



## **Things to know about Midwire and Midwire Systems**

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*Midwire* is an eye banking information management software system developed by Midwest Eye-Banks. It supports operations from donor referral through surgery scheduling, distribution, shipping, invoicing and correspondences with key contacts such as donor next of kin, referral contacts and recipients. It has been in operation at Midwest Eye-Banks since 2007.

Midwire Systems is a not-for-profit subsidiary of Midwest Eye-Banks. It operates this way so it can offer the essential resources of a professional software company, while always serving as a mission-driven, community-focused organization through direct eye bank involvement.

Eye banks using Midwire software are partners in its life cycle and evolution. Midwest Eye-Banks works with other Midwire customers in the eye banking community to direct both the software application and the organization itself.

### **What motivated Midwest Eye-Banks to make Midwire available to other eye banks?**

Each additional eye bank using Midwire helps to offset future costs of enhancing and maintaining the software. Throughout the past decade, Midwest Eye-Banks has invested a considerable amount of its own financial and staff resources to develop and refine the product. It has also subsidized the additional cost of preparing Midwire for use by other organizations, which requires ongoing validation, technical support and customer relations efforts. While Midwest Eye-Banks does not expect to recover these costs, it is mutually advantageous to share future expenses.

Moreover, Midwire depends on valuable feedback that can only come from a broad and diverse user base. Instead of evolving at the sole discretion of Midwest Eye-Banks, Midwire should reflect the collective experience and knowledge of all of its users.

### **What makes Midwire Systems a “mission-driven” and “community-focused” organization?**

Midwire Systems is a not-for-profit entity. Its mission is to support sight restoration by supporting eye bank operations. It has no venture capitalists or shareholders looking for a payback. Funds coming into Midwire Systems are used exclusively to serve the eye banking community, through the provision of specialized software and customer support that cannot be

obtained anywhere in the for-profit sector. By helping eye banks achieve their mission, Midwire can play a meaningful role in sight restoration.

### **What's to keep Midwest Eye-Banks from deriving an unfair benefit through the marketing of Midwire?**

Open Book Accounting will ensure that Midwire Systems' financial state is always known to its customers, who are stakeholders in its success. Eye banks using Midwire can see the organization's revenue and expenses.

Healthy revenue is necessary to continue improving the software and to protect the organization against market downturns. But because Midwire Systems operates as a mission-driven community resource, revenues in excess of its operating budget will be constantly re-invested in efforts to meet the needs of all of its stakeholders in the eye banking community. This re-investment will be fully visible to those eye banks, whose ongoing feedback is crucial in helping to guide pricing, software enhancements and other decisions affecting Midwire's bottom line.

### **How do eye banks play a role in the direction of Midwire software, or the organization itself?**

Each eye bank using Midwire software will have membership on Midwire Systems' Executive Advisory Council (EAC), and will thereby have access to the organization's Open Book Accounting information. This provides a level of transparency no other software vendor will provide.

Additionally, the EAC will have representation on the Midwire Board, which determines how the organization should grow and manage its resources. This too is not provided by any other vendors.

Lastly, the EAC is also a forum for proposing and ranking future enhancements to the software. It will not be MEB or Midwire staff who determine what direction the software takes, rather it will be all the eye banks that are using Midwire.