

ezderm<sup>®</sup>

**Front Desk Power:**  
How to Push For  
The Tech Your  
Practice Deserves

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# Introduction

## You Know Where the Problems Are

You're the one patients see first, and often the one they remember most. Every phone call, check-in, billing issue, and late arrival lands in your lap. And when the system behind it all is clunky or outdated, you carry the brunt of the frustration.

You don't just see where the EHR and practice management system fall short—you feel it. The delays, the double work, the errors. You know what needs to change, and this guide will help you become the one who sparks that change.

## Why You Should Speak Up

Even if you don't own or manage the practice, your insight is invaluable. When you push for better tools, you're not just making your day easier, you're improving care, patient satisfaction, and the bottom line.

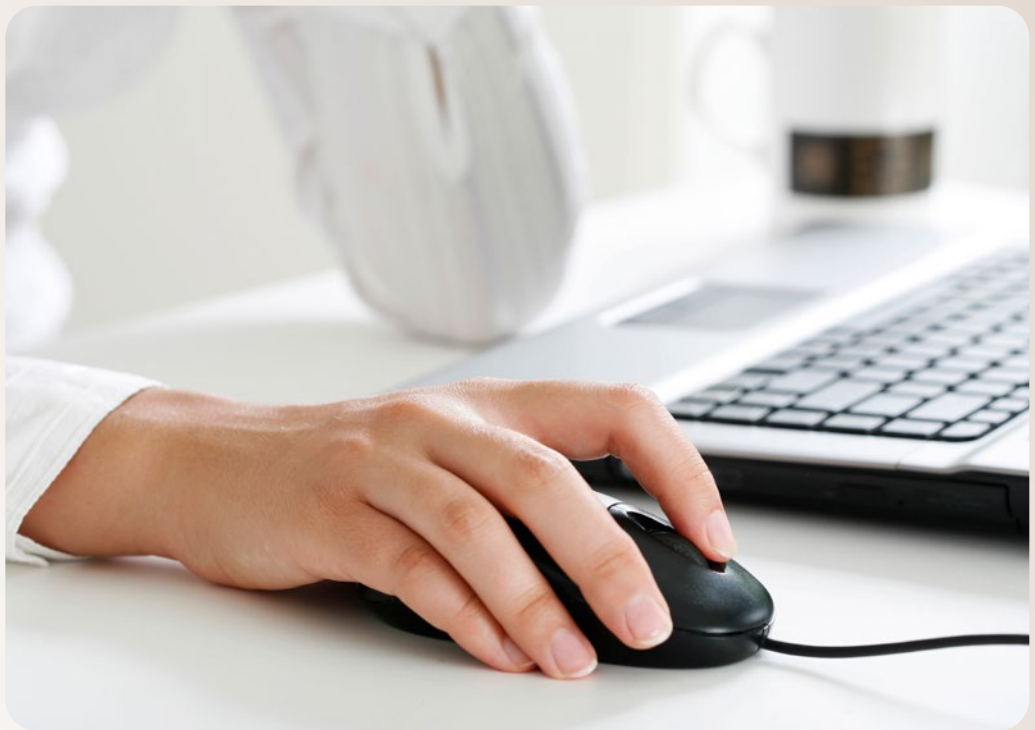
Better systems mean:

- Faster check-ins
- Fewer billing errors
- Happier patients who stay loyal
- Providers who can focus on care, not clicks

Your voice matters. This ebook will help you build a case no one can ignore.

# 01

## Seeing The Problem For What It Is



# 01

## Seeing The Problem For What It Is

### **What Broken Systems Look Like (You Already Know)**

You shouldn't have to apologize for the wait. Or explain again why a patient's records didn't transfer. Or chase down billing codes that should've auto-populated.

But here you are.

Slow check-ins. Software that crashes mid-day. Data you have to enter three times in three different screens. Every glitch adds time, frustration, and stress.

*"I had a patient storm out because we couldn't pull their history fast enough. I was mortified and felt powerless."*

*—Rachel L., Receptionist, Nevada*

### **It's Not Just Inconvenient—It's Costly**

When patients wait too long, they leave bad reviews or never come back. When billing is wrong, the practice loses money. When the team is overworked, morale tanks.

At the end of this e-book, you'll see how EZDERM helps practices like yours overcome these exact challenges.

You can't fix everything. But you can help fix this.

# 02

## Rallying The Team



# 02

## Rallying The Team

### Loop in Your Coworkers

You're not alone. If you're having software issues, nurses, MAs, and billing staff are all fighting the same uphill battle. Start talking.

- What slows their day down?
- What do they wish the system could do better?

*Tip: Host a 15-minute "pain point huddle." Let people vent, then list the common themes.*

### Earn Provider Support

Doctors care about patients, not software. But if the system is stealing their time (or money), they'll care about that.

