



Westgate Skin & Cancer

Focusing on Growth and Patient Satisfaction with Kareo

Dermatology

Westgate Skin & Cancer was originally established in 2012. After experiencing solo offices, the government-run VA hospital system, and training at University Hospitals Case Western Reserve, Dr. Blakely Richardson found that she was happiest in private practice.

After two years of research and planning, the practice opened on August 4, 2014 in the Austin, TX area. Like many dermatology practices, they focus on general skin care, skin diseases, and skin cancers for patients of all ages. Unlike many of their competitors, this one-provider practice embraced technology and operational efficiency.

Challenge

Daniel Soteldo, practice manager at Westgate Skin & Cancer, knew he wanted to be as efficient as possible from the start. “We are in a very competitive market,” he explains. “Because of that we needed to find and establish differentiators right from the beginning. Patients in the Austin area are savvy, well-informed, and have high expectations of service.”

The priority was to be as efficient and flexible as possible in order to gain a competitive edge. This would lay the foundation for rapid growth, excellent patient care, and most importantly, high patient satisfaction.

Solutions

To get a paperless process in place, Daniel chose Kareo Billing with the integrated Modernizing Medicine EMA EHR. He opted for this combination to get a truly integrated solution that was made for his specialty. “Selecting a system is about more than just a practice management system or an EHR, it is the whole ecosystem that is important,” he says. “If I had chosen someone else, they might not have had important integrations with other solutions. Kareo is well established, reliable, has great partnerships, is integrated with specialty EHRs, and offers strengths for our practice that other systems could not.”

Starting a new practice is a big undertaking, and Daniel knew it would be important to have the flexibility to work from the office or home. When every dollar counts you need to keep a close eye on things and be responsive. Kareo and EMA run in the cloud, which they can access from laptops or iPads and a wireless connection in and out of the office. As a result, the practice has great key performance metrics for their billing and solid clinical documentation processes.

Kareo Solution



KAREO BILLING



KAREO ENGAGE



**MODERNIZING
MEDICINE**



WESTGATE
SKIN & CANCER

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“We have very low A/R with an average days in A/R of about 24 and it has been in the high teens, which I’m happy with for our first year in business,” says Daniel. “Dr. Richardson signs every note the same day, we submit claims daily, we perform collections at the time of service, and we post our ERAs quickly.” His ultimate goal is to have A/R over 120 days at 1% or less. It is 6% now. They also have very low denials and rejections because EMA and Kareo enable the practice to document and code accurately so claims go out right the first time.

This high efficiency documentation and billing process is allowing his team to focus on further improvements like establishing processes and policies for high dollar services and further expanding credit card on file. “We can really put more of our focus on patient experience, transparency, and patient satisfaction because these other processes are so solid,” he adds. “And now we are really expanding our practice marketing.”

In addition to the Kareo’s integrated billing and partner EHR solutions, they also added Kareo Engage, a practice marketing and patient engagement solution. “This change has been huge,” explains Daniel. “In a short time we have seen our no shows drop 70-80% and I’m gaining direct visibility into the patient experience.” Westgate Skin & Cancer is using the system to automate patient reminders through email and text, streamline patient communications and messaging, and close the loop once a patient leaves by sending out post-visit surveys.

The practice has gained nearly one-third of their patients through online appointment scheduling. In one 30-day period, they had 611 appointments, with 171 of those booked online! Their online review strategy, combined with online ads on Facebook, Google, and Yelp, has resulted in 100% first-page search results. The practice sends out a follow-up survey to every patient within two hours of their appointment. This process has helped them generate over 700 reviews in less than two years. They now have ratings of 4.5 stars or higher on all the top sites.

Conclusion

Today, the practice is almost one year ahead of their original projections and is actively hiring additional support staff to continue the growth. Thanks to their efficiency, the patient engagement solutions, and all of Daniel’s hard work, the practice has the kind of problems most businesses want. “We are growing so quickly that I can’t hire enough people fast enough,” he says. “Kareo has been a major part of our growth and is the glue that binds our practice together.”

“Automation of the basics frees you to focus on the stuff that makes you more competitive,” he adds. “If I can come up with a way to automate a workflow to improve cost efficiency while simultaneously maximizing patient care, I’ll usually roll it out pretty quickly.” As a result, he says that in terms of practice marketing, online presence, positive reviews, and growth, they are ahead of competitors who have been in business for over 10 years.



24 days
avg. A/R



6%
A/R > 120 days



70 - 80%
no shows down



100%
First-page search results



Over 700
Reviews generated



4.5 stars
Average rating or higher
on top sites