



Tech Guide for Starting or Growing a Practice

Learn how the latest technologies can enhance plastic surgery practices ready to start up or update old systems. **Get tips on advertising, marketing, promotion, payments, analytics and accomplishing more in an age of staffing shortages.**

How can we be more productive with less staff?

In a post-pandemic world, businesses everywhere are experiencing staffing issues, and many need to do more with less. Plastic surgery practices are no exception, so it's important to take a hard look at the key roles you want your staff to play, versus the tasks you can get technology to take over.

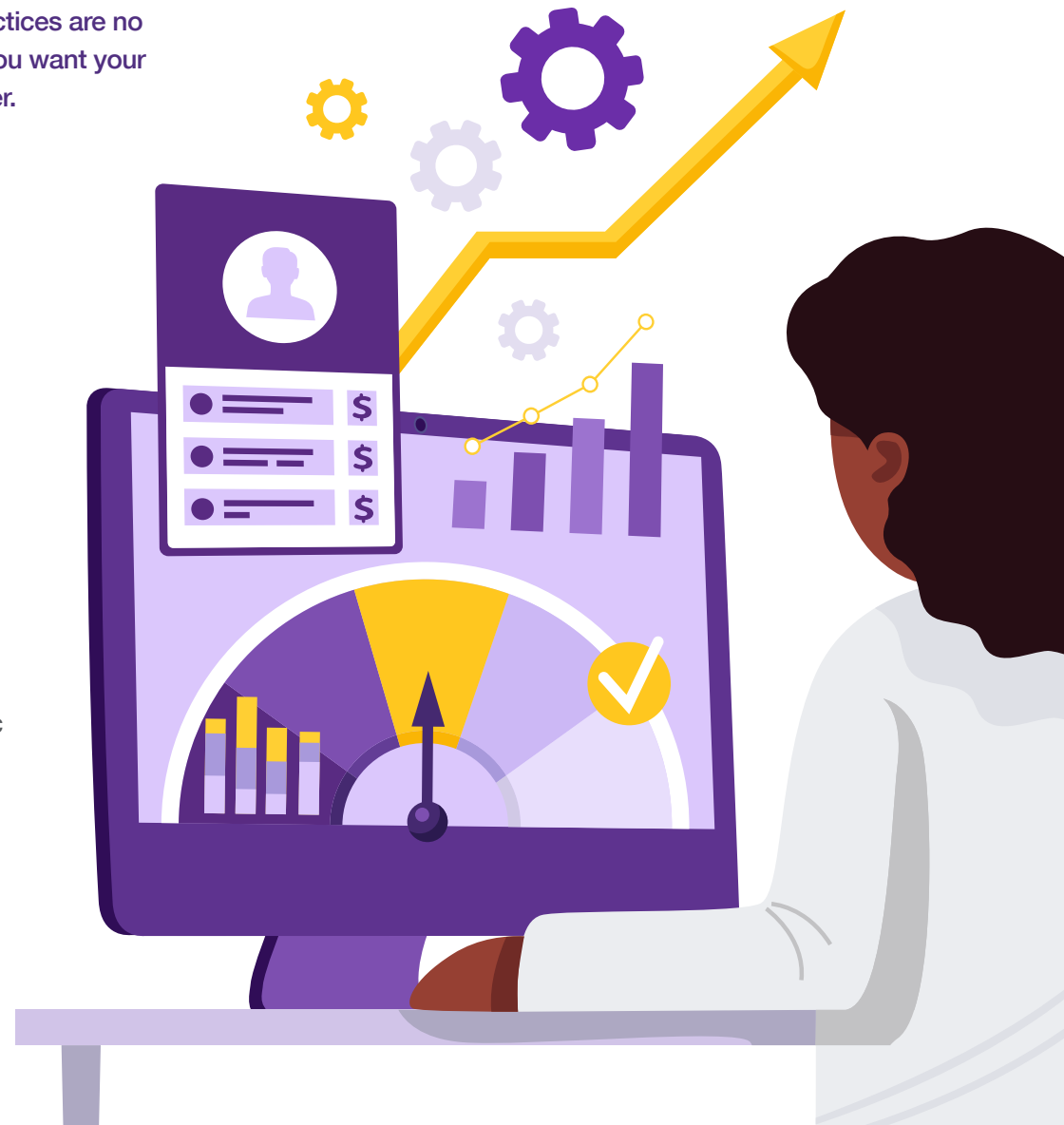
Questions to Answer

- 1 Are systems integrated, or do you create work-arounds?
- 2 Do systems generate bills and referrals from your notes?
- 3 Does the patient portal allow self-scheduling and payments?
- 4 Can patients check in and update records with a kiosk?
- 5 Can you automate appointment reminders and recalls?



