

Geria Dermatology left NextPatient for a 'bundled' solution. Here's why they came back.





Meet the practice



 2 locations





 6 providers

Challenges

-  **Inaccurate patient self-scheduling.**
Limited customization led to patients booking wrong appointment types, and alphabetical provider listings made it difficult to drive volume to the newer location.
-  **Declining Google reviews.**
With review requests sent 5-12 hours after checkout, patients had moved on — and response rates dropped.
-  **Skyrocketing no-show rate.**
Without the ability to collect cards on file or deposits at the time of booking, the practice found it difficult to enforce a payment policy, which meant they were hemorrhaging money.
-  **Ineffective reminders.**
Viewing reminders required patients to log in, driving 35-40% of the practice's call volume for patients wanting to reschedule.

Solutions

As a small private practice with both an established and new location, Geria Dermatology relies on NextPatient's integration with ModMed to drive patient engagement and keep provider schedules full. After another vendor overpromised and underdelivered, the practice returned to NextPatient to rebuild momentum.

-  Customizable visit reasons eliminate booking confusion; "find first available" keeps provider schedules full
-  Review requests triggered at checkout — not hours later — capture patients when they're most likely to respond
-  Collecting cards on file at booking protects provider time and practice revenue
-  Interactive reminders empower patients to confirm, cancel, and reschedule appointments — no phone call or login required



The reputation management is unmatched. There is no other software like it. One Friday, I'm relaxing on my couch after hours, and I see that we got seven Google reviews at one location and four at the other. I really don't know how you guys do it, but it's magical.

Melissa DelFino
Practice Manager,
Geria Dermatology

Results after 2 months

45%

of appointments booked online
are made after hours

37%

of appointments booked online
are new patients

3.7%

no-show rate for appointments booked
online vs. 12-31% industry average

3x

more Google reviews each month
than with previous solution

4.9★

Google rating with
1,200+ reviews

[Schedule a demo](#)

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