




# One of the largest private dermatology practices more than doubles online booking volume

## Meet the practice






 30 locations  1 central corporate office  
 55+ providers

## Challenges

-  **Online scheduling limited to just 5% of total booking volume**  
The previous scheduling solution didn't immediately link patients to provider schedules and required too many clicks to see availability, compromising the patient experience and resulting in a low conversion rate.
-  **2,000 unfilled appointments each month**  
The inability to account for complex provider scheduling preferences, like some providers wanting to be double-booked, left thousands of appointments unfilled each month and an estimated \$3M+ loss in annual revenue.
-  **Countless scheduling-related phone calls**  
Call center and front office staff were overwhelmed with inbound phone calls and callbacks, resulting in long hold times and inconvenient phone tag for patients.

## 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.

-  Patients book in just three clicks with the ability to search by first available, preferred provider, or nearest location.
-  NextPatient accommodates complex provider scheduling preferences, including those who want to double book.
-  24/7/365 access to scheduling availability gets patients booked faster and diverts calls for staff.



NextPatient is a best in class online scheduling tool. It's very easy to deploy, it's extremely flexible, and I love how it integrates into our website.

Andrew Frankel  
COO

## Results after 6 months

2x

increase in appointments booked online

63%

of appointments booked online are for new patients

34%

of appointments booked online are made after hours

3%

appointment no-show rate\*

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

[Schedule a demo](#)

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