

CASE STUDY | Online Scheduling

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

## MEET DR. ALEXIS PARCELLS

### 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.



PARCELLS  
PLASTIC SURGERY

**“Everything I do is modern.”**

Alexis Parcels, MD, Parcels Plastic Surgery

## BEFORE PARTNERING WITH NEXTPATIENT

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

## IMMEDIATE RETURN ON INVESTMENT

Since partnering with NextPatient in 2020, Parcels Plastic Surgery has developed a modern solution that provides real-time appointment availability for patients and streamlines scheduling workflows for staff.

- ✓ 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

**59%**

Appointments booked online after hours

**1 full-time salary**

Saved by not hiring an additional receptionist

**“I really wanted patients to have the dopamine effect of knowing they’d booked something.”**

Alexis Parcels, MD

