

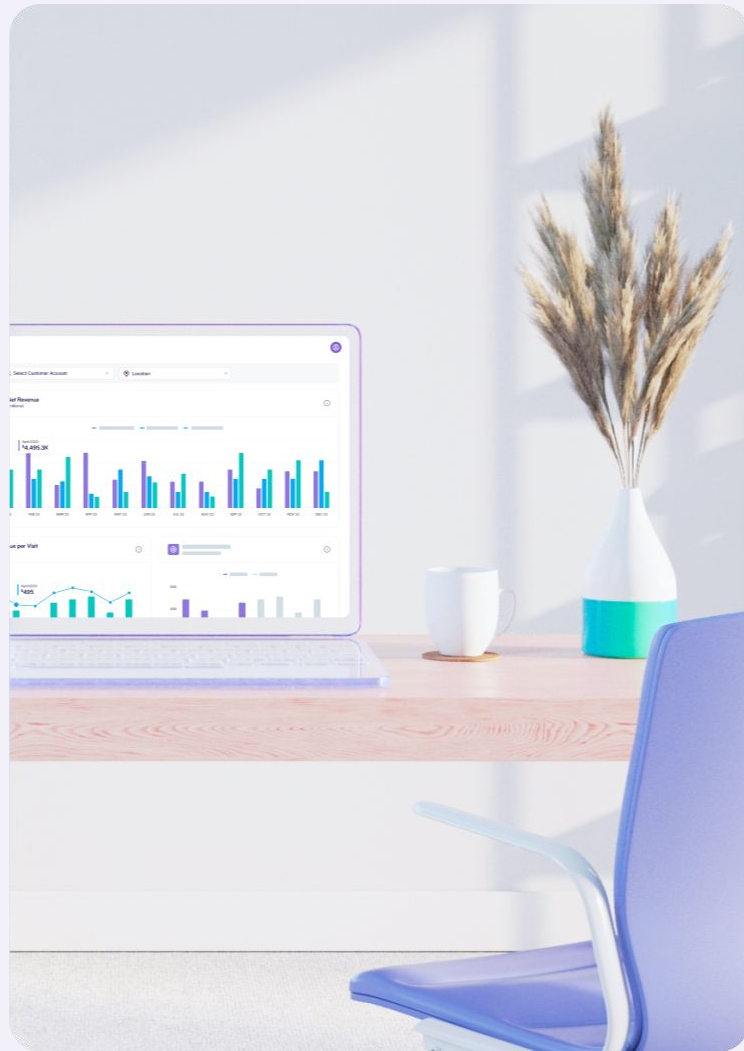


*Webinar*

# Meet Bonsai |

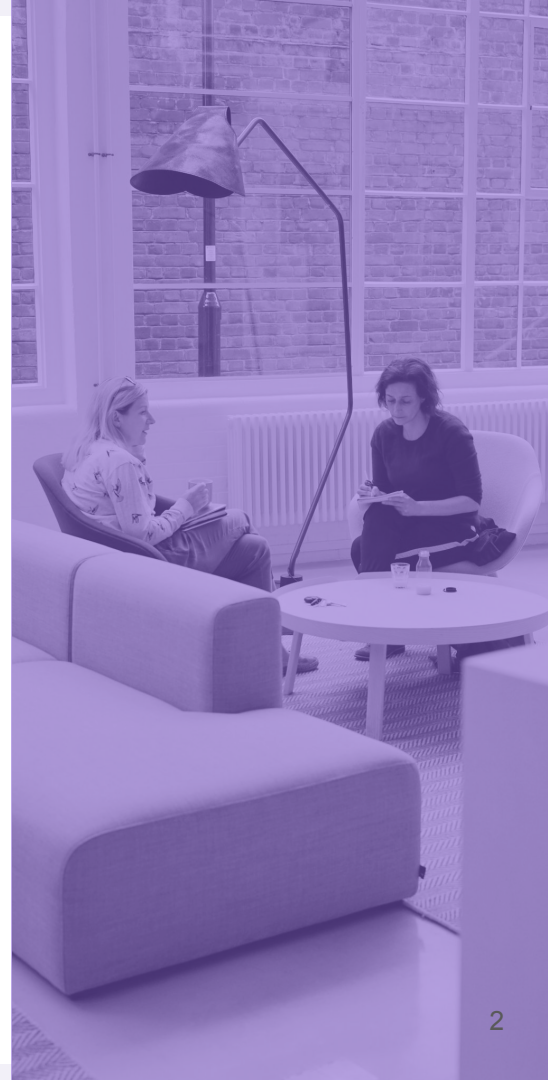
POWERED BY AI

## Front Office Automation



# Agenda

- 1 INTRODUCTIONS
- 2 BONSAI BACKGROUND
- 3 DERMATOLOGY SPECIALISTS OF GREATER CINCINNATI BACKGROUND
- 4 PRACTICE INTERVIEW
- 5 BONSAI DEMO
- 6 Q&A



**BONSAI BACKGROUND**

# About Bonsai

## Team Background

- Experienced healthcare tech team (PatientPop, Tebra, ModMed)
- Key advisors
  - CTO of ModMed (Former)
  - CEO at Athenahealth (Former)
  - CEO at Merz (Former)
