

# Compare

	HearForm	Sycle	TIMS
5 Year <u>Total Cost</u> *	\$4,845	\$8,940	\$8,400
10 Year <u>Total Cost</u> *	No additional fees	\$17,880	\$12,000
15 Year <u>Total Cost</u> *	No additional fees	\$26,820	\$15,600
20 Year <u>Total Cost</u> *	No additional fees	\$35,760	\$19,200

## What are you really paying when you purchase Office Management Software?

Think of it as a home purchase...

**HearForm** - You purchase your beautiful home outright. There are no mandatory monthly fees. You're done paying! You're the permanent **OWNER**.

**TIMS** - You purchase your beautiful home outright. However, there is a mandatory \$720 annual Homeowner's Association fee. If you stop paying the fee they will lock you out of your house, The annual fee will never stop, but may, and has gone up. You're the permanent owner, but must keep paying to have access to the home.

**Sycle** - is more like renting an apartment. If you stay put, you'll pay rent forever. There is no ownership and you have nothing but your furniture (data) if you move out. All your rent money is with the landlord and you now have to start over, looking for a new place to rent or purchase.

(Note: If you are willing to commit to a long term contract with Sycle, they offer a 1 year rental option of \$1,549 per clinic or a 2 year contract price of \$2,899. Of course, in the event that you want to leave Sycle early, you cannot just walk away from those contract commitments.)

(The analogy of home ownership above does not include significant additional expenses that Sycle and TIMS charge to customers for inflated Electronic Billing and Mailing Services. Those middleman fees can add up to thousands more.)

Now, it's not so bad to pay homeowner association fees or rent if you love where you're living. However, do you really get more by paying **much** more for Sycle and TIMS?

Please see the following pages for feature comparisons.

\* HearForm license for 3 computers  
(add computers for a one time fee of \$150 each.)  
TIMS license for 3 to 6 users  
Sycle licenses each office location separately



**Feature**

**NOAH 3 Compatible?**



**NOAH 4 Compatible?**



As of 9/22/11, TIMS is now integrated with NOAH 4. It is very important to know that **you may not be able to save ANY of your NOAH data from their private version of NOAH, if you decide to leave TIMS.**

As one of our prospective customers has recently written us..."I have not yet found a way to transfer our system over to HearForm from TIMS. It breaks my heart, I would love to work with you guys but I don't know if we will be able to because of how difficult TIMS makes it for their customers to leave. If you find anything out about how to make this process possible, please let me know.  
K. D. Director of Operations"

This is a serious problem. Siemens Practice Navigator had the same problem (being fully integrated.) Navigator users are now being told from those at the top of Siemens that they cannot save any of their NOAH data. TIMS and Siemens have not created an easy exit strategy for their customers. We feel that this information is crucial before making an informed decision.

As of 9/22/11, Cycle's website displays the NOAH 3.x logo. HIMSA's site states that Cycle is NOAH 3.7 certified. An independent IT professional working on behalf a Cycle.net customer told us that Cycle integrated with the older 3.7 engine as of 9/22/11. We cannot find any additional information about Cycle's NOAH connection. The Cycle website offer's very little detail. When you click the "More Info" button you are prompted to provide personal information. You are then told "Thank you for your submission. One of our sales reps will call you shortly."

**HearForm** shares data directly with **any** version of NOAH from 3.6 or later, including NOAH 4. HearForm sends data back and forth between data over the internet using Terminal Services. Detailed information can be found at <http://www.hearform8.com/noah.pdf>

**You own the software and it cannot be disabled by the software provider?**



**TIMS** will remotely disable your software, making it unusable if you fail to pay the mandatory \$720 annual support fee. It is **very** difficult to get your data out of TIMS if you decide to seek greener pastures. Our many former TIMS clients have told us that they have to start fresh with an updated version of NOAH, losing their previously entered NOAH data.

**Sycle** users are simply renting the use of Sycle.net's web based software. When you leave Sycle, you can save some of your data, but do not own any software. The data you can bring with you from Sycle is in the Excel format. While the Admin section allows you to export much of your data, some information like Physician and Provider Lists do not offer an export option. HearForm can help you transfer that data anyway, but we wish Sycle made it easier for those who have made the decision to move forward.

**HearForm** customers **purchase** and **own** HearForm outright. You do not need the internet to use HearForm. You control the software completely. If you ever want to move to a different system; HearForm allows you to save ALL of your data, in any number of modern formats. We actually help our customers in the unlikely event that they choose to leave. In part, because in most cases, after trying the competition, they will come back to HearForm.

William Schenck from Fullerton, CA thought it would be nice to try a database in "the cloud" being offered as a free 1 year promotion from a major HA supplier. After trying our competitor's software, Bill wrote us in June of 2011 that... "My staff is nearly at rebellion level at this point. The online site-based features of this type of system have proven to be something I can live without. I am anxious to get my practice back to HearForm. Can you help us transfer our data back?"

**Feature**

**Choose your own Clearinghouse for Electronic Claims?**



Both **Cycle** and **TIMS** require that you submit through their **ONLY** option (Emdeon, at a significantly higher per claim price.)

