

Every year in fall, the American Academy of Ophthalmology invites international eye care experts to take part in what has come to be the world's most important ophthalmic congress. For this year's meeting from November 10 to 13 at McCormick Place Convention Center in Chicago (USA), the number of pre-registered attendants added up to more than 20,000. The ifa group of companies presented new products and solutions for the most important areas of ophthalmology to international visitors.



More than 20 of ifa's staff from all over the world boarded a plane to Chicago to welcome national and international clients and prospects to their approx. 1,600 square feet booth. The main focus of attention was clearly the well-established V6 version of the ifa EMR that ideally accommodates the needs of international ophthalmologists: It has been, for example, certified for the US stimulus program for more than 2 years and ifa's clients have already received approx. \$2.0 million in payments from the program. Many delegates were especially enthusiastic about the ifa EMR's output module including, for example, the Electronic Chart Monitor and different statistics tools.

The ifa group of companies also took a progressive approach to actively shaping this year's AAO outside the ifa booth: At an exclusive ifa Breakfast Meeting on the "Pearls and Pitfalls of EMR Implementation", delegates got to hear first-hand accounts of physicians whose ophthalmic centers had already implemented ifa solutions. During a podium presentation at the Technology Pavilion the ifa team and its clients and cooperation partners (ZEISS Meditec AG) additionally elaborated on the possibilities of increasing the quality and efficiency in patient care by means of the ifa EMR's effective data mining tools, for example the Electronic Chart Monitor and the Clinical Decision Support System.

ifa's principal innovations thus consist of new modules according to the international IHE standard (Integrating the Healthcare Enterprise) and a new architecture for teleretinal patient care (telemedicine for diabetes patients).

The ifa team would like to thank all attendees for the inspiring conversations during their visit to ifa's AAO booth and looks forward to implementing more challenging Health IT projects with them in the future!