  - Head of Sales at Allergan (Former)

## Purpose-built for Dermatology & Aesthetics

## Backed by leading software VCs and Dermatologists

# Bonsai was founded

after our board member  
Doug Garn passed away  
from melanoma.



## PROBLEM

Every Practice Has

Thousands of patients who  
need care but aren't  
scheduled

- ✗ Rebookings
- ✗ Open Slots
- ✗ Overdue care
- ✗ Lead-to-Consult
- ✗ Reactivations
- ✗ Consult-to-Treatment
- ✗ No-shows & Cancellations

### Skin Screenings

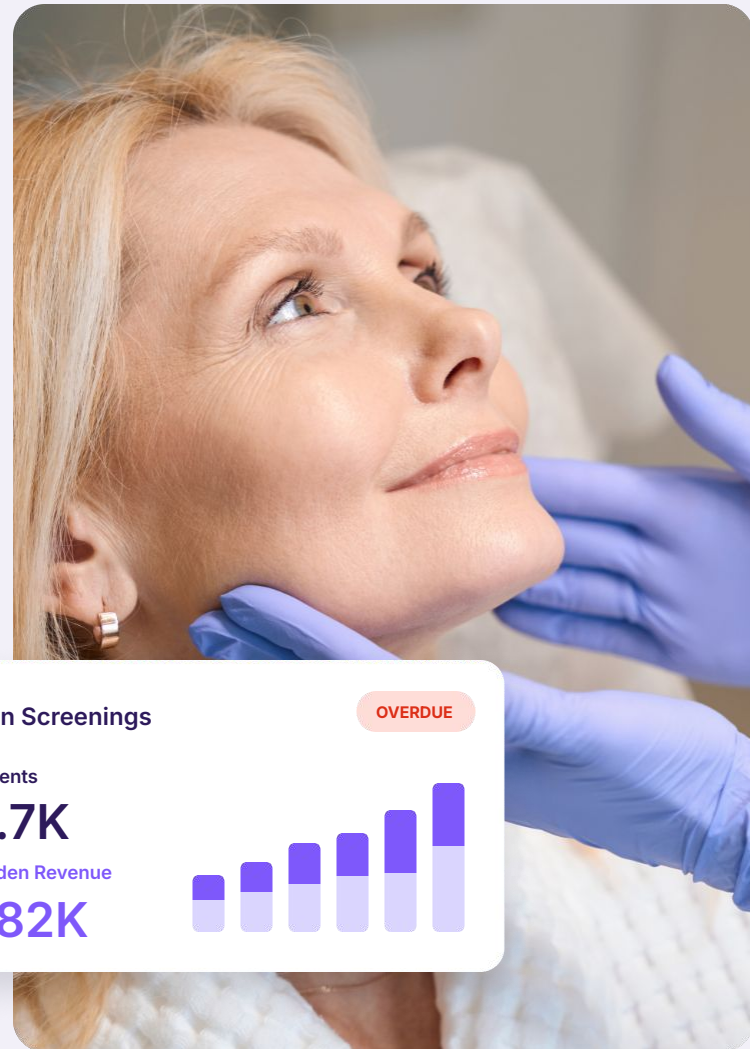
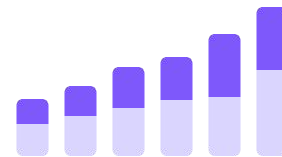
OVERDUE

