

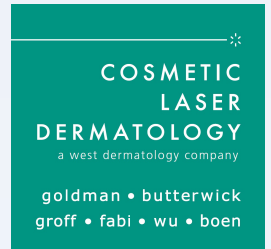
CASE STUDY | Online Scheduling

See how Cosmetic Laser Dermatology realized \$1M+ in added revenue with NextPatient

MEET COSMETIC LASER DERMATOLOGY

The top cosmetic dermatology center in San Diego for more than 30 years

Serving the affluent La Jolla community, Cosmetic Laser Dermatology's team of experts maintains a world-class reputation, offering innovative, custom treatments with the latest technology to support a luxury patient experience.



BEFORE PARTNERING WITH NEXTPATIENT

A completely phone-based approach to patient scheduling limited patients' ability to book appointments, tied up front desk staff, and deterred tech-savvy clientele.



Appointment scheduling restricted to office hours



Opportunity gap in patient acquisition and practice revenue



Busy patient coordinators managing high demand

AFTER PARTNERING WITH NEXTPATIENT

Since partnering with NextPatient in 2019 for online patient scheduling, Cosmetic Laser Dermatology has realized \$1M+ in added revenue.

- ✓ Flexible scheduling to offer specific appointment types online
- ✓ More front office staff time dedicated to supporting a patient-centered experience
- ✓ Increased scheduling capacity by leveraging both online and phone-based appointment booking

\$480k

Average increase in annual revenue

1,186

New patients acquired from August 2019 thru March 2021

49.1%

Online appointments booked after hours

“Just by posting your schedule online, I can almost guarantee that you'll get your return on investment within that first week.”

Edward Ransom, Project Manager, Cosmetic Laser Dermatology