

# See how Parcels Plastic Surgery built a consumer-quality scheduling solution to serve a modern clientele

## Meet the practice



 2 locations




 11 providers

### Top female plastic surgeon in New Jersey

As a highly regarded solo practitioner, Dr. Parcels sees 5-6 cases each week, approximately 300 cases annually, offering the most advanced surgical and cosmetic medical spa treatments.




## Challenges

Dr. Parcels opened her practice in August 2020 during the COVID-19 pandemic with a small support staff of two serving patients across two locations.

-  Witnessing the power of the virtual visit, Dr. Parcels knew patients were becoming more comfortable with technology
-  To avoid the uncertainty patients feel waiting on a callback, Dr. Parcels wanted to stay away from online appointment requests, especially for patients booking after hours
-  Dr. Parcels considered an additional receptionist, a call center, and live texting app to help manage scheduling needs

## Solutions

NextPatient's real-time, two-way integration with AdvancedMD helps Dermatology Partners streamline the online booking process for both patients and staff and keeps provider schedules full.

-  24/7 self-scheduling for patients that could have been missed leads
-  Patient chart automatically created in EHR for staff when patients book online
-  NextPatient's two-way integration works seamlessly with existing technology solutions and continues to evolve with practice needs



Everything I do is modern. I really wanted patients to have the dopamine effect of knowing they'd booked something.

Alexis Parcels, MD  
Parcels Plastic Surgery

## Results

# 59%

Appointments booked online after hours

# 1

full-time salary  
Saved by not hiring an additional receptionist

[Schedule a demo](#)

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