- Show how better software reduces clicks
- Show how better support gets the software running faster during issues
- Share case studies showing improved care outcomes
- Show an ROI analysis
- Use their language: efficiency, outcomes, liability, patient retention

### Build a Coalition

You don't have to advocate for change alone. Create a task force with someone from each department. This isn't just a front-desk problem, so make it everyone's mission.

*Tip: Suggest small roles (gather feedback, check demos, crunch numbers). Shared responsibility = shared commitment.*

# 03

## Documenting The Pain



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## Documenting The Pain

### Get the Numbers

Feelings matter, but data seals the deal. Start tracking:

- Average patient wait time
- No-show rates
- Claims denied per month
- Patient satisfaction ratings
- Staff overtime hours

*Tip: Use this simple spreadsheet. Color-code trends. Turn pain into proof.*

### Show the Cost of Doing Nothing

Doing nothing feels easier—until you realize what it's really costing you.

Let's say your practice loses \$20,000 a year in denied claims. That's not just a number. That could cover the budget for upgraded patient intake tools. Or even a year's worth of marketing that could bring in new patients.

Now think about staff time. If your team spends 10 hours a week on manual recall calls, that's 520 hours a year. That's time that could be spent helping patients, solving problems, or training new staff. Instead, it's lost to a repetitive task that the right system could automate.

# 03

## Documenting The Pain

Add in the hidden costs: frustrated patients who don't return, online reviews that hurt your reputation, burnout that leads to turnover, and extra hours spent fixing billing mistakes that shouldn't happen in the first place.

The status quo may seem manageable—but over time, it quietly drains your practice's money, time, and morale.

Doing nothing isn't neutral. It's expensive.

### **Let Patients Speak for You**

Patient feedback doesn't need interpretation—it speaks volumes on its own. A single comment like:

*“Nobody told me my appointment was rescheduled. I took off work for this.”*  
—An angry patient

...can be more powerful than a full page of stats.

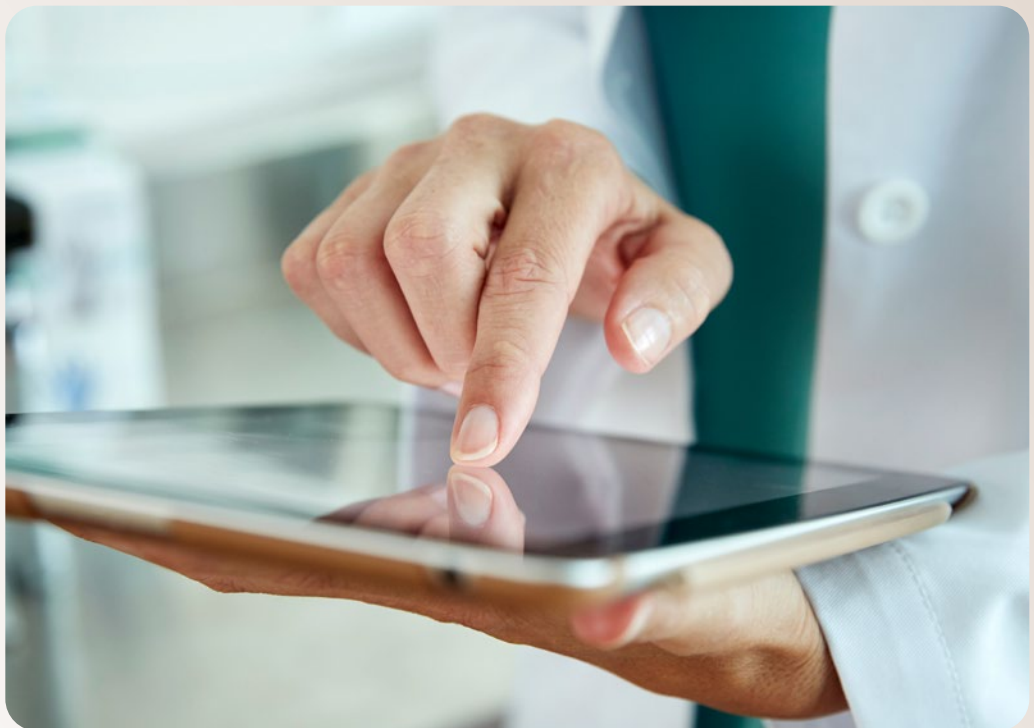
Pull real quotes from surveys, voicemails, or online reviews. Focus on issues like poor communication, long wait times, or billing confusion—pain points that tie directly to system failures.

These stories make the problem human. They help decision-makers connect emotionally, not just logically, to the need for change.

