

Using Ezderm to Grow + Scale a Dermatology Practice

Case Study Quick Facts

Challenge

The organization faced challenges in consistently delivering quality care and outcomes—requiring optimized workflows and effective use of information technology—efficiently onboarding new employees with minimal ramp-up time, and strictly adhering to compliance guidelines.

Results:

By implementing Ezderm's Electronic Health Record, Practice Management, and Revenue Cycle Management solutions, the organization reduced training and implementation costs, streamlined hiring and onboarding processes to increase productivity, and grew its patient base while maintaining quality patient care and services.

Key Solutions

Ezehr, Ezpm, Ezrcm



About MOD Dermatology

MOD Dermatology, founded by Dr. Melanie Ortleb in 2018 in Omaha, Nebraska, is a fast-growing dermatology practice built on a mission to deliver high-quality, patient-centered care. Starting as a solo provider, Dr. Ortleb envisioned expanding her services and team while maintaining the personal touch that patients value.

"...we felt Ezderm's hand-in-hand guidance throughout our growth journey. Customer support is unmatched as Ezderm is always a phone call away."

—Dr. Melanie Ortleb, Dermatologist + Practice Owner



The Challenge

As Dr. Ortleb launched her practice, she knew the biggest hurdles wouldn't just be clinical care, they would be scaling the business side. She needed efficient hiring, smooth onboarding, and smart workflows to ensure every patient received excellent care, even as the practice grew. On top of that, she required a technology partner that could support billing, documentation, and compliance without pulling her away from patients.

The Solution

Ezderm's integrated Electronic Health Record (EHR), Practice Management System (PMS), and Revenue Cycle Management (RCM) provided an environment for Dr. Ortleb's practice to flourish.

"As we continued to grow, advanced workflows became crucial; personalized and customized notes are central to how we approach patient care. With Ezderm's unified mobile and desktop solutions, multiple users can work on the same note without conflict. We were able to send prescriptions, review charts, and examine lab results at our fingertips. It allowed us to maximize time with patients and spend less time documenting."

— Dr. Melanie Ortleb

As a startup, Dr. Ortleb partnered with Ezderm to utilize Ezderm's RCM services, which are comprised of experienced billing and coding professionals who process claims efficiently and accurately. An accountable RCM solution was essential for their practice to maintain financial viability in both times of uncertainty and growth.

With a growing practice and team, onboarding could be challenging. However, Ezderm simplified the process, allowing Dr. Ortleb's staff to make an impact quickly.



"We were provided a plethora of resources from Ezschoo, Online Training, Onsite Training, Live Customer Support, we felt Ezderm's hand-in-hand guidance throughout our growth journey. Customer support is unmatched as Ezderm is always a phone call away."

— Dr. Melanie Ortleb

I The Results

With Ezderm in place, MOD Dermatology scaled from one provider to four MD's and three PA-C's in just a few years. By reducing training and implementation time, streamlining hiring, and creating an efficient, intuitive system, Dr. Ortleb grew her patient base and boosted practice profitability without sacrificing the quality of care.

“Ezderm empowers our practice and enables our staff to prioritize time with patients. With Ezderm’s intuitive design and integrated system, we capitalize on practice efficiencies, so we can devote our energy to healing and humanizing patient care.”

— Dr. Melanie Ortleb