CareCloud

CASE STUDY | Premier Dermatology

Transforming Practice Profitability for Award-Winning Dermatology Practice

PREMIER DERMATOLOGY's award-winning dermatologists provide individualized skin and body care services at two Silicon Valley locations.

LEARN how Dr. Marie Jhin and her office manager Janet Valdehueza turned around practice profitability, eliminating high collections and now seeing a first pass resolution rate (FPRR) of over 97%.

FAST FACTS

Premier Dermatology

- Dermatology Practice
- 5 Providers
- 2 Locations
- 7 Staff

Solutions

- Concierge RCM
- Central PM

The Challenge

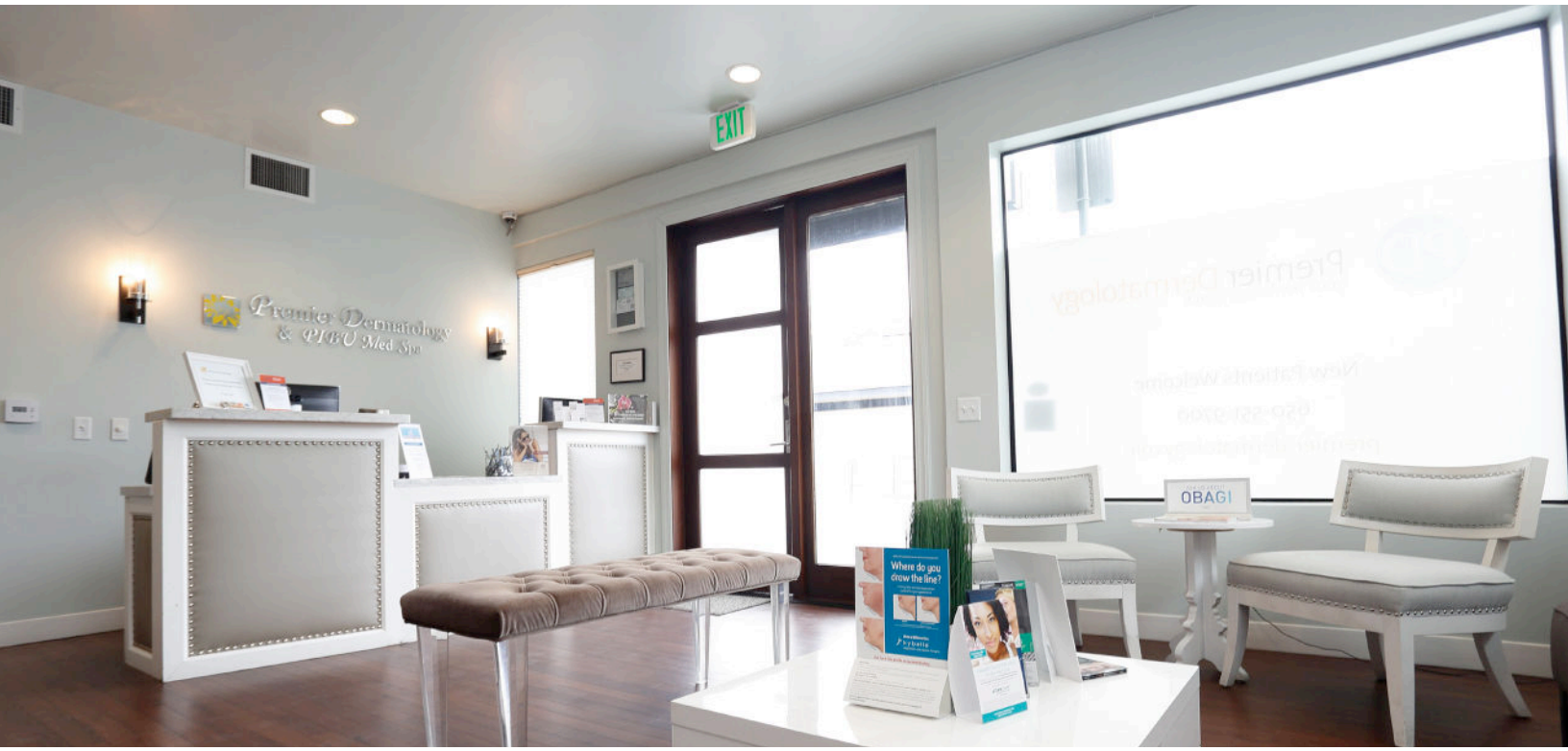
- Confusing and mis-managed billing led to tens of thousands in collections
- Copays were difficult to manage
- Complicated, disconnected systems added to administrative overhead

THE CARECLOUD DIFFERENCE

FPRR UP TO
97%
FROM 84%

SERVICE TO PAYMENT REDUCED BY
15 DAYS
FROM 28

DAYS IN A/R REDUCED TO
21
FROM 47



Driving Practice Profitability

Premier Dermatology wants to make every patient feel like part of the family, delivering a personalized experience based on trust and respect. Experts in all skin types and skin conditions, Premier Dermatology's team of physicians, registered nurses and aestheticians work together to provide innovative and progressive care to the Silicon Valley area. Featured in magazines and TV shows, Director of Premier Dermatology Dr. Marie Jhin has been rated as one of America's Top Doctors.

