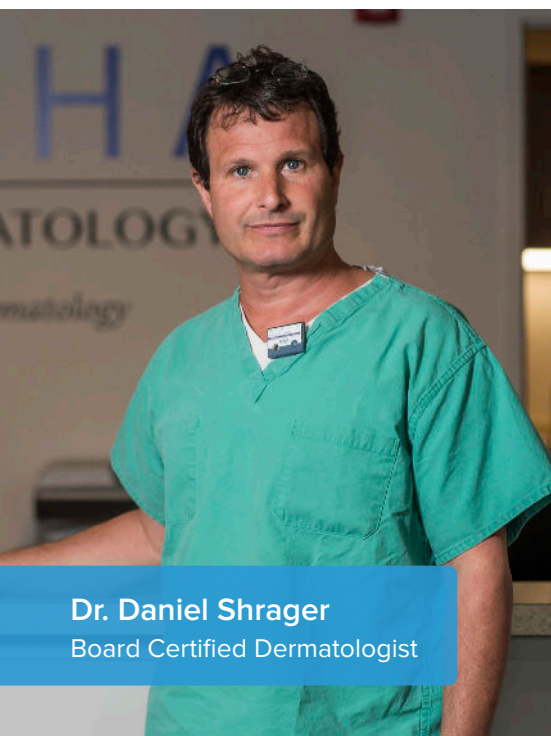


Streamline Management of High-Volume Practice

ALPHA DERMATOLOGY is a comprehensive dermatology practice in Pennsylvania offering a full range of services including skin cancer screening & surgery-free treatment, laser treatment, and a variety of cosmetic services and treatments.

LEARN how Dr. Daniel Shrager leveraged the services of CareCloud to completely eliminate in-house administration, while still seeing over 150 patients per day.



FAST FACTS

Alpha Dermatology of Pennsylvania

- Dermatology practice
- 2 Providers
- 3 Locations
- 15 Staff

Solutions

- Concierge RCM

The Challenge

- Provide reliable, cost effective RCM services
- Make practice administration so easy, no office administrator would be needed
- Help support a very high patient volume without long patient wait times

THE CARECLOUD DIFFERENCE

FPRR
OF 96%



FROM 80%

SEES
150+ PATIENTS



PER DAY

REVENUE REALIZATION RATE
UP 8%



FROM 88%



Streamlined Office Management

Alpha Dermatology is the most comprehensive dermatology practice in Bucks and Montgomery Counties. Dr. Daniel Shrager, a Board Certified Dermatologist and American Academy of Dermatology Fellow, and his experienced team of providers, deliver a variety of medical, cosmetic and surgical dermatology services including treatment of skin cancer, laser treatments, treatment of eczema, psoriasis and acne, and advanced cosmetic procedures including Botox, Kybella and Restylane.

Alpha Dermatology has two dermatologists, supported by medical assistants and front desk staff. When the practice was founded, Dr. Shrager chose a flat organizational structure in order to better align his staff on patient-focused activities. To ensure the structure worked, Dr. Shrager was careful about the vendors he partnered with and invested his own personal time to get systems up and running.

“YOU DON’T NEED AN OFFICE MANAGER WITH CARECLOUD.”

At that time, Dr. Shrager chose CareCloud Central PM in order to streamline practice administration, leveraging the Concierge RCM services as an ‘extra employee’ to replace the standard office administration position that would typically be needed for each of his three practice locations.

“Our office is very flat,” notes Dr. Shrager, “We are very much a customer-focused practice and our approach is to outsource everything possible.” This unique approach has allowed Alpha Dermatology to grow rapidly without resulting in months-long wait lists for patients. The practice now sees over 15,000 patients a year with its choice in organizational structure and outsourced services allowing the practice to remain efficient while keeping patient wait times below 10 minutes.

Since moving to CareCloud five years ago, Dr. Shrager continues to be impressed by the constant improvements delivered through the monthly product updates. For example, CareCloud's easy drag-and-drop patient scheduling means patients no longer need to return to the front desk to schedule follow-up appointments. "I love the software," notes Dr. Shrager. "I love the scheduling. It's very intuitive."

