break Refreshments and Exhibit Hall Open (Mt. Hood Foyer)			
9:45-11:00 am	BLG102 (Mt. Hood A) Joakim Lord (Sponsor: Optum)	OPT102 (Mt. Hood B) Senior Trainer	EHR102 (Mt. Hood C) Philip Gross, OD	MIC101 (Cascade) - Trainers (Sponsor: Eyemaginations)
11:00-12:30 am	Buffet Luncheon and Raffle/iPad Drawings (St. Helens Room), Exhibit Hall Open (Mt. Hood Foyer)			
12:30-1:45 pm	ARRA102 (Mt. Hood A) Francis Garcia	OPT102 (Mt. Hood B) Senior Trainer	ARRA101 (Mt. Hood C) Shandra Cossey	MIC101 (Cascade) - Trainers (Sponsor: Eyemaginations)
1:45-2:15 pm	Break Refreshments and Exhibit Hall Open (Mt. Hood Foyer)			
2:15-3:30 pm	BLG101 (Mt. Hood A) Bobbie Harris (Sponsor: Inuvio)	EHR103 (Mt. Hood B) Steven Shaffer, OD	ARRA102 (Mt. Hood C) Francis Garcia	MIC101 (Cascade) - Trainers (Sponsor: Eyemaginations)
3:30-4:00 pm	Exhibit Hall Open and Network with First Insight Staff (Mt. Hood Foyer)			

First Insight reserves the right to change course times and room locations if needed. Please refer to your personalized conference agenda that you will receive in your registration packet when you check-in onsite at the registration desk in the Mt. Hood Foyer.

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Sheraton Hotel Conference Rates

Sheraton Portland Airport Hotel

8235 NE Airport Way, Portland, OR 97220

Tel: 503.281.2500 • Fax: 503.249.7602

Reserve Online: <http://www.starwoodmeeting.com/Book/firstinsight>

Conference Rate: \$109/single or \$119/double per night (plus 12.5% tax) is available until May 30 2012. Ask for the 'First Insight Users Conference' Discount.



About Sheraton Portland Airport Hotel: The hotel is conveniently located on the airport grounds and is the closest hotel to the airport terminal. It is accessible by 24-hour complimentary airport shuttle service; call the hotel front desk to schedule pick up. The hotel

offers 24-hour room service and provides free parking, wireless Internet access, and fitness facility access.

Directions to Sheraton Hotel

- **From East:** Take Interstate 84 West and take Exit 21A to I-205 North. Take Exit 24A to Portland International Airport to Airport Way. The hotel is located 2 miles on the right-hand side.
- **From North:** Take Interstate 205 South, via Glen Jackson Bridge. Take Exit 24 to Portland International Airport to Airport Way. The hotel is located 2 miles on the right-hand side.
- **From West:** Take I-84 East to Exit 8 (I-205 North). Take Exit 24A to Portland International Airport to Airport Way. The hotel is located 2 miles on the right-hand side.
- **From South:** Take I-205 North. Take exit 24A to Portland International Airport to Airport Way. The hotel is located 2 miles on the right-hand side.

How to Get Around Portland

- **Shuttle:** Hotels that are located near the airport offer 24-hour complimentary airport shuttle service. Call the hotel front desk to schedule pick up.
- **Mass Transit:** The MAX Light Rail train runs from the airport into downtown Portland. Plan your trip with TriMet's "Trip Planner" at <http://trimet.org/max>.
- **Rental Cars:** Avis, Budget, Dollar, Enterprise and Hertz are located in the rental car center on the first floor of the airport parking garage.

Fun Things to Do in Oregon

- **Willamette Valley Wine Experience:** An ideal location for a wine tasting vacation. With more than 200 wineries calling the Willamette Valley home, it's easy to find one to suit your taste. For more information, visit www.oregonwinecountry.org/wine and www.willamettewines.com.

Early Bird Special \$325 Per Person

See page 10 for registration details or register online at www.first-insight.com/2012conference

- **Northwest Oregon Coast:** A short two-hour drive from Portland, the Oregon Coast is an easy day trip. Take a few extra days to enjoy historic lighthouses, maritime museums, breathtaking views, artisan shops, and relaxing strolls on the beach. For more information, visit www.nwcoast.com/oregon/northern.
- **Columbia River Gorge Attractions:** Take a drive through a national historic scenic area. This spectacular geological wonder is the home of Multnomah Falls, the nation's second tallest year-round waterfall. The water of the Falls drops 620 feet from its origin on Larch Mountain. Enjoy excellent hiking and other outdoor recreational attractions. For more information, visit www.crgva.org.