Value of Technology

The right technology means you can automate some processes, reduce handling and save staff time to refocus on patient care. Learn about cloud-based **EMA**® EHR solutions, designed by plastic surgeons and ranked #1 by Black Book™ Research for electronic health records, integrated with practice management and revenue cycle management.



How do we get new patients to our practice?

Whether you're starting a new plastic surgery practice or growing an existing operation, you'll want to market effectively to stand out and attract new patients. But you may not have the experience or bandwidth to execute a comprehensive digital marketing program that gets patients in the door.

Even then, how will you know if they're happy, how will you make them happy and how will you keep them coming back? The equation you need to solve has three major factors — your website, digital advertising and online reputation.



Your Website

Healthcare websites should be personalized for their practices and optimized for the search engines. Why? Because patients are consumers, and consumers are driven by online research. According to the **ModMed[®] 2022 Patient Experience Report: What Patients Really Think**, 69%* of patients believe it is important for a doctor's office to have a modern-looking website.

Questions to Answer

- 1 What will be your domain name? How will you get it?
- 2 Who will design, write and maintain your website?
- 3 How do you sell products on your site – and other platforms?
- 4 Which key words attract search engines and deliver patients?
- 5 Can people pay their bills through your patient portal?



Topic 2. Marketing



Digital Advertising

To attract new patients, digital advertising reaches out to them where they live — their searches, their social platforms, their favorite websites — then it leads them to your site for more information. In fact, 38%* of survey respondents prefer to look at a doctor's office website before an in-person visit, according to *What Patients Really Think*.

Questions to Answer

- 1 What is your advertising strategy and budget?
- 2 How will you reach patients? Digital ads? Search? Social?
- 3 Who will create the copy and design for your ads?
- 4 How will you track performance? What are the metrics?
- 5 How will you track the inbound call performance of ads?



Online Reputation

Once you have patients, you'll want feedback to gauge their experiences and improve performance, because happy people are more likely to come back. Plus, they sometimes write reviews that may inspire others to choose your practice. According to *What Patients Really Think*, 74%* place importance on online reviews when selecting a new doctor.

Questions to Answer

- 1 How will you manage your profiles on third-party sites?
- 2 How will you monitor your reviews on those sites?
- 3 How will you respond to problem reviews?
- 4 How will you leverage great reviews?
- 5 Who will be responsible for managing all of this?



Value of Technology

Digital technologies to advertise, market and promote your plastic surgery practice allow you to improve your marketing, get noticed by patients, even sell products. Professional healthcare marketing services such as **ModMed[®]AMP** provide this resource without hiring additional staff or burdening the staff with additional tasks.



How do we know we're getting paid what we're owed?

Every dollar counts. So the health of your practice requires you to understand how you're getting paid and whether you're getting what's owed. You need insight into the big picture — financial, operational and clinical performance together — and you need up-to-date accounts receivable to make reliable revenue forecasts, sound business decisions and achievable growth goals.