"ONCE THINGS ARE
UP AND RUNNING, THE
SYSTEM RUNS ITSELF."

With practice efficiency built right into the organizational structure, Dr. Shrager re-invests the savings recouped by outsourcing services right back into his medical assistants, paying them at the 99th percentile. Freed from the bulk of administrative overhead (paperwork, phone calls, billing), practice staff are incentivized to focus on activities that create value for patients and growth for the practice: areas that have positioned Alpha Dermatology to remain competitive in today's value-based economy.

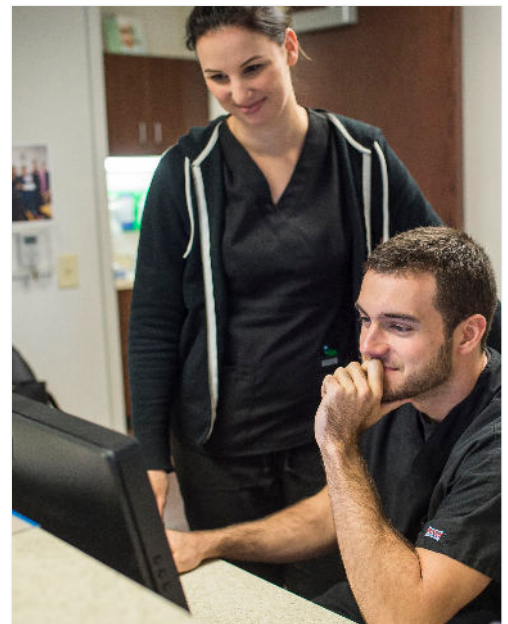
Supporting a High-Collections Practice

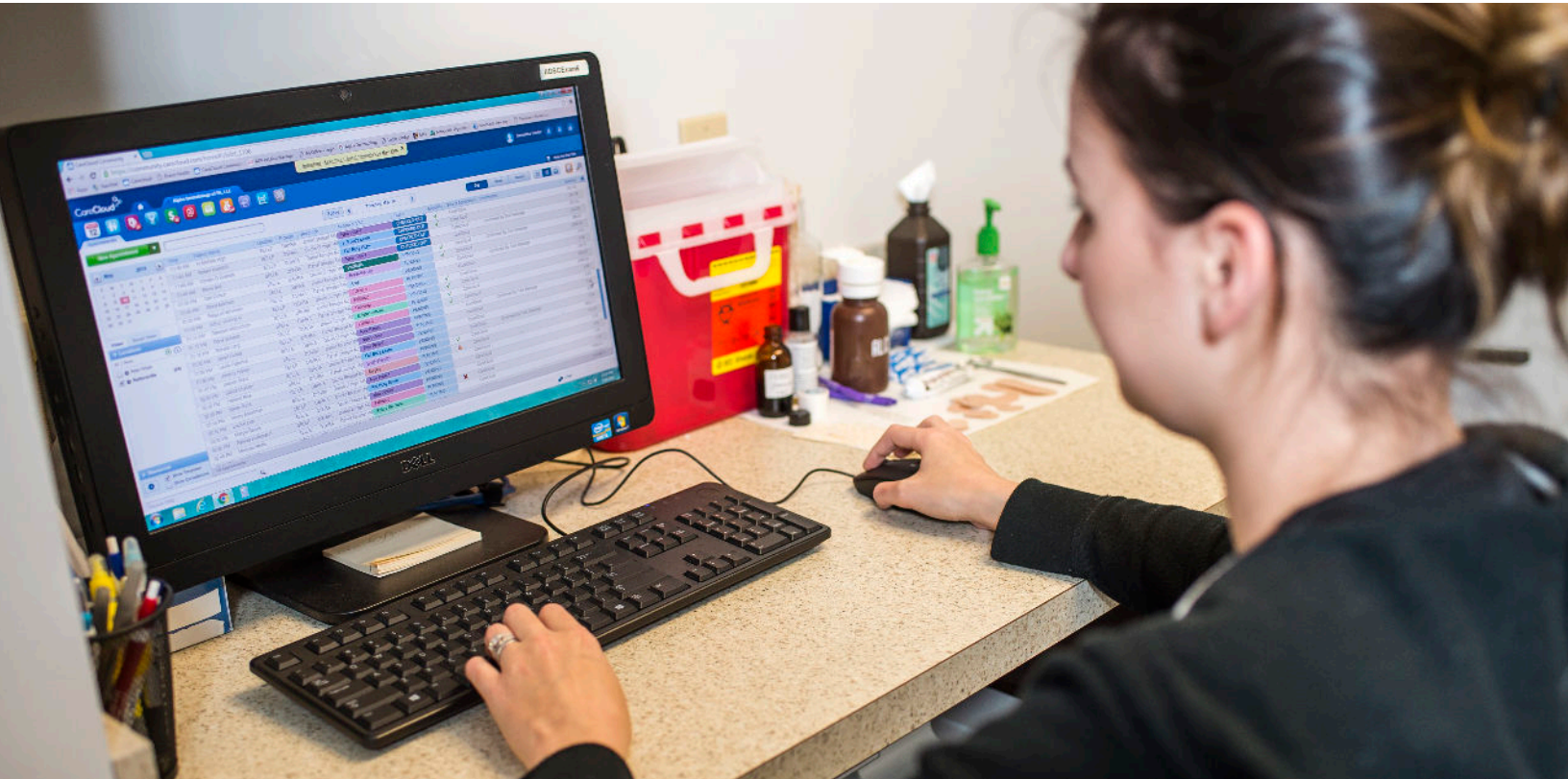
Like any dermatologist, Dr. Shrager manages a practice where treatments costing thousands of dollars or more are typical. Being able to confidently let a third party manage such a crucial aspect of his business means he can spend his valuable time servicing the needs of patients, not payers.