Despite a high patient volume, brought in by award-winning services, Premier Dermatology realized that in today's medical economy success requires more than just getting patients in the door. When Premier Dermatology faced tens of thousands of dollars in collections because of mis-billing by a third party biller, Dr. Marie Jhin knew they had to rehaul the business side of the practice to be in line with the values of their providers.

Managing for quality and removing unnecessary costs from the practice required that Premier Dermatology look for a practice management and billing system that would optimize insights and information flow. The search for a solution that would help transform practice profitability brought Dr. Jhin to CareCloud Concierge, a complete RCM and PM solution.

In addition to switching to CareCloud's Concierge RCM software & services, Premier Dermatology hired Office Manager Janet Valdehueza to help improve practice performance. With 28 years of experience under her belt, Janet was quickly able to see where the practice was underperforming and, thanks to easy-to-understand software, take steps to set things right.

"MY GOAL IS TO GET FPRR TO 99% WITH THE HELP OF CARECLOUD"

Prior to CareCloud, staff had run into problems with duplicating calendars and mis-billing, with no knowledge how to work the billing. Now, CareCloud RCM experts handle the billing and remittance, with electronic claims submitted daily. As a result, claims are now paid out to the practice in 7 to 10 days with a first pass resolution rate (FPRR) of up to 97%. "My turnaround is so wonderful," notes Janet. "And I'm collecting copays up front."

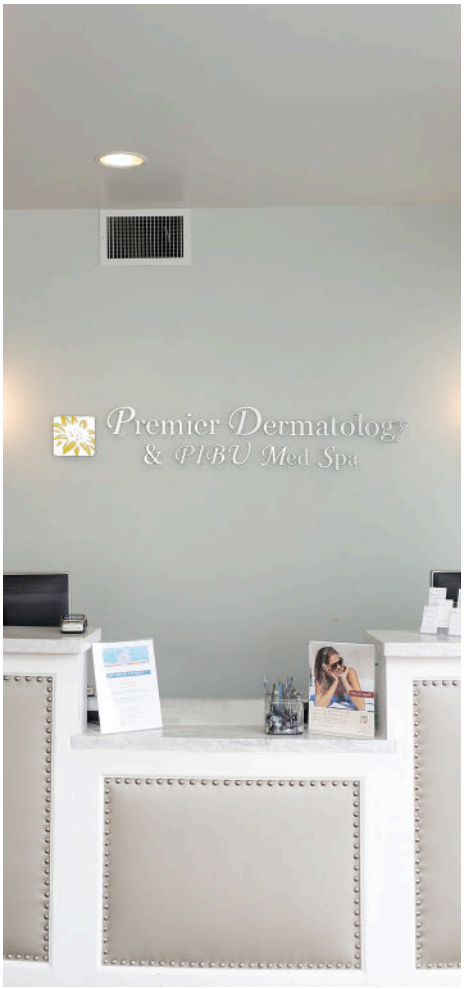
With the heavy lifting around getting paid offloaded to CareCloud, Janet is able to focus on other aspects of practice performance. Janet has leveraged the CareCloud platform to improve the effectiveness of Premier Dermatology's revenue cycle management processes, from pre-visit processes such as verifying insurance eligibility, adding required authorizations, scheduling appointments and maintaining accurate patient demographics to post-visit tasks like coding and billing.

"I'VE DOUBLED OUR FINANCIAL GROWTH WITH CARECLOUD."