Local Portland Attractions

- Chinese Classical Garden: www.portlandchinesegarden.org
- Church of Elvis: www.24hourchurchofelvis.com
- Oregon Museum of Science and Industry: www.omsu.edu
- Oregon Zoo: www.oregonzoo.org
- Pittock Mansion: www.pittockmansion.org
- Portland Art Museum: www.portlandartmuseum.org
- Portland Japanese Garden: www.japanesegarden.com
- Rose Gardens: www.rosegardenstore.org/thegardens.cfm
- Walking Tours: www.portlandwalkingtours.com
- Washington Park: www.washingtonparkpdx.org/attractions.htm

Local Casual Dining

- Columbia Grill and Bar at the Sheraton Portland Airport Hotel, 503.281.2500, ext. 610
- Buffalo Wild Wings, 9810 NE Cascades Parkway, Portland, 503.281.0351
- Stanford's Bar and Grill, 7000 NE Airport Way, Suite 2600, Portland, 503.493.4056
- Cascade Station is located adjacent to the MAX light rail station. It is one train stop away from the Sheraton Portland Airport Hotel and is a hub for shopping and dining.

Conference Dress Attire
is Business Casual



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Registration Form

For Attendee Only (Check One)

- \$325/person (by 4/30/12) \$375/person (after 4/30/12)

Register three or more people from the same practice and receive \$50 off each registration. If you attended a past Users Conference, ask us about a special discount! Call 800.920.1940, Option 0 for discount codes.

For Guest Only (Includes reception, 2 breakfasts/lunches only)

- \$75/person (guests are not eligible for discounts or raffle drawings)

Registration Information

Complete all requested information below to ensure that you receive conference confirmations and updates. **Only ONE form per registrant.**

Name (First/Last): _____
 Job Title: _____ Practice Name: _____
 Mailing Address: _____
 City: _____ State: _____ Zip: _____
 Phone: _____ Fax: _____
 Email (required): _____
 May we share your email with show vendors? Yes No
 OE Tracker # (for CE credits only): _____
 Name you want on your badge: _____

Special Food Requests - served buffet style

- Vegetarian Vegan

Select Your Courses and Create Your Unique Agenda (You Must Complete Below)

Select one course for each time period that you wish to take (check appropriate boxes). See pages 5-7 for more information about each course. We will use this information to create your unique itinerary.

Day One: Saturday, June 23, 2012				
Everyone is automatically registered for keynote address.				
10:15-11:30 am	<input type="checkbox"/> EHR101	<input type="checkbox"/> ARRA101	<input type="checkbox"/> BLG101	<input type="checkbox"/> MIC101*
1:00-2:15 pm	<input type="checkbox"/> EHR103	<input type="checkbox"/> ARRA102	<input type="checkbox"/> BLG102	<input type="checkbox"/> MIC101*
2:45-4:00 pm	<input type="checkbox"/> EHR102	<input type="checkbox"/> BLG101	<input type="checkbox"/> OPT101	<input type="checkbox"/> MIC101*

Day Two: Sunday, June 24, 2012				
8:00-9:15 am	<input type="checkbox"/> OPT101	<input type="checkbox"/> BLG102	<input type="checkbox"/> EHR101	<input type="checkbox"/> MIC101*
9:45-11:00 am	<input type="checkbox"/> BLG102	<input type="checkbox"/> OPT102	<input type="checkbox"/> EHR102	<input type="checkbox"/> MIC101*
12:30-1:45 pm	<input type="checkbox"/> ARRA102	<input type="checkbox"/> OPT102	<input type="checkbox"/> ARRA101	<input type="checkbox"/> MIC101*
2:15-3:30 pm	<input type="checkbox"/> BLG101	<input type="checkbox"/> EHR103	<input type="checkbox"/> ARRA102	<input type="checkbox"/> MIC101*

***If you registered for MIC101, please list the top two questions you'd like to ask a trainer or technician.**

1. _____

 2. _____

Three Ways to Register

- **Online:** www.first-insight.com/2012conference
- **Fax:** Fax this registration form and payment information to 503.707.8188. Method of payment by credit card only.
- **Mail:** Send this form and payment information to First Insight, Attn: Barbara, 22845 NW Bennett Street, Suite 200, Building B, Hillsboro, Oregon 97124

Payment Information

Check: Make checks payable to First Insight Corporation.
 Credit Card Type: Visa MasterCard American Express
 Please provide complete billing information for card you are using:
 Credit Card Number: _____
 Credit Card Security Code: _____
 Expiration Date: _____
 Name on Card: _____
 Address: _____
 City: _____ State: _____ Zip: _____
 Payment Enclosed or Charge to Credit Card: \$ _____
 Signature: _____

Early Bird Special Ends April 30, 2012

Register Online: www.first-insight.com/2012conference



First Insight Corporation
22845 NW Bennett Street
Suite 200, Bldg B
Hillsboro, OR 97124

2012 MaximEyes Users Conference Registration is Now Open! See Inside For Details

**Register online at www.first-insight.com/2012conference
Take Advantage of Early Bird and Group Specials**

**Sheraton Portland Airport Hotel
Portland, Oregon
June 22-24, 2012**