

How Kirsch Dermatology Switched to Ezderm Without the Stress

Case Study Quick Facts

Challenge

Kirsch Dermatology faced inefficient workflows, frustrated staff, and delayed payments due to a clunky EHR system and unreliable billing service, putting pressure on their new practice.

Results:

By switching to Ezderm, the practice experienced a smooth system conversion, improved patient care, faster billing cycles, and better overall operational efficiency.

Key Solutions

Ezehr, Ezpm, Ezrcm



About Kirsch Dermatology

Kirsch Dermatology was founded with a mission to restore thoughtful, compassionate medical care for every patient. Dr. Brandon Kirsch and his team opened the practice determined to blend expert dermatologic treatment with top-tier patient service.

"The 'ez' in Ezderm really resonates with me, as it couldn't have been an easier process to upgrade our system."

—Brandon Kirsch, MD, FAAD, Dermatologist + Practice Owner



The Challenge

Kirsch Dermatology opened its doors with the goal of recapturing the essence of medicine: thoughtful and compassionate care made available to everyone. Dr. Kirsch initially chose a system that was commonly used within the industry. Immediate challenges plagued their practice due to their EHR's cumbersome workflows, lack of integrated applications, as well as delays and irregularity in the prior Revenue Cycle Management service.

"With the prior system, the billing service experience was awful. We were left out on our own, with minimal to no support from our assigned billing person. It took us over five months to get our first Medicare payment. This had a massive impact on our business and our ability to get our start-up practice off the ground."

- Casey Stolts, Practice Manager

The Solution

When Kirsch Dermatology realized it was time to switch systems, their immediate assumption was that they would have to navigate another painful conversion process. However, the process to switch to Ezderm was stress-free. Ezderm took care of the data transfer, provided complete and ongoing staff training, as well as guided billing enrollment.

Kirsch Dermatology was able to quickly integrate Ezderm into their practice thanks to Ezderm's specialized training resources.

"Some of our staff were terrified to have to learn another system, even more so since we just learned the one we were using. Ezderm provided incredible customer service and we were able to receive immediate assistance when needed. Transition to Ezderm could not have been better."

- Kirsch Dermatology Staff Member



"Transitioning to Ezderm from our old EHR was much easier than anticipated. We were upgrading our entire suite of IT products including EHR, Practice Management, as well as Billing Services...it couldn't have been an easier process to upgrade our system."

- Brandon Kirsch, MD, FAAD

The Results

Ezderm's state-of-the-art dermatology software propelled Kirsch Dermatology to its desired state and aligned to its vision, to provide their patients with a 5-star experience. With Ezderm's intuitive workflows and ease of use, Kirsch Dermatology was able to provide treatment to patients quickly and effectively, improving both staff and patient outcomes. Ezderm's RCM also played an integral part in sustaining financial viability and growth, reducing payment cycles in half.