



Steven F. Sopher, OD

Founder, Eyemaginations

BACKGROUND

Dr. Steven F. Sopher is a therapeutically trained optometrist and has been serving the eye care needs of Baltimore since 1977.

Dr. Sopher stays a step ahead of the curve when it comes to the welfare of his patients. His mission is to provide the best quality eye care that is possible, and he believes "seeing better is worth it".

In keeping with his commitment he offers the absolute state-of-the-art in medical technology in his practice. Dr. Sopher has a unique background in software engineering and database design, writing one of the first optometric practice management systems in 1979.

In 1998 Dr. Sopher founded Eyemaginations, a software company which develops animated products for the eye care industry. The 3D-Eye product and service solutions developed by Eyemaginations deliver a full suite of tools to educate, market, train and entertain better than any other multi-media solution in the industry.

Dr. Sopher continues to serve as the chairman of the board and senior consultant to Eyemaginations, providing guidance and direction for animation and software development..



Technology moves into the Dispensary. Several years ago, Dr. Sopher began to research dispensing technologies used to help customers visualize what they might look like with different frames and premium options. The programs in the market at that time were very limited and created unrealistic results. "Everyone was excited at first because it was such a new concept. But early systems were difficult to use and the results were of generally poor quality." Dr. Sopher also believed that capturing digital fitting measurements should be a part of the process and this critical feature was not available. "It only makes sense to provide more accurate measurements for our patients."

However, the idea of digital dispensing remained and Dr. Sopher continued to look for a solution. He felt strongly that technology needed to be present throughout his practice, not just in the exam, diagnosis and treatment areas of the practice.

The Solution: CyberEYES

Then, Dr. Sopher attended a tradeshow in Denver and saw a demonstration of CyberEYES. The CyberEYES system was developed using technology far superior to the older, first generation systems. CyberEYES captured a patient's image and automatically calculated all the measurements needed for the best fitting eyewear. This benefit

was tied in perfectly with his philosophy of "seeing better is worth it". Dr. Sopher recalls, "I saw the demonstration, and knew right away that this was much better than anything I had seen before. In addition to the measurements, we could also show patients all the premium options directly on their own

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image. CyberEYES, in combination with 3D-Eye, gives our opticians the tools they need at their fingertips to educate and show patients all the options available for the best vision possible.”

Getting Started With CyberEYES

Dr. Sopher was very excited to be able to announce that lens ‘n eye in Baltimore would be offering CyberEYES to their patients. First, however, he needed to obtain and install the system and train the opticians. “Thankfully, this was all very easy,” he says.

CyberImaging personnel came to the office to install the system. Dr. Sopher says, “They were wonderful. They came right in and set it all up in a few hours. There were no extra charges for this and it was all so easy. Since the system was first installed in December, they haven’t had any problems with it. In that time they’ve had only a few questions and have always been able to get right through to Client Services to obtain immediate answers.”

“If the patient leaves with poor fitting eyewear that is what they will remember.”

“The training that CyberImaging offers is world class”, according to Dr. Sopher. “Training is conducted at CyberImaging HQ in Raleigh, NC to eliminate disruptions and allow the optician to focus on learning a new process. Customer service and sales techniques are an integral part of the training.”

Benefits to the Office and Patients

Dr. Sopher says that there is no question that having CyberEYES has reduced remakes and increased sales of premium products. “CyberEYES helps us create the best fitting eyewear in the area.”

“It shows patients’ exactly what they are going to look like before they purchase, so there isn’t a big surprise when they look in the mirror. The ability to preview every option helps the patient choose with confidence.”

The bottom line says Dr. Sopher, is that “CyberEYES has provided the WOW factor that had been missing in the dispensary. We can provide a great exam, but if the patient leaves with poor fitting eyewear that is what they will remember.”

CyberEYES

When was the last time a patient told you their fitting was fun?

CyberImaging, Inc.
8300 Falls of Neuse Road, Suite 110
Raleigh, NC 27615 USA
800-308-4755
www.cyber-imaging.com