

How Island Dermatology's Growth Soars With Steer Health's Support

Dr. Leila Ettefagh and Dr. Navid Nami have a board-certified dermatology practice in Newport Beach. Island Dermatology, excelling at providing a warm, family environment to meet the diverse skin care needs of the community, was looking for a partner to bring its services to more clients.

Challenges:



Lack of unified
branding of acquired
practices



Busy call center
and phone
tagging



Staff shortage
at the front
office



Low patient
satisfaction
rates

Results:

- A unified modern website for all 5 locations with a co-branding strategy.
- Steer's omni-channel self-service, including web, SMS, and IVR, reduced inbound calls by over 56% and saved 178 hours of staff time per week.
- Online reputation boost from 3.1 to 4.6 on Google using Steer AI-based patient advocacy module.

48%

Online traffic increase

712h

Saved per month

196%

More patient reviews



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