






New York dermatology practice adds new location, doubles number of providers in three years

Meet the practice







 8 locations
 32 providers

Challenges

-  **Overwhelming call volume**
Coming out of the COVID-19 pandemic, phones were ringing off the hook, receptionists couldn't keep up, and the practice needed an online scheduling solution to help divert calls.
-  **Front office staff with limited bandwidth**
In an industry facing staffing shortages, the front office needed more tools to automate patient engagement workflows and extend office hours without increasing the burden on staff.
-  **Lack of dynamic scheduling rules**
The previous online scheduling solution couldn't support the practice's complex scheduling needs, including managing providers' unique preferences and booking patients according to appointment type and insurance.

Solutions

As a growing practice, NextPatient's real-time, two-way integration with ModMed EMA helps Hudson Dermatology streamline front office efficiency, attract new business, and keep patients engaged.

-  Finely-tuned scheduling rules accommodate providers' individual needs and preferences.
-  Digital check-in helps capture consent, ID, and insurance in advance so patients arrive prepared for their visits.
-  Post-visit surveys have generated thousands of online ratings and reviews, directly correlating to new business.
-  Smart reminders and two-way texting support patient communication and drive online bill pay.



The number of patients booking online is a massive relief to my staff, who can now focus on patients in the office. NextPatient contributes directly to both our quality of care and bottom line.

Dayna Ferreira
Practice Manager

Results after 3 years

52%

Of appointments booked online are for new patients

41%

Of appointments booked online are made after hours

1.8%

Appointment no-show rate*

4.9

Average Google rating across all seven locations with 10,900+ combined reviews

4.8

Facebook rating with 420+ reviews

*Compared to 7.6-8.6% rate reported by Practical Dermatology

[Schedule a demo](#)

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