Being a motivated physician, Dr. Shrager makes intensive use of the advanced features in CareCloud. Real-time analytics and customizable reports offer powerful insights to improve practice profitability and adapt better to industry change. "You have the ability to deep dive in ways you can't with other systems," notes Dr. Shrager of CareCloud's powerful analytics, "You can easily dig into all the different metrics." This level of transparency into every dollar that comes in to his practice gives Dr. Shrager the peace of mind he was looking for.

In the past five years, Dr. Shrager has relied on CareCloud to help support the practice as it grew from a start-up to its current patient volume of 15,000 patients per year spread across three locations. "CareCloud has helped make our growth easier," notes Dr. Shrager, "If I did have the opportunity to expand with more providers, CareCloud would be the place to go to support that." In the meantime, Dr. Shrager knows that CareCloud has his back, tracking performance and optimizing wherever possible. In the past two years, the RCM team at CareCloud have helped increase the practice's resolution rate from 80% to 96%.

"YOU'RE THE ONLY VENDOR
I DON'T EVER TALK TO...
BECAUSE I DON'T NEED TO!
BECAUSE YOU'RE SO GOOD."





Leveraging Partner Integrations

Dr. Shrager is the first to admit that he is heavily invested in optimizing his practice, seeking out new solutions and digging into the details of all the latest offerings on the market. That's why he's taken full advantage of CareCloud's partner ecosystem to find and adopt three solutions that seamlessly integrate with his CareCloud deployment.

Currently, Alpha Dermatology leverages the automations provided by Zocdoc, Talksoft and QueueDr, which provide the practice with automated communications, online appointment management and autofill cancelled appointments from the waitlist. Each of these three apps was found through CareCloud and seamlessly integrates with his system to increase practice productivity.

"I like the fact that CareCloud is very open to partnerships like that," notes Dr. Shrager, "It's so easy to integrate that, as a provider, especially a specialist provider, I can always be assured I get best in class for everything."

Dr. Shrager is always looking for the leader in any solution on the market and has continued to support CareCloud through five years of evolution and innovation, giving him the tools and support to understand and maximize the performance of Alpha Dermatology, all with minimal administrative overhead.

"I'M AN EARLY ADOPTER
OF A LOT OF THINGS,
ESPECIALLY THOSE THAT
AUTOMATE MY PRACTICE."

FROM PATIENTS TO PAYERS AND EVERYTHING IN BETWEEN

Want to learn more about how CareCloud can take care of your practice?

Visit carecloud.com/product-tour or
call us at 1-811-342-7519 to schedule a demo of our platform.

