Pennsylvania Dermatology Partners

12 offices throughout Pennsylvania

Providers: Nine physicians, seven nurse practitioners & physician assistants
Specialty served: Dermatology
AdvancedMD client since: 2012

TECHNOLOGY PROFILE

Dr. Shurman & Mr. Frankel had used electronic health records (EHR) and a home-grown practice management system in a previous practice, as well as a few early, less sophisticated tools. Evaluating healthcare technology solutions for their new practice, they decided to adopt the AdvancedMD practice management, which was able to interface with a dermatology-specific EHR they had from another vendor. Today, PDP has made a broad commitment to the AdvancedMD Rhythm platform, using AdvancedEHR, AdvancedPM & many of its AdvancedPatient solutions. Mr. Frankel says the AdvancedMD software has been a very important part of the practice's growth.

PRACTICE HIGHLIGHTS

Formed in 2012 by Dr. Daniel Shurman, a dermatologist and Mohs surgeon, and COO Andrew Frankel, Pennsylvania Dermatology Partners (PDP) now serves the southeastern part of the commonwealth from 12 offices. With nine physicians, seven nurse practitioners and physician assistants and some 7,300 patient visits per month, PDP made the decision at the outset to invest heavily in technology, feeling certain that the practice would realize a significant return on such an investment.

GROWING USE OF ADVANCEDMD'S RHYTHM SOLUTION HELPS PENNSYLVANIA DERMATOLOGY PRACTICE FLOURISH

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solutions. Mr. Frankel says the AdvancedMD software has been a very important part of the practice's growth.

"AdvancedMD has been a great centralized system, scaling easily as we add offices and nicely tying everything together," Mr. Frankel explains. "Whether we're changing provider schedules or messaging a patient, the software has helped us to expand at a steady and predictable pace."

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"Like a Swiss army knife, practice management must be able to do many different things for everyone working in the practice," notes Mr. Frankel. "That's exactly what we get from AdvancedPM, a broad system with industry-standard tools that are easy to leverage. It's been great for our specialty."

ONLINE SCHEDULING GROWS PRACTICE OUTSIDE OFFICE HOURS

Mr. Frankel admits that they were not keen on their previous online scheduling system, so were "thrilled" when AdvancedMD made online scheduling available as part of the AdvancedPatient solution.

"While the actual percentage of patients scheduling appointments online is small, this capability is a fantastic addition to the growth of our practice. It enables patients to make appointments outside of office hours, and we see its usage increasing month by month," he confirms. "Unlike our previous scheduling tool, our patient demographics are not shared, as requests for appointments only go directly to the doctors on our site."

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According to Mr. Frankel, online scheduling was easy to deploy and, in fact, was up and running in only two weeks for every provider with open office hours. He reports that 214 visits were scheduled online in April 2018, freeing the office staff to focus on those patients who need assistance with scheduling, prescriptions or questions via the telephone or in person.

"It's exciting to see that certain segments of our patient population are attracted to – and easily use – the convenience of this technology," Mr. Frankel points out. "Being able to message securely with the practice is another feature of the AdvancedMD software that appeals to these patients." In a recent PDP patient survey, the majority of those responding gave positive ratings to the practice's patient portal and online scheduling.

REPUTATION MANAGEMENT VALUABLE IN ASSESSING THE BUSINESS

Mr. Frankel says the PDP dominant sources for new patients are existing patients, referring physicians and insurance plans. Therefore, the practice has not invested heavily in outreach, such as email newsletters, feeling that consumers are already bombarded with unsolicited emails. However, Mr. Frankel finds the reputation management software available from AdvancedMD is a valuable reference tool. "For example, by logging into our AdvancedMD dashboard, I can easily see that we've had 153 reviews in the past seven days, 132 of them with five stars. I can also dig in to see what feedback was provided by the patients, and can aggregate reviews by category, such as by office or practitioner. We work hard to keep our patients happy, and it's rewarding to see that good work reflected in so many positive reviews."

A RELATIONSHIP BASED ON RESPONSIVENESS & TECHNOLOGY INNOVATION

Pennsylvania Dermatology Partners has had the opportunity to beta test AdvancedMD software, and Mr. Frankel is not shy about recommending new features to help his practice excel. "We've noticed that AdvancedMD continues to invest in its Rhythm platform, incorporating tools that were once standalone options. This mirrors our own investment in their technology, as we always want room to grow and roll out new advancements as part of an integrated whole." Mr. Frankel particularly likes the AdvancedMD new voice reminders feature, which allows PDP to customize reminders right within the software – and keep their practice in the forefront of patients' minds.

Mr. Frankel is proud that the practice is growing in a sensible way, without outside funding, and has become a real contender in a very competitive environment.

"The future of medicine is being able to provide the best services to our patients, and to adapt as necessary to do even better on their behalf," he concludes. "We absolutely would not be able to understand and expand our business in this manner without having built it around the AdvancedMD Rhythm technology platform."

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