Patients

3.7K

Hidden Revenue

782K

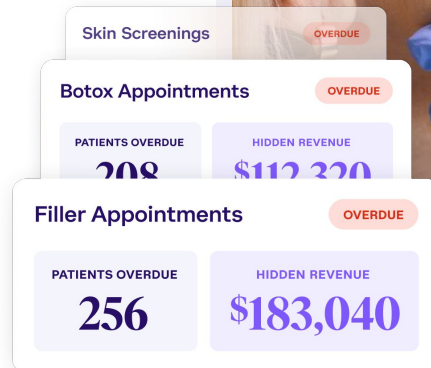


PROBLEM

Average Practice Sits On

# \$1M+ in hidden revenue

- ✗ Invisible care gaps
- ✗ Impossible workflows





SOLUTION

# Front Office Automation Engine

## Built for Specialty Care

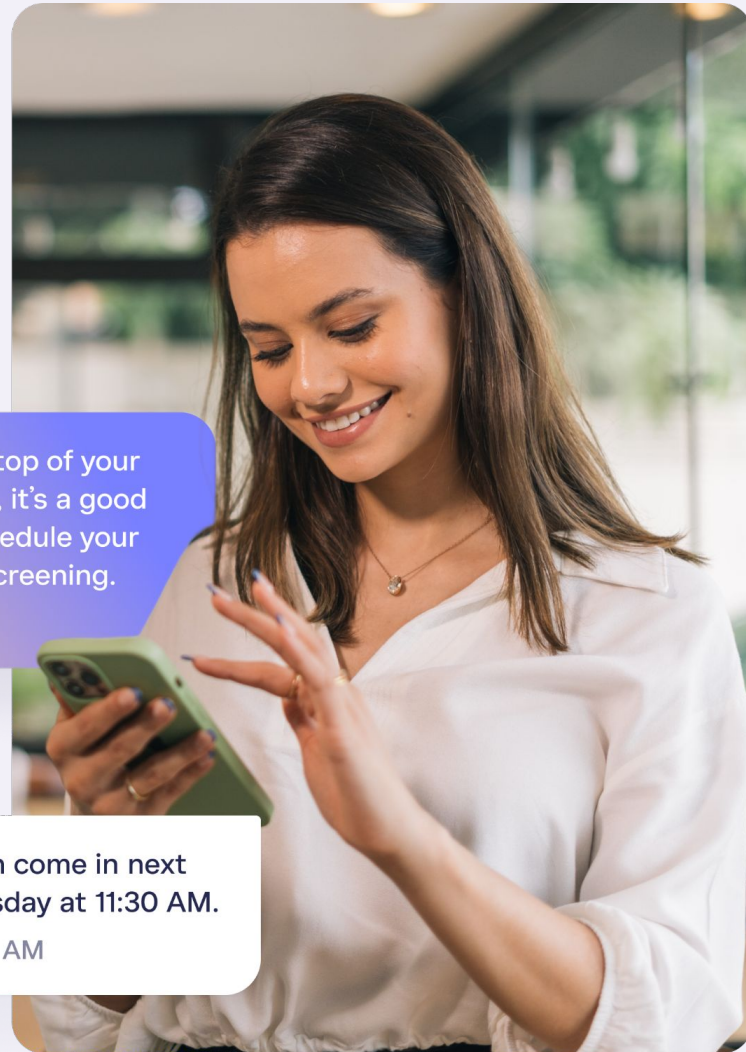
- ✓ Identifies patient opportunities
- ✓ Engages patients automatically
- ✓ Schedules visits end-to-end

To stay on top of your skin health, it's a good time to schedule your next skin screening.

9:30 AM

I can come in next  
Tuesday at 11:30 AM.