*Tip: Include 2–3 impactful quotes in your proposal to bring your data to life.*

# 04

## Choosing A System That Works As Hard As You Do



# 04

## Choosing A System That Works As Hard As You Do

### Match Software to Goals

To recommend the right EHR/PM system, you need to understand what matters most to the decision-makers. That starts with a simple question:

*“What are the top priorities for the practice this year?”*

You don’t need to schedule a formal meeting. You can ask casually during a one-on-one moment or bring it up during a team huddle. Try framing it like this:

*“I’ve been looking at ways we could streamline things at the front desk. Do you mind if I ask—what are your top goals for the practice this year? Like growth, profitability, or patient experience?”*

This shows initiative without overstepping—and it signals that you’re thinking about how to support the business, not just your own workload.

Once you know what the owner values, connect those goals to features in a new system. For example:

- Goal: Increase revenue → Solution: Reduce billing errors, speed up reimbursement)
- Goal: Improve patient experience → Solution: Shorter check-in times, automated reminder)
- Goal: Reduce staff burnout → Solution: Fewer manual tasks, intuitive workflows

# 04

## Choosing A System That Works As Hard As You Do

*Tip: Write down the goals they mention. When you present your software recommendation, make sure each feature ties back to one of those goals. That's how you shift from suggestion to solution.*

### **Prioritize These Features**

Look for a system that:

- Has dermatology-specific tools
- Automates recalls, billing, and scheduling
- Makes check-in easy for staff and patients

### **Think Long-Term**

You want to partner with a vendor that grows with you. One that adapts to insurance rules, supports mobile check-in, stays compliant without stress, and will happily answer the phone when the inevitable issue arises.

Don't fix today's fire and spark tomorrow's.

# 05

## Proving The Value Of Your Better Way



# 05

## Proving The Value Of Your Better Way

### Efficiency = Profit

Think about this: Your practice handles roughly 13,000 claims every year. Right now, manual processing costs about \$15 per claim. That's \$195,000 each year spent on paperwork alone.

Now imagine automating those claims. At just \$10 per claim, your annual costs drop to \$130,000. Instantly, you're saving \$65,000 each year.

Even if your new system costs \$50,000 upfront, you still save \$15,000 in the first year—a clear 30% return on investment (ROI). After year one, every year adds another \$65,000 back into your budget.

### Short-Term Wins

- Patients check in faster
- Staff spends less time chasing errors
- Providers get more face time with patients

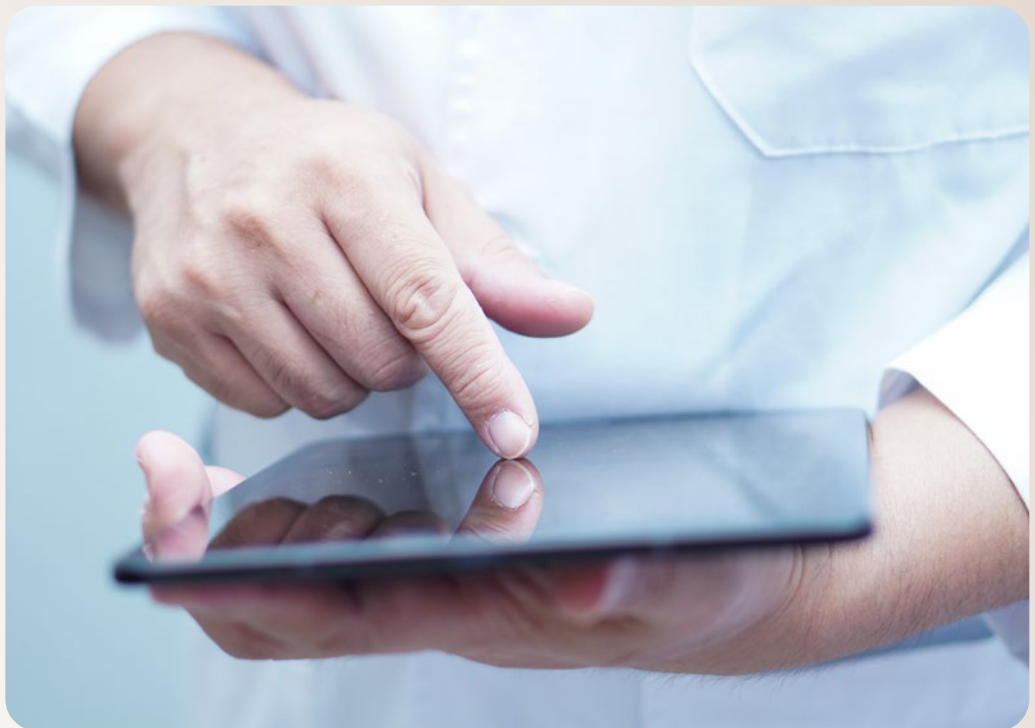
### Long-Term Gains

- Higher patient retention
- Better online reputation
- More stable revenue and less burnout

ROI isn't just about the math—it's about sanity, stability, and growth

# 06

## Answering The Naysayers



# 06

## Answering The Naysayers

Pushback is natural. You'll hear objections—about cost, training hassles, and doctor resistance. But don't worry. With the right preparation, you can confidently respond to these common concerns and keep the conversation moving forward.

