

# Ophthalmic Imaging Systems Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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## Abstracts

Ophthalmic Imaging Systems Fundamental Company Report provides a complete overview of the company's affairs. All available data is presented in a comprehensive and easily accessed format. The report includes financial and SWOT information, industry analysis, opinions, estimates, plus annual and quarterly forecasts made by stock market experts. The report also enables direct comparison to be made between Ophthalmic Imaging Systems and its competitors. This provides our Clients with a clear understanding of Ophthalmic Imaging Systems position in the [Software and Technology Services](#) Industry.

The report contains detailed information about Ophthalmic Imaging Systems that gives an unrivalled in-depth knowledge about internal business-environment of the company: data about the owners, senior executives, locations, subsidiaries, markets, products, and company history.

Another part of the report is a SWOT-analysis carried out for Ophthalmic Imaging Systems. It involves specifying the objective of the company's business and identifies the different factors that are favorable and unfavorable to achieving that objective. SWOT-analysis helps to understand company's strengths, weaknesses, opportunities, and possible threats against it.

The Ophthalmic Imaging Systems financial analysis covers the income statement and ratio trend-charts with balance sheets and cash flows presented on an annual and quarterly basis. The report outlines the main financial ratios

pertaining to profitability, margin analysis, asset turnover, credit ratios, and company's long-term solvency. This sort of company's information will assist and strengthen your company's decision-making processes.

In the part that describes Ophthalmic Imaging Systems competitors and the industry in whole, the information about company's financial ratios is compared to those of its competitors and to the industry. The unique analysis of the market and company's competitors along with detailed information about the internal and external factors affecting the relevant industry will help to manage your business environment. Your company's business and sales activities will be boosted by gaining an insight into your competitors' businesses.

Also the report provides relevant news, an analysis of PR-activity, and stock price movements. The latter are correlated with pertinent news and press releases, and annual and quarterly forecasts are given by a variety of experts and market research firms. Such information creates your awareness about principal trends of Ophthalmic Imaging Systems business.

## **About Ophthalmic Imaging Systems**

Ophthalmic Imaging Systems engages in designing, developing, manufacturing, and marketing digital imaging systems and informatics solutions. The primary target market for its digital angiography systems and informatics solutions has been retinal specialists and general ophthalmologists.

The company purchased Electronic Medical Records (EMR) and Practice Management (PM) software to be sold to the following ambulatory-care specialties: ophthalmology, obstetrics/gynecology (OB/GYN), orthopedics and primary care.

The company, in January 2008, through its wholly-owned subsidiary, Abraxas Medical Solutions, Inc. (Abraxas), acquired all of the assets of AcerMed, Inc. (AcerMed), a developer of EMR and PM software. AcerMed provides EMR and PM software to medical practices, from solo practitioners to multi-site practices, nationwide.

### **Products**

#### **OIS Products**

## WinStation Systems

The company's WinStation systems and products, categorized by resolution, are primarily used by retina specialists and general ophthalmologists to capture color images of the retina and to perform a diagnostic procedure known as fluorescein angiography. This procedure is used to diagnose and monitor pathology and provide important information in making treatment decisions. Fluorescein angiography is performed by injecting a fluorescent dye into the bloodstream. As the dye circulates through the blood vessels of the eye, the WinStation system, connected to a medical image capture device called a fundus camera, takes detailed images of the patient's retina. These digital images can provide a 'road map' for treatment.

The company's digital WinStation systems allow for immediate diagnosis and treatment of the patient. Images are automatically transferred to a database and permanently stored and archived. It also offers a variety of networking and printer options.

The company's WinStation systems are also used by ophthalmologists to perform indocyanine green (ICG) angiography.

## Digital Slit Lamp Imager (DSLII) and WinStation for Slit Lamps

DSLII and WinStation for Slit Lamps are intended for use by a majority of eye care practitioners, including ophthalmologists and optometrists, with an emphasis on imaging the front of the eye. Slit lamps are imaging devices used in all ophthalmic and optometric practices. The DSLII adapts to most slit lamp models and is capable of real-time video capture, database management and archiving.

## Abraxas Products

Abraxas' proprietary software automates the workflow of a medical practice consisting of clinical, financial and administrative tasks, all using a single database. Abraxas' software modules include:

Abraxas EMR: EMR can be populated with Clinical Pathways that are specific to a particular medical specialty. Alternatively, voice recognition, handwriting, handwriting recognition or typing can be used for charting. Clinicians can have access to the patient's prior chart notes, test results, clinical information, medical images and other information. They can write electronic prescriptions or electronically enter orders for radiology, lab work and other procedures. Certain lab results would come back to the

system electronically and populate patients' data.

**Abraxas PM:** PM allows for preprocessing of claims and editing for American National Standards Institute (ANSI) compliance prior to submission to minimize payer rejections. Staff members can review detailed management and financial reports and access on-screen accounts receivable reports with filtering based on a range of criteria. These filters allow for identification of problem accounts.

**Abraxas Scheduling:** Patient and resource scheduling is also available and built around the needs of busy practices. This software allows users to view on-screen the schedules of one or multiple physicians at any time, reserve time frames for specific appointment reasons and color code them for on-screen identification, and keep track of patients' scheduling history.

