

How Dr. Patty Perschbacher Built Her Patient-First Dermatology Practice

Case Study Quick Facts

Challenge

After 20 years as an employed dermatologist, her biggest challenge was not having the freedom to shape the patient experience and care the way she believed was best.

Results:

Dr. Perschbacher's practice is now thriving, with loyal patients, streamlined operations, and the freedom to make every decision with patient care as the top priority.

Key Solutions:

Ezehr, Ezpm, Ezrcm



About Perschbacher Dermatology

Perschbacher Dermatology is a solo dermatology practice founded by Dr. Patty Perschbacher after more than two decades of practicing as an employed physician. Located in St. Louis, Missouri, the practice reflects Dr. Perschbacher's core belief in delivering warm, personalized care and treating patients like family. Patients routinely praise the practice for its attentive staff, family-like atmosphere, and genuine commitment to patient well-being.

"You will never regret going with Ezderm."

—Dr. Patty Perschbacher, Dermatologist + Practice Owner



The Challenge

After 20 years of practicing dermatology, Dr. Patty Perschbacher had the experience and foresight to know exactly what was needed to give her patients the best care possible. As an employed physician, however, she often found herself without the freedom to make the choices—big and small—that could improve the patient experience and create the kind of positive, supportive workplace she wanted.

Her desire to go independent wasn't driven by any single moment. Over time, she realized that to fully align her practice with her own values and patient-centered vision, she needed more control over decisions and operations. *"My biggest hurdle was not having the freedom to do everything I wanted to make the patient experience and level of care the top priority,"* Dr. Perschbacher explained. *"I wanted to build a place where I enjoyed coming to work every day and where patients felt truly cared for."*

Once she made the decision, everything moved quickly.

"In 48 hours, I picked my location, met with an architect, and started building the practice I wanted."

—Dr. Patty Perschbacher

One of her biggest early challenges was staffing. Hiring medical assistants, finding trustworthy support staff, and learning how to lead without sacrificing standards took time and trial-and-error. Billing and credentialing were also major concerns. The thought of hiring an in-house biller felt risky and expensive, and getting credentialed with insurance companies was time-consuming and intimidating.

Despite the hurdles, she moved forward with a clear vision: create a patient-first practice, run by kind, competent people, where care came before profit.

I The Solution

Dr. Perschbacher knew she wanted to focus on patient care, not paperwork or back-end operations. Crucial to that plan was choosing the right software partner. After comparing Ezderm to alternatives like ModMed, the decision was clear.

"What I tell everybody is that I could not have done this without Ezderm."

—Dr. Patty Perschbacher

She chose Ezderm to support her new practice with a fully integrated electronic health record (EHR), practice management system, and revenue cycle management services. What drew her in initially was Ezderm's 3D body map and intuitive design, but what kept her committed was the level of personalized support.

"Stephany and Olivia weren't just support reps. They were part of my practice. They were my safety crutch."

—Dr. Patty Perschbacher

Ezderm's team not only trained her onsite and helped her build out patient flows and schedules, they made the whole process of launching a practice feel manageable. *"They took out the intimidating parts. Everything was doable because you guys were there."*

Unlike her previous experience with ModMed, where customer service was impersonal and inaccessible, Dr. Perschbacher described Ezderm's support as responsive, helpful, and deeply involved in her launch process.

"I have five people at Ezderm I can call, and they will answer. They are never too busy. They never made me feel like I was asking too many questions."

—Dr. Patty Perschbacher

One of the biggest reliefs came from choosing Ezderm's Revenue Cycle Management (RCM) services. Rather than hiring and managing a biller herself, she opted for Ezderm to handle the entire billing process. This eliminated overhead costs for staffing and equipment, and gave her peace of mind.



"Billing was one of the scariest parts. But with Ezderm, I didn't need to hire or train a biller. I don't have to worry about coverage, costs, or someone walking out. It's all taken care of and done right."

—Dr. Patty Perschbacher

Because RCM was fully integrated into her software, she avoided the common disconnect between EHR platforms and third-party billing companies. She could easily track claims, review reports, and trust that billing was handled by a team familiar with dermatology.

She also praised Ezderm's affordability, responsiveness, and user-friendly interface: *"I'm not a business person, but I could understand it. It was so easy to use."*

!The Results

Today, Perschbacher Dermatology is thriving. Her patients followed her, her schedule is fully booked, her reviews are glowing, and she gained the autonomy she needed in order to succeed. She attributes much of this to her refusal to compromise on care or customer service.

“Every change I made—from my computer company to my phone company—came down to one thing: customer service. Big box vendors just don’t care. I didn’t start this practice to fight the same battles every day. I want partners who care about helping me succeed.”

—Dr. Patty Perschbacher

From paying staff generously to offering Starbucks gift cards to her patients when they experience longer than anticipated wait times, every part of her practice is designed around patient satisfaction.

And Ezderm continues to be a foundational part of her operations.

“Your 3D body map is just the coolest thing in the whole wide world. It’s fun to chart. And the fact that it’s one interface across all devices It’s a huge deal.”

—Dr. Patty Perschbacher

10 Tips from Dr. Perschbacher for Starting a Dermatology Practice

1. Don't wait until you're a business expert. Just start.

You don't need an MBA to open a practice. What matters more is passion, confidence in your patient care, and surrounding yourself with good support.

"You don't have to be a great businessperson. You just have to care about your patients and hire people who know what they're doing."

2. Choose vendors based on customer service, not brand name.

Avoid big-box companies that treat you like a number. Whether it's your EHR, billing partner, phone vendor, or payroll provider, prioritize responsiveness and support.

"Every change I made came down to customer service. Big box vendors just don't care."

3. Don't be afraid to fire vendors or staff.

If something isn't working, move on. Dr. Perschbacher shared that she changed multiple vendors early on (phones, computers, payroll) and never regretted it. The same goes for staff who don't align with your values or practice culture.

4. Hire for personality and trustworthiness, not just experience.

Dr. Perschbacher emphasized hiring people you trust—especially office managers. For medical assistants, she recommends recruiting "gap year" students applying to medical or PA schools, who are smart, fast learners, and highly motivated.

5. Deliver outstanding patient experience, and growth will follow.

Small touches like free coffee, chocolate, or a \$10 Starbucks card go a long way. Focus on kindness, warmth, and efficient service—especially when running behind.

"You take care of patients, treat them like family, and you will be busier than you can imagine."

6. Do your own marketing early.

When launching her first practice, Dr. Perschbacher personally visited local primary care and pediatric offices with bagels and business cards. It worked. The referrals built her entire patient base.

7. Pick the right EHR and revenue cycle management partner, especially if you're solo.

She credits Ezderm with making her launch possible. From billing to scheduling to credentialing support, Ezderm became her day-one partner.

"They weren't just software. They were my team. I couldn't have done it without them."

8. Don't overbuild.

Her office is beautiful, warm, and full of homey touches from HomeGoods, but she didn't overspend on unnecessary space or staff. Grow at your own pace, and scale only when you need to.