Additionally, your set-up is \$650 for the first audiologist through Cycle plus \$150 for each additional clinician.

(The set-up fee for all your clinicians is \$199 through HearForm.)

**HearForm** allows you to select from any clearinghouse that accepts the *Print Image Format*, saving you many thousands of dollars over time. You'll have lower set-up and monthly fees because you have a choice.

**Instant Synchronization between multiple office locations?**



(From TIMS website) "Utilizing a high speed Internet connection, **TIMS** safely and securely insures data at all locations stay current with other office locations."

**However**, the synchronization is done only every few hours. This creates a **delay** problem for offices that want to see appointments and other patient information in "real-time."

**Cycle's** data is updated **instantly**.

**HearForm's** data is updated **instantly**.

**Financial Module works with or Without QuickBooks?**



**TIMS** does not have a full financial module, but rather uses QuickBooks for most of its financial features.

**Cycle** has only very basic generic purchase forms that are not fully customizable.

**HearForm** has its own powerful Financial Module and can also send that data to QuickBooks, dramatically reducing double entry.

HearForm includes very professional looking Purchase Agreements, Repair Forms, Delivery Receipts, Sales Commissions, Return for Credit Forms and SuperBills.

**QuickBooks Invoices Created (instead of simple Journal Entries?)**



**TIMS** Uses QuickBooks from the start, so this question is not applicable to **TIMS**.

**Cycle** does not recreate the entire customer or create invoices in QuickBooks. Instead, they create a much less desired "Journal Entry." Payments need to be applied to the patient's account manually using the 7 step process shown from Cycle's training video. <http://www.cycle.net/movies/Sync2.html>.

**HearForm** Sends ALL Invoices, Payments and Modifications in one batch. HearForm Creates an actual invoice for each customer. Our QuickBooks Module is Significantly more powerful.

**Create PDF Acrobat Documents of ANY Form or Letter without PDF software?**



**TIMS** - Must use separate PDF software

**Cycle** - Only a very small number of documents can be generated as PDFs.

**HearForm** - The included Adobe Engine can create PDFs of **any** HearForm Document (hundreds.)

**Feature**

"Paperless" Office - Electronic Document Storage of Images, Sounds, Movies, PDFs, Dictation, Word, Excel, Scans, etc...?  
**TIMS - No**



**Sycle - No**

**HearForm** - store all of these document types and more...up to 8 terabytes in file size.

Go Green (and Organized) with less clutter.

**Mail Merge Letters?**



Only **HearForm** allows you to add **unlimited** highly customizable letters. With your permission, HearForm instantly sends your data file to E.S.C.O. where they will mail your letters for FREE (including postage as of 7-5-2011.) These letters include...

- Warranty Expiration
- Time for a new test
- Time for new hearing aids
- Birthdays

Click a button and HearForm converts your data into an Excel file and automatically attached to the E.S.C.O. email. Click send for an inexpensive marketing tool.

**Sycle** charges 49 cents PLUS postage (per letter) for the same type of service.

**Manufacturer Order Forms?**



**Patient Signature Pad Scanner Ready?**



**Sycle** does not offer this option.

**TIMS** uses the Topaz signature pad.

**HearForm** uses the IPAD or iPhone Using FileMaker Go, HearForm captures signatures right to the patient record.

**Accounts Receivables Included?**



**TIMS** - Must use QuickBooks

**Sycle** - Generic Statements

**HearForm** - Yes and all documents are fully customizable to reflect your professional image.

**Connect from Remote Offices with Terminal Services or Citrix?**



**Works on Windows and MAC computers?**



**Works with Windows both 32 bit & 64 bit computers?**



**Feature**

Feature	HearForm	Cycle	TIMS
<b>Stock, Loaners and Demo Inventory?</b>			
<b>Print Dozens of Label Styles?</b>			
<b>Referral Reports Subcategorized by Multiple Sources?</b> <b>Cycle</b> - Like most of Cycle's reports, each subcategory must be displayed in a separate report. For Example: You can list a referral report showing Main Categories, but cannot also display all of the subcategories in the same report.			
<b>Battery Club?</b>			
<b>Can Reside on Your Computer?</b> Important. Even though <b>TIMS</b> resides on your computer, it "Phones Home" (to Montana) to make sure that you are current with your annual \$720.00 mandatory support fee. Your software is disabled if it cannot consistently phone home and get the right unlock code.			
<b>Query, Find or Search by any Criteria?</b> <b>Cycle's</b> Search "feature" is extremely limited. You can only search the handful of fields that Cycle feels are important.			
<b>Unlimited Customizable Reports?</b>			
<b>Add unlimited Custom Forms and Audiograms?</b>			
<b>Built in Physician Referral Reports (Quick-Entry SOAP Notes style)?</b>			
<b>FAX directly to Patients and Physicians using MyFax or E-Fax, etc.?</b>			
<b>Integrated Telemarketing Module?</b> Telemarketing with <b>Cycle</b> ? Export to Excel, clean up the list manually and have your telemarketer call from the Excel list. <b>HearForm</b> has an awesome telemarketing module saving you revenue.			
<b>Quick Entry Chart Note Buttons?</b> <b>Cycle's</b> are very basic, but deserve a check mark for at least having something. <b>HearForm</b> creates chart notes in a click with 40 customizable buttons.			
<b>Searchable Chart Notes?</b> Search millions of notes in seconds for just the words you're looking for with <b>HearForm</b> .			