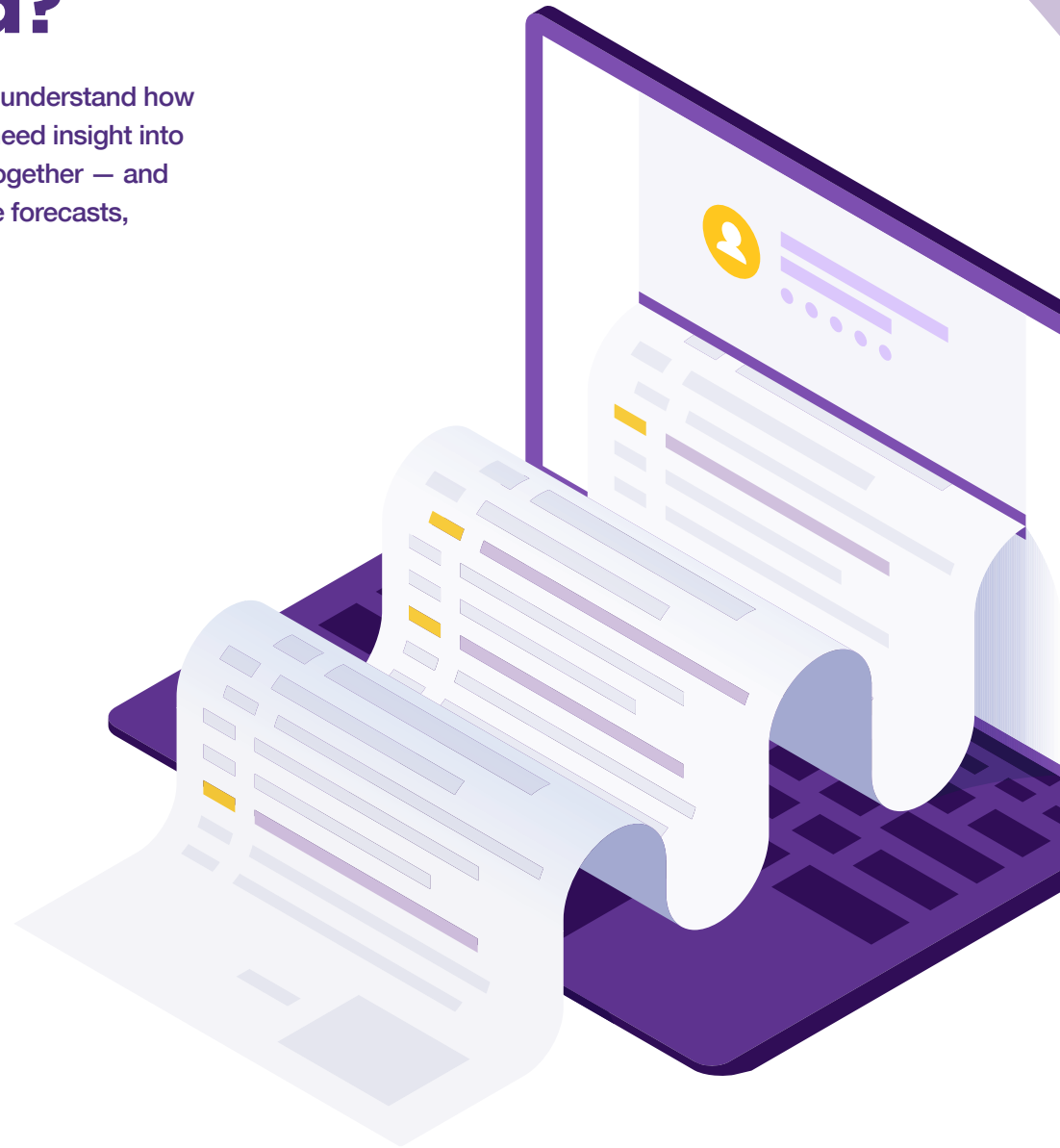
Questions to Answer

- 1 What are your revenue goals and strategies?
- 2 How will practice performance be measured?
- 3 Who will be responsible for monitoring performance?
- 4 How will you access and evaluate your data?
- 5 What standard and custom reports are available?



Value of Technology

EHR and practice management software can give you insights into aging AR, the codes that result in denials, how payments compare to contracts and how reimbursements compare between payers. **Some practices use Premium Analytics to access this information as they manage billing, try to avoid revenue leakage and negotiate with payers.**



How do we improve our billing and payment processes?

Billing and collecting may sound straightforward, but in healthcare it's a process that often requires a dedicated employee — or entire team. You'll have to decide which billing processes you want to handle in house, what software and payment devices you'll use, and how much to outsource.

Questions to Answer

- 1 How can you make it easier for patients to pay?
- 2 When and how will you collect patient copays and balances?
- 3 How much staff will you dedicate to billing responsibilities?
- 4 How can you get charges to post on the day of service?
- 5 How will you pay clearinghouse fees?



Value of Technology

Medical billing has changed over the years. But modern software and billing services incorporate government and payer regulations, so you don't have to, and they automate some manual processes, so you save time. Plus, they help you keep patients and staff happy. **Learn how you can benefit by employing ModMed Pay.**





Ready, set, launch your new or expanding practice

Discover integrated cloud-based technology for marketing,
payments, analytics and practice efficiency.



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