

Nextech | CASE STUDY

NEXTECH PRACTICE MANAGEMENT | IMAGELIFT, TAMPA, FL

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– Rich Castellano, M.D., Plastic Surgeon



PROFILE

ImageLift™ is a Florida-based aesthetics practice with offices in both The Villages and Tampa, FL. At the helm is Dr. Rich Castellano, an experienced facial rejuvenation artist who specializes in the latest laser and filler techniques. Throughout his extensive career, Dr. Castellano has performed over 10,000 cosmetic procedures of the face and neck, and has trained doctors across the country and internationally with his online coaching and mentoring programs.

To ensure the continued success of ImageLift™, they needed to streamline processes and documentation. Dr. Castellano and his team found themselves in need of a more comprehensive and innovative solution, leading them to choose Nextech to serve their Practice Management needs.

Nextech's Cloud-Based Solution Sustained ImageLift™ During COVID-19

ImageLift™ remained productive with the **mobility, remote access and communication capabilities** provided by their cloud-based Nextech solution.


\$179,000
in revenue during the 6 weeks

A Comprehensive Solution

Before switching to Nextech, Dr. Castellano and the staff at ImageLift™ were burdened with a limited Practice Management solution that failed to meet all their needs. In their search, they knew they would require a solution that was readily compatible with a simple yet effective sales process. “A key goal was to create a smooth quoting, billing and payment reception system,” said Dr. Castellano, “which Nextech was able to provide.”



“We also needed better tracking of data and sales funnel analysis,” continued Dr. Castellano. “Nextech had great customizability. This allowed us to better track our patient touches and generate revenue by more effectively documenting, organizing and penetrating our patient list.”

Responding To A Pandemic

Like many specialty practices, Dr. Castellano and his team were forced to close the doors to ImageLift™ in response to the COVID-19 pandemic. While the practice itself may have been closed, they were still able to remain productive with the mobility, remote access and communication capabilities provided by their cloud-based Nextech solution.

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“During the six weeks our office was closed, we made thousands of outbound phone calls,” he continued. “Nextech allowed us to document and track our outbound touches so we could avoid making duplicate calls while reaching out to those patients that were most responsive—Top 500 spenders, surgical and filler patients in the past 1-3 years, consultations that never bought, etc. This allowed us to bring in over \$179,000 in revenue during 6 weeks of COVID-19 closure and hit the ground running when we opened, bringing in over \$384K in revenue in May of 2020.”

The ability to maintain remote connectivity even while their doors were closed made it possible for the ImageLift™ team to continue generating revenue at a time when many practices were unable to do so.

Looking Into The Future

Like many other practices, ImageLift™ reopened its doors to the “new normal” following the COVID-19 lockdown, and in addition to the Practice Management, they are now taking steps to expand their use of Nextech products to include EMR and telehealth.

“We are in the process of converting our paper charting system to Nextech’s cloud EHR solution which integrates with the Practice Management seamlessly,” said Dr. Castellano, “allowing both our offices and our remote staff to all access patient data from anywhere securely.”

“We are excited to grow our telehealth. We fully expect to have an even more robust experience with more video touches,” stated Dr. Castellano, “allowing patients to feel very attended to and in touch with our amazing team.”

As Dr. Castellano and the ImageLift™ team continue to expand and adapt to the uncertain future of healthcare, Nextech will be there to serve their short- and long-term needs for EHR, Practice Management, Telehealth and beyond.