9:45 AM





# **DERMATOLOGY SPECIALISTS OF GREATER CINCINNATI**

# Practice Overview

High-volume practice focused on quality care, operational efficiency, and long-term patient relationships

**50 years in practice** ~29,000 visits annually

## 5 total providers

- 2 MDs
- 2 Physician Assistants
- 1 Nurse Practitioner

## Mix of medical and cosmetic dermatology

- **Medical:** Pediatric and adult general dermatology, skin cancer care, chronic skin conditions, and surgeries
- **Cosmetic:**
  - Injectables (Botox, fillers, Kybella)
  - Resurfacing & rejuvenation (lasers, chemical peels, SkinPen microneedling)
  - Aesthetic treatments (skin tightening, facials)

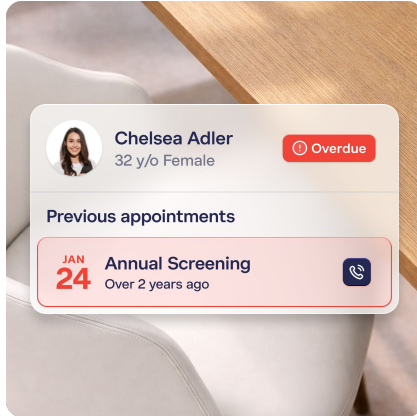


**Tiffany Pickup, MD, FAAD**  
Board-certified Dermatologist



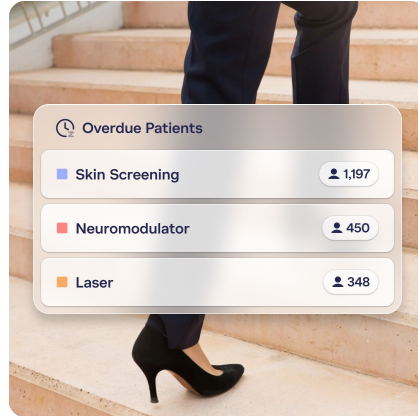
**Jessica Gross**  
Practice Manager

# Patient Recall & Outreach Before Bonsai



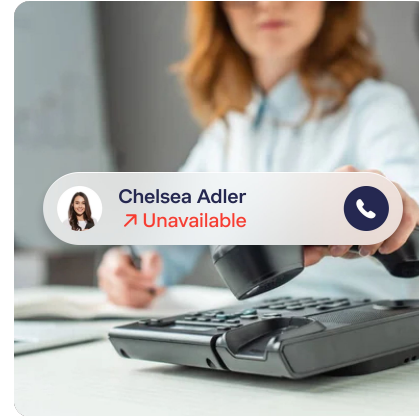
## Manual tracking

Staff manually identified patients overdue for treatment and no-shows



## Missed opportunities

Challenges tracking patients across multiple services, leading to missed follow-up opportunities



## Fragmented outreach

No systematic outreach for overdue cosmetic patients



## Inconsistent results

Outreach relied on phone calls and mailed letters; process was time-intensive and yielded inconsistent results

# Impact of Bonsai on our Practice



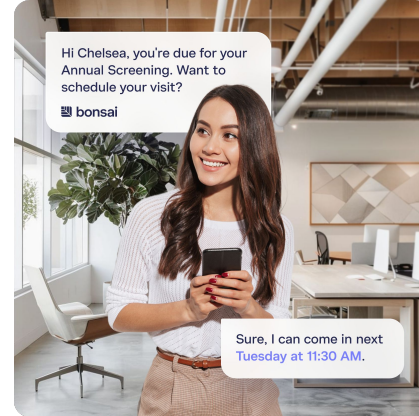
## Staff efficiency

Reduces staff time spent on patient outreach



## Patient satisfaction

Increases patient interaction and satisfaction by ensuring timely follow-up and proactive care



## Stronger outreach

Provides an additional outreach channel for patients to schedule appointments

Overdue Patients		
Campaign	Contacted	Booked
Filler	450	297
Skin Screening	1,197	749 <sup>2</sup>
Neuromodulator	178	102
Laser	348	204
Psoriasis	212	186
Acne	760	602

