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Renowned Optometric Consultants Scot Morris and Ben Gaddie Join with EMR*logic* to Help “Build a Better Practice”

Vancouver, BC – March 16th, 2009. EMR*logic*, providers of the premier high-end eye care software, today announced that OD’s Scot Morris and Ian Benjamin Gaddie will play a key role in shaping enhanced capabilities for the company’s OD Professional and MD Professional software solutions. These well known industry experts will help drive upgraded business and medical model capabilities in EMR*logic*’s solutions and further serve as industry liaisons and corporate optometric consultants.

“Many OD’s already know what they need to do to upgrade their practice but their challenge is to actually make the needed changes given the pressures of delivering day-to-day eye care and running a business,” notes Scot Morris, O.D. The impressive characteristic of this software is that once both business and clinical best practices are ‘baked in’ then a software system can drive flawlessly consistent performance for both business and clinical care. OD Professional provides a great way for practices to put into action so many of the business strategies and operational approaches I have developed to improve eye care practices. Improvements in key functions such as sales, marketing and business management are especially crucial in today’s economy.”

Ben Gaddie adds, “While everyone talks about the increasing needs in the medical dimension of eye care, OD Professional provides an unmatched platform to drive medical model success. OD Professional’s innovative ActiveEHRs represent a groundbreaking approach to EHRs facilitating the development of a knowledgebase of optometric best practices. ActiveCE enables these best practice protocols to be taught and shared instantaneously, bringing seamlessly what you learn in a seminar into your day-to-day practice, thus revolutionizing the age-old problem of implementing new approaches learned through traditional CE.”

“We are thrilled to add the wealth of expertise and experience of these renowned eye care professionals to our team. There’s no question they’ll help us enhance EMR*logic*’s ‘build a better practice’ vision,” says Alistair Jackson, VP Sales, EMR*logic*. “With the help of industry leaders like Morris and Gaddie, our company is rapidly transforming from a boutique solution that served the high end of eye care to the must-have system used broadly across the industry.”

About EMR*logic*

Headquartered in Vancouver, Canada, with offices throughout the United States, EMR*logic* Systems, Inc. is the provider of OD Professional™ practice management software. For 20 years, EMR*logic* has consistently been the premier solution provider for optometrists seeking to better manage their businesses, grow their practices, increase productivity and provide a better patient experience. OD Professional is built with the most advanced modern technologies, making it one of the most robust and versatile optometric practice management solutions available today. For more information, visit www.emrlogic.com . Building a better practice means business and better care.