

How U.S. Dermatology Partners Solved The Patient Intake Bottleneck with Mobile Registration

Paper Registration Created Data Backlogs and Intake Bottlenecks

U.S. Dermatology Partners was growing—the acquisition of new practices was creating a data entry backlog and contributing to long patient wait times. It was common for patients to spend 20 minutes completing paperwork in the waiting room before being placed in an exam room to be seen by a physician. In turn the resulting data-entry often required a dedicated full-time employee. **“We knew that our organization’s growth and the number of new practices we needed to on-board meant we had to streamline registration and patient intake—for the sake of both our patients and our staff”**, said Dana Etheredge, Applications & Integrations Project Manager for U.S. Dermatology Partners.

They Needed to Move Registration Earlier in the Patient Journey

U.S. Dermatology Partners needed a mobile-first solution that empowered patients with the opportunity to complete forms prior to arriving for their appointments, something a kiosk-based solution simply couldn’t do. Relatient stepped in with eRegistration, an intuitive solution for patients that would allow them the ability to pre-register using their own mobile devices prior to appointments or tablets available in the clinic. Multi-modality communication gives patients the flexibility to determine what information they receive and how, something U.S. Dermatology Partners couldn’t offer their patients through their previous patient engagement vendor.

Leveraging a Platform

U.S. Dermatology Partners leverages a comprehensive patient engagement strategy, utilizing Relatient Appointment Reminders and eRegistration together, to achieve **90% patient adoption**. Patients spend less time in the waiting room and there’s no longer a need to manually enter patient registration data into the practice management system, thanks to Relatient’s integration with NextGen. Breaking the patient bottleneck allows physicians to see more patients while the improved patient experience attracts new patients and aides in patient retention.

Now, clinic staff who were previously dedicated to data entry are instead utilized in patient-facing and other roles that deliver more value to the organization. Perhaps most important to U.S. Dermatology Partners is the ability to manage patient engagement across their locations from a **single, integrated platform**—creating consistency and making for seamless and efficient updates, support, and training.



CUSTOMER PROFILE

U.S. Dermatology Partners is the second-largest physician-owned dermatology practice in the United States. As a network of practices spanning more than 90 locations across Texas, Kansas, Missouri, Arizona, Colorado, Oklahoma, Virginia, and Maryland. U.S. Dermatology Partners equips dermatology physicians and providers with the resources to expand the level of service and care to patients.

Products

Appointment Reminders
On Demand Messaging
eRegistration & Check-In

Interface/Integration

NextGen

“Onboarding new locations as a U.S. Dermatology Partners’ practice previously included manual data entry from new patient paperwork. Relatient helps us streamline this process with pre-appointment online registration that makes patient data easily accessible to physicians and staff.”

Dana Etheredge, Applications & Integrations Project Manager, U.S. Dermatology Partners