

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

Meet the practice



1 location
8 providers

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.

Challenges

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

Solutions

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



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

Results

\$480k

Average increase in annual revenue

1,186

New patients acquired from August 2019 thru March 2021

49.1%

Online appointments booked after hours

[Schedule a demo](#)

 nextpatient.co

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