**Feature**

**Unlimited Personal Letters to Patients?**



**Apple © iPad and iPhone Ready?**



**Cycle** can be accessed through the iPad and iPhone using a web browser.

**HearForm's** database engine, FileMaker is owned by **Apple Computer** and is specifically designed for use on those platforms. See... <http://www.filemaker.com/products/filemaker-go/whats-new.html>  
HearForm's engine doesn't just "work" on the iPad (like any web page might,) it was created by the SAME Company! (Apple)  
You'll love moving from room to room with your whole database in your hand. Audiograms, entry forms, scheduling and virtually any other part of HearForm at your fingertips.

**Unlocked for the Business Owner allowing complete customization?**



Yes, Yes, Yes! HearForm is the only software in the Hearing Healthcare industry that offers this feature. This is one of the three most popular reasons our customers choose HearForm. (The others are overall cost and the fact that HearForm was designed by hearing healthcare practitioners.)

**E-Mail and Postal Mail Patient Appointment Reminders directly from the Scheduler?**



This feature is absolutely loved by our users! It takes literally less than 5 seconds for an e-mail to be sent from our schedule. Simply click one button and then "Send."

**Sort or Arrange Lists by any combination of Categories?**



**Cycle** - Cycle allows for sorting and arranging of reports and patient lists based on **very limited choices**. You cannot choose from just any field, only those very few choices that Cycle offers.

**HearForm** allows you to sort or arrange by **ANY** field or **Combination** of fields.

**Developed By Audiologists, ENT's and Dispensers?**



**TIMS** - Previously "Online Claims Audiology" was created by Tom Robbins of Shepherd, MT. Tom sold the company to *Computers Unlimited* approximately 10 years ago. According to their web site, TIMS makes software for the Industrial Gas Distributor and Welding Supply industry; The DME & HME Provider and Specialty Pharmacy industry and Audiology clinics.

**Sycle - From Sycle's website...** <http://www.sycle.net/about.php#> "How did Sycle get started? Like most dot coms...on the back of a napkin in a San Francisco café... Ozone Advertising (now called Ozone Online and owned by Sycle's President, Ridge Sampson) was the original advertising agency for Sonus ten years ago. Ozone renamed them (Sonus was originally called Healthcare Capital Corporation) branded them and produced all their advertising for the first couple of years. Ridge had learned, from Ozone's advertising experience in the hearing care industry, Audiologists (no offense intended) are reluctant marketers. Fast forward to August of 2001. Ridge was having coffee in San Francisco with Randy Drullinger, one of the founders of Sonus. Randy was explaining a service he was using that allowed customers to create snail mail campaigns by uploading lists online...

For the next several months Ridge and Ozone CTO, Sean Shoffstall, (who became Sycle's CTO) met every morning at another coffee shop, North Beach's Café Roma, to sketch out Sycle. Sean would code the morning's efforts for the next day. One Sycle customer led to another and the rest is history."

**Note:** Although the **vast majority** of Sycle.net was designed by the CTO and marketing team mentioned above, Sycle has recently indicated to us that they now have an "Aud. and dispenser on their dev team."

**HearForm** - HearForm was initially developed by Michael Huskey in San Diego, CA. (CA license # HA1599) Michael owned and operated three offices in the San Diego area and created HearForm to meet the day to day needs of organization within his offices. Michael has personally dispensed more than 7,000 hearing instruments and performed over 15,000 hearing evaluations. He knows what it's like to manage 10 employees and run multiple hearing aid offices. More importantly, Michael has continued to provide tech support for HearForm customers and hears everyday the suggestions of those who actually use the software. Michael's 30+years in the hearing healthcare industry and his willingness to make significant changes to the software, based upon the great ideas of other hearing care professionals, makes HearForm a truly client focused application. HearForm employees that provide tech support have grown up in the hearing aid business and understand the unique needs of its customers.

Nila and Byron grew up in the Hearing Aid Business. Nila began taking computer classes at the University of Oregon in 1980 (before computers were even popular) and has used HearForm for more than 18 years. She has been an important part of our development team. Byron, with a Bachelor's degree in Communications, has extensive computer skills on both the Mac and Windows. Byron has been providing HearForm customers technical support for over 10 years.

Before coming to HearForm in 2008, Katrina served as the Office Manager for a multi-practice hearing care professional for 12 years.

Andrew Fallon, Au.D. has been an integral part of HearForm's development team since February, 2006. Additionally, Dr. Fallon's Bachelor's degree in Computer Science, along with his 10 years experience of practicing in an ENT office have added real world knowledge and practical solutions to our software.