

## OcucoRelcon announces new “pay per click” pricing model

In a first for the practice management software industry OcucoRelcon announced today that it is releasing a new “pay per click” pricing option for image capture software, to link with most fundus and anterior segment cameras available in the UK market.

Customers will be able to pay for the use of OcucoRelcon's imaging software as they charge the customer, instead of having to fund the software up-front. This facility is now available for both of the company's highly regarded practice management software packages, Acuitas™ and Focus™.

The imaging software is integrated with the EPOS retail aspect of the practice so that there is a seamless link between that way that the system is paid for and charges made to the patient for fundus imaging services provided by the optician. Not only that, the images are stored against the patient record, so there is full integration at all levels.

“This is a really radical departure from the price offerings that are available from other software vendors in this sector.” Says Al Chetwode, CEO of OcucoRelcon, continuing “not only do we offer an imaging solution that talks to all of the major equipment in the market, which is available through both of our PMS offerings, Acuitas™ and Focus™, we now have a ‘win-win’ way for customers to pay for the value of these solutions as they generate sales to their patients for fundus images.”

### ***About OcucoRelcon***

OcucoRelcon provides patient relationship management software solutions – *Acuitas* and *Focus* - to more than 1,000 independent practices, medium sized groups and large chains, OcucoRelcon is a market leader in the UK and Irish optical market and has the largest optical software development, delivery and support infrastructure in Europe.

DRS Computing, the optical laboratory software division of OcucoRelcon, is the UK market leading supplier of Rx lab systems. The company's *Labman* software, operates in more than 60 labs throughout the UK and Europe. OcucoRelcon's full complement of software for the optical supply chain provides a unique platform on which to build partnerships in the online ordering space.

OcucoRelcon, which has offices in Dublin, Cardiff and Oxford, was formed by a merger of Ocuco's UK and Irish software divisions and Relcon Software in August 2006.

### ***About the Ocuco Group***

Founded in Dublin in 1993, by Group CEO, Leo Mac Canna, Ocuco is a pioneer of software solutions for the ophthalmic and pharmacy markets. The company's international launch in 1999 brought revenues to €1.5m, growing to €6m in 2006 with further growth envisaged with international expansion.

Leo Mac Canna completed an MBO in 2005, valuing the company at €5m and, following the merger with Relcon, a highly successful share distribution scheme was taken up by the majority of staff and management.

Ocuco's strength is its ability to integrate clinical and retail, the application of leading edge technology and strong industry knowledge, accompanied by high levels of support and service.

Ocuco customers include independent and chains of High Street opticians and pharmacies, optical labs, private ophthalmology clinics, hospitals, eye A&E departments.