Intuitive Analytics

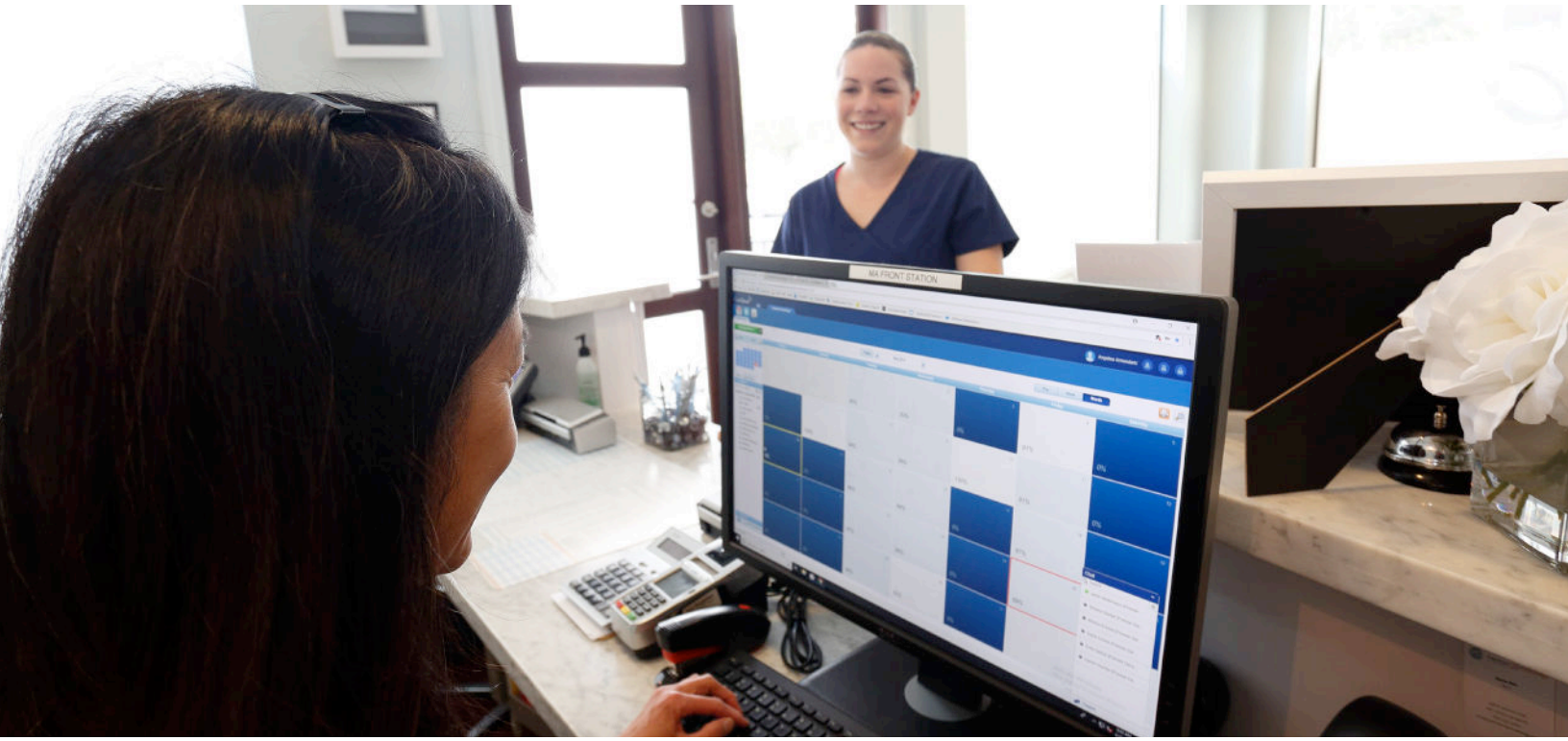
To closely monitor practice performance, Premier Dermatology relies on the Advanced Analytics app built into the CareCloud platform. Offering unparalleled visibility into the financial, administrative and clinical performance of the practice, Premier is able to make data-driven decisions to reach for lofty performance goals, like a 99% FPRR.

"THE ANALYTICS IS WONDERFUL AND VERY USER-FRIENDLY."



Pre-built reports display critical metrics in seconds, while an intuitive report-building tool lets Janet quickly run customized analysis to hone in on specific data, such as specific cosmetic procedures or self-pays. Janet is able to save these custom reports to re-use or customize them further with simple drag-and-drop options. "It's endless, what I can do," notes Janet, "I have worked with other systems where reporting was just a nightmare. With CareCloud, it's so easy!"

Janet accesses reports at the end of each day and throughout the month, to keep track of the metrics important to the practice. With billing posted daily, Janet can rely on the most up-to-date information to respond quickly when metrics are off track.



Intuitive Analytics

Premier Dermatology takes advantage of the comprehensive PM + RCM services in Concierge and leverages CareCloud's partner ecosystem to seamlessly integrate with their dermatology-specific EHR. "Everything works hand-in-hand," shares Janet.

From the first, CareCloud has been intuitive for new users, from Janet herself to the other staff in the office. "I've worked with many different kinds of software," notes Janet, "Initially I was resistant to another program, but now I find it the most friendly software out there." If support has ever been needed, Janet has relied on being able to call in anytime and receive knowledgeable answers. "The support team is so on top of it!"

> "IT'S A CLEAR PATH FROM THE ENCOUNTER TO THE BILLING."

The front-desk staff are able to easily book and confirm appointments, check-in patients and view schedules across providers, as well as boost financial performance by checking insurance eligibility or pre-paying for cosmetic packages. Beyond simply managing tasks, Premier leverages the PM as a command center to streamline workflow and maximize efficiency, shaving hours off of the day-to-day administration of the practice.

Moving forward, Premier Dermatology plans to leverage the platform capabilities of CareCloud to add retail and patient experience management services.

"We're going to continue with CareCloud," shares Janet, "And I am already talking with other dermatology offices to switch to CareCloud - it's a great system overall."

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.

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