

Practice Director is Acquired by the Makers of Eye Cloud Pro

We are thrilled to announce that we have been acquired by Optical POS Software LLC, the company who developed the very successful program Eye Cloud Pro. They have the fastest growing, cloud-based software for optometry practices and retail optical stores. Their system has been developed over 19 years by successful optical people, not generic software developers. For general information, visit their website at www.eyecloudpro.com. There is no shortage of positive feedback on ODwire (blog for ODs) and many Facebook forums. This acquisition is exciting and provides you with the latest technology for running your business.

What does this mean for you?

You will continue to receive support for Practice Director version 6.1.x. You will continue to contact support the same way, using 844-574-2020 or support@practicedirector.com. We expect to phase out Practice Director over the next 2-3 years. All future development will be focused on Eye Cloud Pro. Contact us for a demo of this amazing, easy to use product.

As a current Practice Director client; activating your new Eye Cloud Pro will be a breeze! You'll get all the benefits of the newest technology with no additional fees. Eye Cloud Pro is even waiving their setup fees during this transition period. When you are ready to move forward you will have access to very fast, web-based software offering seamless integration between the EMR and the retail side of the business.

Here are some of the many great features:

- Web-based software, no software to install, no server hardware to maintain
- The EHR has been simplified and enjoys lightning fast performance
- Unsurpassed appointment book and recall system, automated with text, email and voice messages
- Paperless checkout
- Integrated credit card payments at very low rates
- Built in email and text messaging to your patients
- Excellent inventory management
- Instantly generated reports
- Access the program from any machine with a browser
- Messaging system for staff
- Employee time clock
- Highly secure system using encryption
- And so much more!

Pricing

The Eye Cloud pricing formula will only require a low monthly subscription fee. This charge includes all software updates, revisions, tech support and training. They like to keep things simple. This monthly license fee is paid for each physical location. You will no longer pay by the number of users.

What does this mean for us?

Our entire staff is now part of the EyeCloud Pro family! We will continue to be located at our office in Lincoln, Nebraska. Our development team will transition to working with the EyeCloud Pro team to enhance their current platform with features that you are accustomed to. Our support team will continue to support the current version of Practice Director and assist you in offering more information about EyeCloud Pro and help you to convert when ready.

Moving Forward...

Practice Director was started 13 years ago with the mission of providing software for optometrists. EyeCloud Pro was built with a similar mission of operating all aspects of an optometric practice. We believe this acquisition will take our clients to the next level with cloud technology, performance, new features, and benefits. Everyone on the EyeCloud Pro and Practice Director teams are driven to provide EyeCloud Pro with the same dedication to development and support that we have always had for our clients. This commitment will lead to more user-friendly software with many features. Our commitment to the software and the clients is stronger than ever during this exciting time.

To learn more, and arrange a demo for Eye Cloud Pro contact our support line, or speak with Sarah Dirksen, Practice Director VP Software Development and Support at 844-574-2020. You are also welcome to reach out to Optical POS Software President, Ivan Samuels at 404-384-4826.

Sincerely,

Gilan Cockrell (CEO) & Sarah Dirksen (VP Software Development and Support)
Practice Director EHR