### **“It's Too Expensive”**

Cost concerns usually come up first, so be prepared to break it down:

- Cost per user/year
- Monthly options
- Hidden costs (like annual increases, migration fees, add-ons, processing fees)

You've already learned the cost of doing nothing, and you should arm yourself with a few examples of achieving positive ROI through new software.

*Tip: Ask vendors to walk you through their pricing. Many include hidden fees or vague terms, so research common charges ahead of time and ask about them directly.*

# 06

## Answering The Naysayers

### **“Training Will Take Forever”**

Fear of downtime can stall decisions, but choosing the right vendor makes a huge difference. Highlight these training options:

- On-site versus virtual sessions
- Round-the-clock support versus limited availability
- Real-world experiences from dermatology practices who've made successful transitions

Effective training isn't a hurdle—it's your practice's pathway to longterm success. Emphasize how thorough training minimizes downtime, prevents frustration, and ultimately helps the entire practice thrive.

### **“The Docs Will Hate It”**

Most resistance comes from fear, so let them try it for themselves with a no-pressure demo. Ask your sales representative to show off:

- Dermatology-specific templates
- Voice-to-text tools
- Faster clinical documentation
- Anything else that checks off the boxes you identified in Chapter 4

Give them time to explore it. Let the product speak for itself to win them over.

# 07

## Build Your Case Like A Pro



# 07

## Build Your Case Like A Pro

A strong case makes the decision easier for everyone involved. Here's how to build it step by step:

### **Start with the Problem**

Keep it short. Show what's broken. Make it relatable.

“Our front desk spends 4+ hours/week on manual recalls and gets daily complaints about long wait times.”

### **Back It Up with Numbers**

Use specific data points to illustrate why a change is urgently needed.

- Wait time increase: +12 minutes over 6 months
- 17% of claims denied last quarter
- 2 patients lost due to poor follow-up

### **Show the Solution**

Clearly link your recommended software features directly to the issues you identified.

- Name the software you recommend
- List key features
- Tie each feature to a current pain point

# 07

## Build Your Case Like A Pro

### **Make it Visual**

Visuals simplify complex ideas and strengthen your case. Use:

- Tables
- Simple graphs
- Workflow before-and-after diagrams

### **Finish with Confidence**

Close your proposal by reassuring everyone that your recommendation will simplify, not complicate, their work.

“This isn’t about adding more work—it’s about removing friction. For everyone.”

*Tip: Use [this presentation template](#) to help you get started!*

# 08

## Getting To “Yes”



# 08

## Getting To “Yes”

Now it's about action! Make it easy for decision-makers by clearly laying out next steps.

### **Schedule a Demo**

A hands-on experience helps everyone visualize improvements clearly. When you've done your due diligence and have narrowed down your software vendor options, ensure you involve the coalition you built: provider, owner, biller, MA. Let them see it in action.

### **Create a Timeline**

A structured timeline helps everyone stay focused and committed:

- Week 1: Demo + staff feedback
- Week 2: Compare options
- Week 3: Final decision

### **Map the Rollout**

Planning the rollout carefully ensures smooth implementation and ongoing success.

- Staff training plan
- Data migration process
- Support plan (ongoing)

Confidence comes from knowing what's next.

# Conclusion

## You've Got This

You already do the hard stuff—juggling patients, problems, and pressure with a smile. Now it's time to advocate for the tools you need to do it all without burning out.

Speak up. Show the numbers. Tell the stories. And remind your team what a smoother, saner, more satisfying day could look like—for you, for patients, and for the entire practice.

Show the numbers. Tell the stories. Speak up. Change starts at your desk.

## Ready for a Better System? We're Here to Help.

EZDERM is built by dermatology experts, for dermatology practices—so we understand exactly what your front desk, clinical staff, and providers deal with every day. Switching systems doesn't have to be stressful. Our team makes the transition seamless with white-glove data migration, hands-on training, and real support from people who've worked in dermatology offices just like yours. We don't just install software—we set your whole team up for success. If you're ready to stop struggling and start thriving, EZDERM is ready for you.

# Contact

For more information, contact [sales@ezderm.com](mailto:sales@ezderm.com) or book a demo at [ezderm.com/request-a-demo](https://ezderm.com/request-a-demo).