MedFocusCapital Partners Announces See.Hear.Live.Better! Alliance

PR Newswire

SARASOTA, Fla., April 4, 2013 /PRNewswire/ -- MedFocusCapital Partners, Inc., an innovator in the eye care industry, announces See.Hear.Live.Better!, an alliance of healthcare service providers backed by leading product manufacturers, all focused on improving the quality of life through vision, hearing and lifestyle services.

See.Hear.Live.Better! is designed to enable ophthalmologists and other eye care organizations to optimize the patient experience and secure new revenue from primarily non-reimbursed services.

Shrinking Medicare reimbursements, new healthcare laws and a focus on wellness have created an environment of challenge and opportunity for eye care providers. It is more important than ever for practices to offer supplementary products and services in order to experience growth.

"Continuing pressures in the healthcare industry dictate the need for practices to expand into new services, but that expansion can be time- and cost-prohibitive. We provide a custom modern-day solution based on our experience and practice data, all focused to provide a more convenient and better lifestyle experience for the patient, while contributing to the bottom line of the practice," said Ron Greenberg , President of MedFocusCapital Partners and creator of the alliance.

See.Hear.Live.Better! provides all of the elements needed for a practice to efficiently and profitably expand their patient service offerings. Practices work closely with a national team of Business Development Managers, all with a foundation in the eye care industry, to implement the Diagnostic to Treatment Pathway process. See.Hear.Live.Better! supports the programs through marketing initiatives, analytics and sophisticated tools that will ensure program success.

Learn more about See.Hear.Live.Better! at the ASCRS Show in San Francisco April 19-23, 2013, booth #1313.

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