## Markets

The primary target market for EMR and PM software is ophthalmologists with various specialties, numbering approximately 17,000 in the United States. Abraxas focuses on the following types of office based physicians: ophthalmology, primary care, obstetrics and gynecology, and orthopedic surgeons.

## Sales and Marketing

The company's sales and marketing organization has operations primarily in the United States and Canada.

## Competition

**OIS Competition:** With respect to WinStation products, the company's primary competitors in the United States, which produce and deliver digital fundus imaging systems are Topcon and Zeiss. The company's primary competitors for the DSLI are Veatch, MVC, Kowa, Helioasis and Lombart.

**Abraxas Competition:** Competitors for its EMR and PM products, primarily Allscripts/Misys Healthcare Systems, GE, Sage Software, and NextGen provide solutions for the multi-specialty medical market. Competitors, primarily HCIT, Eye Doc and Compulink provide the EMR and or PM solutions to the ocular healthcare market. Others, mainly Digi-Chart and Greenway provide the EMR and PM solutions to the obstetrics and gynecology market.

## History

Ophthalmic Imaging Systems was founded in 1984.

The above Company Fundamental Report is a half-ready report and contents are subject to change.

It means that we have all necessary data in our database to prepare the report but need **2-3 days** to complete it. During this time we are also updating the report with respect to the current moment. So, you can get all the most recent data available for the same price. Please note that preparation of additional types of analyses requires extra time.

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1 – Data availability depends on company's security policy.

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## ANALYSIS FEATURES

### SWOT Analysis

SWOT, which stands for Strengths, Weaknesses, Opportunities and Threats, is an analytical framework that identifies the internal and external factors that are favorable and unfavorable for a company.

### Enhanced SWOT Analysis

Enhanced SWOT is a 3x3 grid that arranges strengths, weaknesses, opportunities and threats into one scheme:

How to use the strengths to take advantage of the opportunities?

How to use the strengths to reduce likelihood and impact of the threats?

How to overcome the weaknesses that obstruct taking advantage of the opportunities?

How to overcome the weaknesses that can make the threats a reality?

Upon answering these questions a company can develop a project plan to improve its business performance.

### PESTEL Analysis

PESTEL (also termed as PESTLE) is an ideal tool to strategically analyze what influence different outside factors – political, economic, sociocultural, technological, environmental and legal – exert on a business to later chart its long term targets.

Being part of the external analysis when carrying out a strategic assessment or performing a market study, PESTEL gives an overview of diverse macro-environmental factors that any company should thoughtfully consider. By perceiving these outside environments, businesses can maximally benefit from the opportunities while minimizing the threats to the organization.

## Key Factors Examined by PESTEL Analysis:

**Political** – What opportunities and pressures are brought by political bodies and what is the degree of public regulations' impact on the business?

**Economic** – What economic policies, trends and structures are expected to affect the organization, what is this influence's degree?

**Sociological** – What cultural and societal aspects will work upon the demand for the business's products and operations?

**Technological** – What impact do the technological aspects, innovations, incentives and barriers have on the organization?

**Environmental** – What environmental and ecological facets, both locally and farther afield, are likely to predetermine the business?

**Legal** – What laws and legislation will exert influence on the style the business is carried out?

## **IFE, EFE, IE Matrices**

The Internal Factor Evaluation matrix (IFE matrix) is a strategic management tool helping audit or evaluate major weaknesses and strengths in a business's functional areas. In addition, IFE matrix serves as a basis for identifying and assessing relationships amongst those areas. The IFE matrix is utilised in strategy formulation.

The External Factor Evaluation matrix (EFE matrix) is a tool of strategic management that is typically utilised to assess current market conditions. It is an ideal instrument for visualising and prioritising the threats and opportunities a firm is facing.

The essential difference between the above mentioned matrices lies in the type of factors incorporated in the model; whilst the latter is engaged in internal factors, the former deals exceptionally with external factors – those exposed to social, political, economic, legal, etc. external forces.

Being a continuation of the EFE matrix and IFE matrix models, the Internal External matrix (IE matrix) rests upon an investigation of external and internal business factors

integrated into one suggestive model.

### **Porter Five Forces Analysis**

The Porter's five forces analysis studies the industry of operation and helps the company find new sources of competitive advantage. The analysis surveys an industry through five major questions:

What composes a threat of substitute products and services?

Is there a threat of new competitors entering the market?

What is the intensity of competitive rivalry?

How big is the bargaining power of buyers?

How significant is the bargaining power of suppliers?

### **VRIO Analysis**

VRIO stands for Value, Rarity, Imitability, Organization. This analysis helps to evaluate all company's resources and capabilities and bring them together into one aggregate table that includes:

Tangible resources

Financial

Physical

Technological

Organizational

Intangible resources

Human

Innovation and Creativity

## Reputation

### Organizational capabilities

The result of the analysis gives a clear picture of company's competitive and economic implications, answering the questions if the resources mentioned above are:

Valuable?

Rare?

Costly to imitate?

Organized properly?

## I would like to order

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