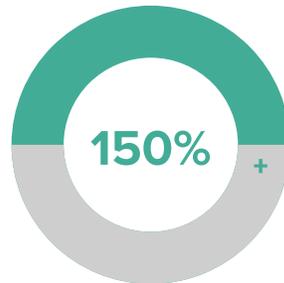


# Ten Dermatology Practices & a Digital Transformation: POS Collections Up **195%**



**195% increase** in POS Collections



**150% reduction** in waiting room time for patients

# 64K

**64,000** eligibility checks run each month

“I really enjoy the partnership with Clearwave. We enjoy the experience from the sales team to the support team and the training team. It’s great working with all of them.”

**Cory Hoover**

IT Manager | United Skin Specialists

United Skin Specialists is a Midwestern practice management company specializing in dermatology. They offer centralized management and support to ten locations and more than 100 employees, and see approximately 500 patients per day.

### Nextech Compatibility Needed

Their information technology manager, Cory Hoover, is a former practice consultant and software trainer for Nextech. His knowledge of EHRs, EMRs and Practice Management Systems is comprehensive. For Cory, their patient check-in software needed to be Nextech-compatible — and Nextech integration is an area in which Clearwave happens to excel.

As United Skin Specialist’s IT Manager, Cory must have a strong understanding of healthcare practice operations and the technology needs of the practices to maintain maximum efficiency. He is also responsible for technology vendor selections.

### Looking for a Centralized Workflow

Based on USS’s operations and goals, it was clear that a cohesive patient registration system was needed for PMS integration and homogeneous reporting across locations. While researching solutions, USS was looking to achieve five crucial points:

- Improved accuracy of collected demographic and insurance data
- Reduced denial rate from improved data accuracy
- Reduced wait times at check-in
- More effective, user-friendly patient eligibility responses
- Increased cash collections for co-payments and outstanding balances

## STATS-AT-A-GLANCE

- Implemented Clearwave Solution: 2019
- Practice Management System: Nextech
- Current # of Kiosks: 4
- Average # of Eligibility Checks Completed: 64K
- Average Increase in POS Collections: 195%

### A Wealth of Information

For Cory, a big advantage of implementing Clearwave was being able to collect payments at a kiosk and have it flow directly into their PM system, providing them with a detailed overview of balances and collections. Previously, their PMS was unable to provide them with that information. Cory says, “Our PM never gave us this info unless we spent hours digging through each payment line item one by one to get that out – which was something nobody had time to do.”

This overview of outstanding balances and co-pays also gave them immediate insight that front desk staff were not collecting all payments - they were able to see that the majority of payments came directly from the kiosks. Adding Clearwave stepped up USS’s collections right away and identified a learning opportunity in the front desks’ workflows, allowing management to instruct staff with concrete examples in hand.

### Streamlining Front Desk Processes

“The whole process of collecting money at check-in has been a big change for our staff. Just putting the kiosk in there and collecting co-pays and then mandating that the check-in team take the patient overflow was a change, and we had to work through that and address it with them. They started doing it relatively well,” explains Cory.

He continues, “So we finally have visibility into all the data to really drive home these issues with the staff. Now we show them every week. They know we’re monitoring this, and they can see where the improvement is.”

This clear overview also allows USS to see where the staff is making an effort. By emphasizing collections as a goal for staff and clinic managers, it encourages staff capabilities and galvanizes their success.

### Counting on Clearwave During COVID

About four months into their implementation of Clearwave Connect, COVID-19 struck. “We had about a 75% reduction in staff at one point, and the kiosk became much more essential. There was just one manger on-site at one of our locations, wearing many different hats, including doing all patient check-ins. She needed to have the kiosk there to take some of the workload whenever possible. The kiosk was always there, ready to work. And it did the job quickly.”

While they had fewer appointments on the books, the downtime was used for staff training and getting them comfortable using Clearwave. For staff, this meant streamlined workflows and stress-free patient interaction.

During this tumultuous time, having Clearwave in place supported a reduced staff and gave employees the room to determine what would work best for their families moving forward.

“The staff that wanted to come back has pretty much all come back. Some found other jobs, some needed to stay home with family and figure out the school situation and some chose not to return. We’re nearing regular capacity. We’ve moved forward at one location with just one front desk person, having Clearwave do the heavy lifting,” Cory explains.

### **The Start of a Digital Transformation**

Even before COVID-19, USS planned to embrace technology’s productivity and just went completely paperless at their last two locations. They are getting additional kiosks, verifying that the digital transformation is well on its way. The staff was initially apprehensive of an electronic EHR, but coupled with Clearwave, they are no longer scanning documents and getting slowed down by forms and printers.

“They’re fully on board. They’ve been finishing their charts at the end of the day and prepping their charts for the next day before they go home. They’ve got it, and they’re doing very well.

We’re getting more and more buy-in overall on technology as they realize technology is going to be making their lives easier.”

### **Greater Patient Volume, Same Exceptional Service**

In the near future, USS is looking at growth opportunities. Clearwave’s automatic reminders, Mobile Pre-Check™, eligibility verification and the dashboard’s clarity can optimize their scheduling and clear the path to increased patient volume. “We have a site that wants to increase provider capacity. We’ve decided to provide them with a kiosk. That kiosk will become a third — and fourth — person.”

To learn more about Clearwave, [request a demo](#), or visit us at [clearwaveinc.com](https://clearwaveinc.com)