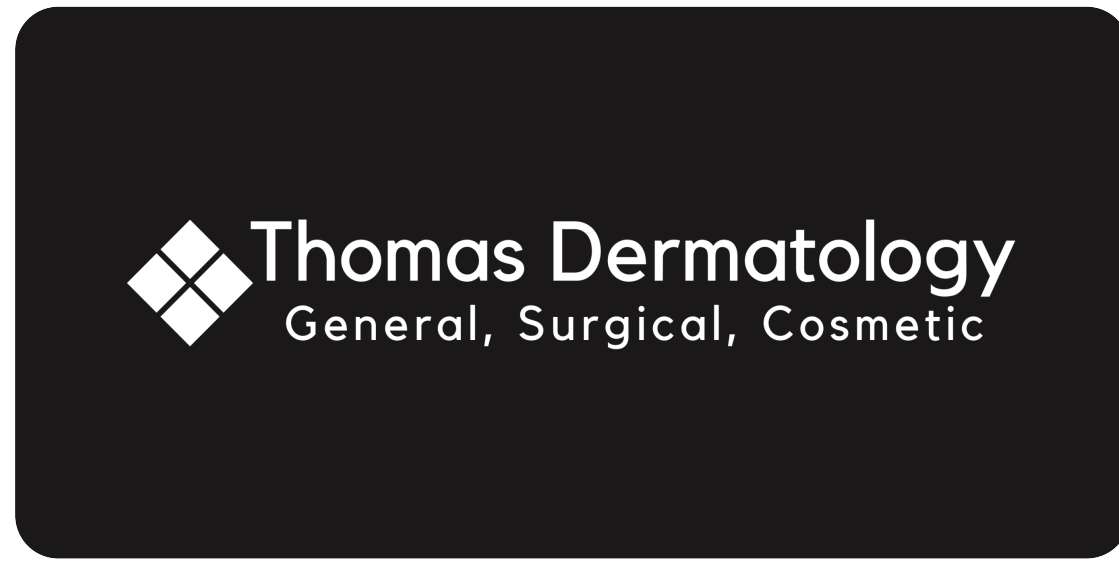


20% of Thomas Dermatology's patients book online — saving nearly 2 years of staff time every year

### Meet the practice



8 locations

EHR: ModMed

36 providers

★ Client since 2021

## Challenges

- ⊗ **Outdated online presence**  
Coinciding with a website redo, the practice needed more than a new look — and with no self-scheduling, the goal was a modern website with a modern booking experience to match.
- ⊗ **High Monday-morning call volumes**  
Mondays were consistently the highest traffic day of the week in the call center. Patients wanting to book on weekends had to wait until the practice opened, overwhelming the call center and creating long hold times.
- ⊗ **EHR integrations that missed the mark**  
Other vendors the practice evaluated couldn't deliver true real-time online scheduling. With EHR sync lags of up to 15 minutes, the potential for accidental double-bookings and lost same-day backfills was too great a risk.

## Solutions

Motivated by delivering a modern experience that captures more after-hours bookings and reduces call volume, Thomas Dermatology has been a NextPatient client since 2021. In addition to patient self-scheduling, the practice now runs automated recalls, smart reminders, appointment manager, payments, post-visit reviews, and more — all seamlessly integrated in real-time with ModMed.

- ✓ **An EHR integration that solves real workflow problems**  
NextPatient's EHR integration depth and customization with ModMed outpaces other solutions. Real-time sync optimizes provider schedules and enhances workflows that benefit patients and staff.
- ✓ **An online experience that attracts high-revenue patients**  
Cash-pay cosmetic patients make up about 20% of the practice's total patient population, but they represent half of all appointments booked online, benefiting from instant appointment confirmation, real-time deposit capture, and the ability to book on their own time.
- ✓ **Add-on features with surprising ROI**  
Building on patient self-scheduling, the practice has added new patient engagement features, but automated recall notifications delivered unexpected results. Out of 7,500+ recalls sent in a year, nearly 5,400 patients booked — a 70% conversion rate with zero staff involvement.
- ✓ **24/7 scheduling that saves Monday mornings**  
Nearly half of the appointments that are self-scheduled, rescheduled, and canceled through NextPatient happen after hours and on weekends, saving the call center more than 3,800 hours, or nearly two years for a full-time staff member, in one year.



As a large practice with more than 150,000 patients a year and 30+ providers, we have multiple SaaS partners on various sides of the business. By far, NextPatient is my favorite to work with.

CHRIS FREDERICKSEN  
COO

## Results:

### A one-year snapshot

20%

of all appointments are booked online

47%

of appointments booked online are made after hours

70%

of recall notifications turn into booked appointments

3,800+

staff hours saved annually

4.8★

Google rating with 3,000+ new reviews

Schedule a demo

🔗 [nextpatient.co](https://nextpatient.co)

📞 415.685.4958

✉ [hello@nextpatient.co](mailto:hello@nextpatient.co)