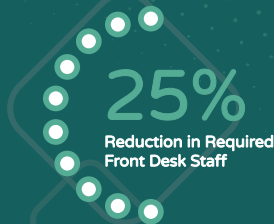
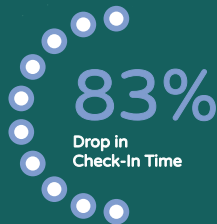
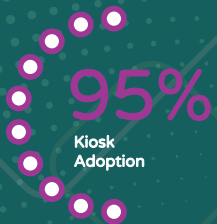


Dermatology Associates Optimizes Staffing & Patient Wait Times



“The kiosks have truly streamlined our overall check-in process. It’s much smoother for patients and saves our staff time.”

Donna Hyland

Practice Manager | Dermatology Associates

Dermatology Associates offer a wide range of cosmetic and medical care to over 4,500 patients per month across their three locations. With growing patient volumes, the practice was looking to reduce staffing strains and speed up check-in. Practice Manager Donna Hyland shares, “Staffing availability at the front desk is an ongoing challenge, it started with COVID, and it’s just continued.”

Donna Hyland knew a change was needed, “Providing our patients with the best service and care possible is our top priority. As we continue to increase providers and patient volumes, we know we can use our technology to drop workloads and get our patients to their dermatologists, faster.”

Looking on, Donna Hyland explains her thoughts on Dermatology Associates’ successful move to patient-led, self-registration, “I was skeptical at first of how well Clearwave could optimize staff workloads, while providing a positive patient experience. Once we had it in-house, I was happy to see how quickly it worked and how fast it made a positive impact on our practice.”

Challenge:

Prior to going digital, the practice used a pen and paper approach to manage patient registration. Front Desk Lead at Dermatology Associates’ busiest location, Shylah Nettles, shares, “Before, we were giving patients a clipboard for them to write down all of their information. They would work on it for 30 to 45 minutes, and some would forget to bring it back up to us, so we would have to call them up.”

This process stalled check-in times and required a fully staffed front desk team to manage clipboards, determine and collect payments, handle questions and manually input data into their practice management system (PMS). Donna Hyland says, “Prior to Clearwave, we had 2-3 check-in positions based on the volume of providers and patients expected per day, as well as a check-out person. We knew we needed additional help at the front desk, and we were having trouble finding staff.”

The solution came in the form of patient-led, self-registration kiosks and smart automation...

Registration Solutions:

Dermatology Associates launched Clearwave Registration, including patient check-in kiosks and pre-registration capabilities, to optimize staffing, intake and collections. Now the practice has dropped patient check-in times from 30-45 minutes down to just under 5 minutes for first-time users, creating an 83% drop in wait times. Highlighting this change, Shylah Nettles, says, “The check-in process overall now, is a lot faster and cleaner for our patients and a lot easier for our staff.”

Across locations the practice sees 95% patient utilization of the kiosks on average. Of the move from clipboards to patient-led registration, Donna Hyland shares, “The kiosks have truly streamlined our overall check-in process. It’s much smoother for patients and saves our staff time.”

She acknowledges, “Of course there’s a learning curve. While some patients adapted to the kiosks right away, others required additional help from staff to get up-to-speed. Our patient adoption percentage has consistently grown and when patients need help, our front desk team can walk patients through the process.”

Offering self-registration and automating administrative responsibilities have reduced staffing burdens for Dermatology Associates, to the point where they’ve dropped required front desk staff by nearly 25% per location. Donna Hyland shares, “It’s made a big difference. Today, we operate smoothly with one front desk lead, one check-in person and one check-out person.”

Further speeding up check-in, the practice sees 50% of patients completing pre-registration prior to arriving at the office. Dermatology Associates’ IT Specialist Matt Hyland shares the benefits, “The fact that we can send a pre-registration link ahead of time and patients can complete those forms and give them back to us prior to appointments is huge. The information is immediately available in our PMS and pushed into the patient’s chart in the EHR. It’s invaluable to have all of the forms right there and ready to go.”

Clearwave Reminders, Message and Two-Way Texting have also helped streamline patient communications and reduce phone traffic for Dermatology Associates.

The practice currently sees 81% of appointments confirmed through Clearwave Reminders, helping to reduce no-shows and keep schedules on track.

Jen Nasir, Assistant Manager and Scheduling Supervisor, uses these communications daily to resolve care needs and ensure patients arrive on time. She says, "The messaging, on-demand reminders and two-way texting tools help us streamline patient interactions. Patients can send us their insurance cards when they forget them or ask us questions. It's easy for patients and it's been helpful in our interactions."

Collections & Eligibility Solutions:

Dermatology Associates uses Clearwave Multi-Factor Eligibility™ and Registration solutions to speed up payment determination and collections. The practice sees average co-pay collection rates of 73% and self-pay collection rates of 53%, all taken by the kiosk during check-in.

Donna Hyland shares, "We've always prioritized patient collections at check-in and emphasized this priority with staff. The kiosks continue this focus, helping us consistently capture payment at check-in and ensure that whatever needs to be collected is collected."

Clearwave has also helped the practice simplify self-pay collections. Donna Hyland goes on, "Being able to charge for cosmetic services ahead of time through the kiosk is a great benefit, especially since we often see patients for cosmetic procedures. We're able to load balances and any fees into Clearwave to be charged at check-in."

This approach simplifies the patients' experience as well, Donna Hyland notes, "The check-out experience is faster and more streamlined for our patients, they don't have to stop back at the desk and make a payment, they can just get on with their day."

Matt Hyland discussed the impact Clearwave's Multi-Factor Eligibility solution has had on their insurance verification staff, "We've improved our eligibility verification process overall. Our insurance verification staff save time and energy every day, especially as it relates to solving outlier insurance nuances, like the hard-to-find insurance payers. We can label them as a specialist and more quickly determine patient eligibility and benefits in these instances."

Results:

- 95% Kiosk Adoption
- 4m50s Average Check-In Time for First Time Users
- 50% Pre-Check Utilization
- 81% Appointments Confirmed via Clearwave
- 73% Average Co-Pay Collection Rate at the Kiosk
- 58% Average Self-Pay Collection Rate at the Kiosk
- 83% Drop in Check-In Time
- 25% Reduction in Required Front Desk Staff

About Clearwave

Specialty practices choose Clearwave to optimize staffing, accelerate revenue and enhance patient experiences. Through our Patient-Led Self-Service Platform—offering scheduling, registration, clinical intake, communications, payments and multi-factor eligibility™ verification—you can enhance practice productivity day in, and day out. Clearwave extends PMS/EMR capabilities to reduce staffing strains while helping you put patients first and reduce profit leaks. With a commitment to innovation and superior client success, you can trust Clearwave to help you navigate the evolving healthcare landscape. Enhance productivity and patient experiences with Clearwave's patient-powered solutions today, www.clearwaveinc.com.