## Accurate reporting

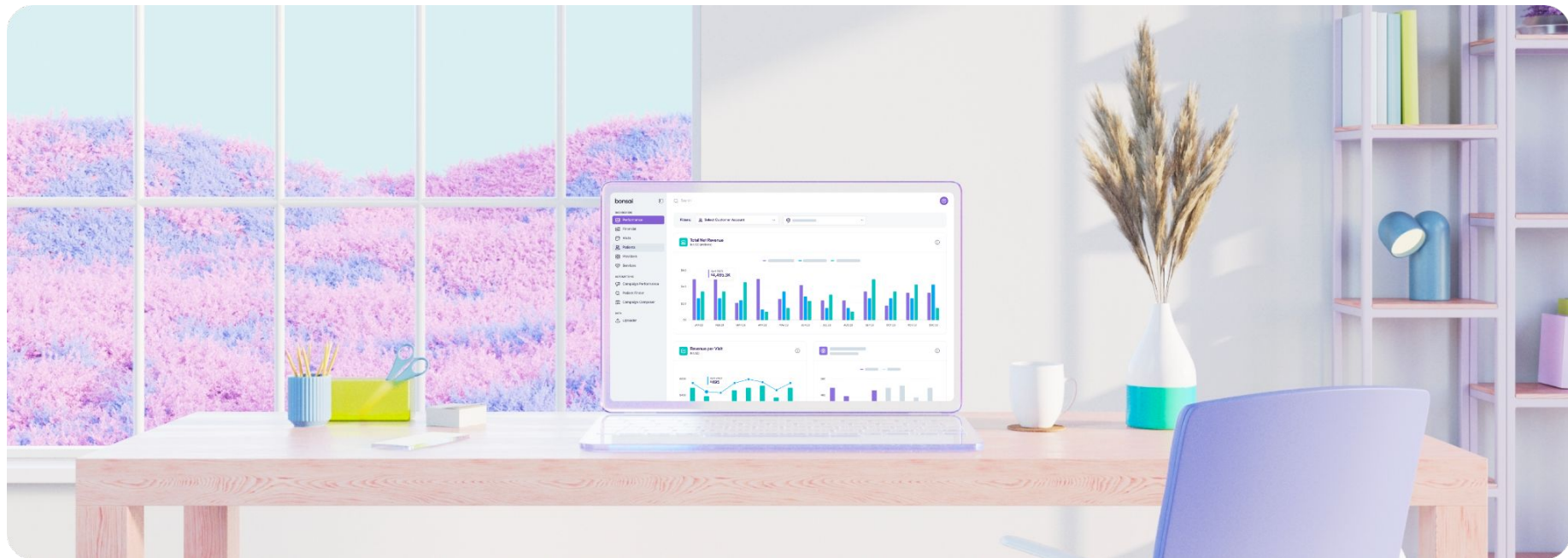
Reporting and tracking to measure outreach success

# Results to Date

Key Metric	Results
Months Live on Bonsai	10
Patients Contacts	5,936
Appointments Scheduled	1,430
Conversion Rate	24.09%
Total Estimated Revenue	\$317,696
Pay Collected to Date	\$206,894
Return on Investment	+ 20x

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# Product Demo





## SOLUTION

# Introducing AI Scheduling

Hi Chelsea, you're due for your Annual Screening. Want to schedule your visit?

I can come in next Tuesday at 11:30am.

You're all set for **Tuesday, January 13 at 11:30am**. We'll send you a reminder the day before.



**Chelsea Adler**  
32 y/o Female

🌟 Scheduled

### Upcoming appointments

JAN  
13

**Annual Screening**  
Maria Barajas, MD





# | **PRICING**

# Pricing

Bonsai Fee	Rate Card
Implementation Fee	\$1000
Base Platform Fee (Includes 1 License)	\$500/mo
Additional License	\$250/mo

*ezderm Special Save \$500*

# Free Opportunity Report

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## Overdue Campaigns ⓘ

Patients



8,846

Average Revenue Per Visit



\$245

Revenue Opportunity



\$2,170,275

### Activate Campaigns

Turn on automated email campaigns to remind your patients to book an appointment.

Activate	Campaign	Patients	Revenue Per Visit	Estimated Revenue
<input type="checkbox"/>	Skin Screening - 12 Months	4,240	\$242	\$1,026,556
<input type="checkbox"/>	Acne	2,803	\$111	\$310,326
<input type="checkbox"/>	Neuromodulators	676	\$421	\$284,424
<input type="checkbox"/>	Skin Screening - 6 Months	193	\$770	\$148,599
<input type="checkbox"/>	Fillers	137	\$901	\$123,466
<input type="checkbox"/>	Psoriasis	316	\$386	\$121,835

# Contact Us

Team Member	Role	Contact
Travis Schneider	CEO	travis@bonsaihealth.com
Rick Trefzger	CRO	rick@bonsaihealth.com
Max Kim-Brown	VP Sales	max@bonsaihealth.com