PROFILE

Industry: Optometry
Name: Bender Eye
Location: Tustin, Calif.

Founded: 2002

Website: www.bendereye.com

CHALLENGE

Growing optometry practice was using printing and scanning solutions that were unreliable, expensive and hard to maintain, affecting overall office productivity.

SOLUTION

Epson WorkForce® Pro business inkjet printers and document scanners helped produce crisp-quality medical documents, quickly and hassle-free, reducing downtime.

LIGHTNING FAST, CLEAN AND CLEAR

High-tech optometry office switches to Epson WorkForce Pro printers and scanners

Bender Eye received WorkForce Pro business inkjet printers and color document scanners free of charge.

"I always strive to be on the cutting edge," says Dr. Eric Bender of Bender Eye in North Tustin, California.

While every optometrist uses a great deal of technology, Bender was one of the first to invest in the digital version of the phoropter instrument optometrists use to prescribe corrective lenses. He uses the latest in digital retinal photography, has switched to an electronic medical records system, and two years ago, his office became a beta testing site for new neurolens technology, which corrects eye misalignment that can cause vertigo and chronic headaches.

This year, Dr. Bender launched another technology upgrade – Epson WorkForce Pro business inkjet printers and document scanners.

"What's amazing to me is the contrast and the clarity of our paperwork since we got these new devices. I know I'm a little more aware than most people if something looks crisp, but even our office manager commented on the quality of the printing."

A growing practice

A practicing optometrist for 17 years, Dr. Bender says he feels strongly about bringing the latest advances to his growing practice, which now includes a second optometrist and six employees. "We are a paperless office, and we don't like to store paper files," he explains. "The reality, however, is that there's still a lot of paperwork we have to deal with."

For that reason, when Bender moved his practice into a larger facility this summer, he installed two Epson DS-870 Color Document Scanners and an Epson WorkForce Pro WF-M5299 Monochrome Printer for the front office. He also got a Epson WorkForce Pro WF-C5790 Multifunction Color Printer for his private office.

The scanners, he explains, allow staff to digitize various forms that patients fill out or bring into the office. "We have iPads that they can use to input their medical histories and to sign various consent forms, but not everyone is comfortable with them. That's especially true of our more elderly patients, and so we ask them to fill out these forms on paper."

There are additional forms that Bender and his staff must fill out and sign from insurance companies, Medicare, the Department of Motor Vehicles and patients' employers. All of these must be scanned before they can be entered into the digital records system.

Then, too, "we always print our patients' insurance information for them, including details on their vision plans and their costs for eye exams and glasses." The office staff also print invoices, vendor agreements, summaries and prescriptions.

"At my desk, I will print pharmacy refill requests that I need to approve and sign, and a lot of reports, whether from the labs we use or on our financials," Bender explains.

> *"The feedback I've had from my staff has been simple and to the point. These machines are lightning fast, clean and clear, and the ink pack was crazy easy to replace."*
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> - DR. ERIC BENDER, BENDER EYE

He says he needs a color printer partly for these reports, and partly because, from time to time, patients' primary physicians and some specialists request medical images in hardcopy form. "It depends on the doctor. Not everyone has an electronic imaging system, and so a printer with great quality photo printing is very helpful."

Quality, reliability and speed

Dr. Bender explains that the move to the new Epson devices came out of a growing frustration with the printers and scanners he had previously purchased from a big box store. "We used a combination of all-in-one multifunction laser and inkjet printers from other manufacturers. Toner and ink were costly, but the main problem was that we had issues with print quality and reliability, and that affected our productivity."

For example, one of the printers started printing a fine line across every page. "We cleaned everything we could imagine, but it didn't help. It just looked bad. You have to leave a good impression with the paperwork you give your patients, but you really don't have time to deal with problems."

Bender says the new DS-870 document scanners are remarkably faster than the old all-in-one machines. Staff can load up to 100 pages in the

document feeder, mixing various sized originals including standard and odd-sized forms, insurance cards and photo IDs. Each scan at 65 pages per minute,1 capturing both sides in one pass. Because they include both TWAIN and ISIS® drivers, the new scanners connect seamlessly with the medical records system.

"What's nice about that," Bender says, "is that we don't really have to think about the scanning process. We can start from the computer or the scanner itself, and it just works."

The new monochrome and color printers use Epson's PrecisionCore® Heat-Free Technology and unique and economical Replaceable Ink Pack System. The WF-M5299 can print up to 40,000 ISO pages from one replacement ink pack;2 the WF-C5790 prints up to 10,000 ISO black and 5,000 ISO color pages without changing the ink packs.3 Both print at a very fast 24 pages per minute in standard mode,† with no warm-up time. Additionally, both printers can output on photo quality paper, at up to 4800 x 1200 resolution. While the color printer is not a medical imaging device, Bender says the photos he prints of patients' retinas, nerves and blood vessels show all the detail he needs.

"The first thing we noticed with the new Epson printers was the contrast," Bender says. "It was amazing how good they looked, even on internal paperwork that we don't share with anyone."

Just as importantly, staff don't have to mess with the printers or scanners. "The feedback I've had from my

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