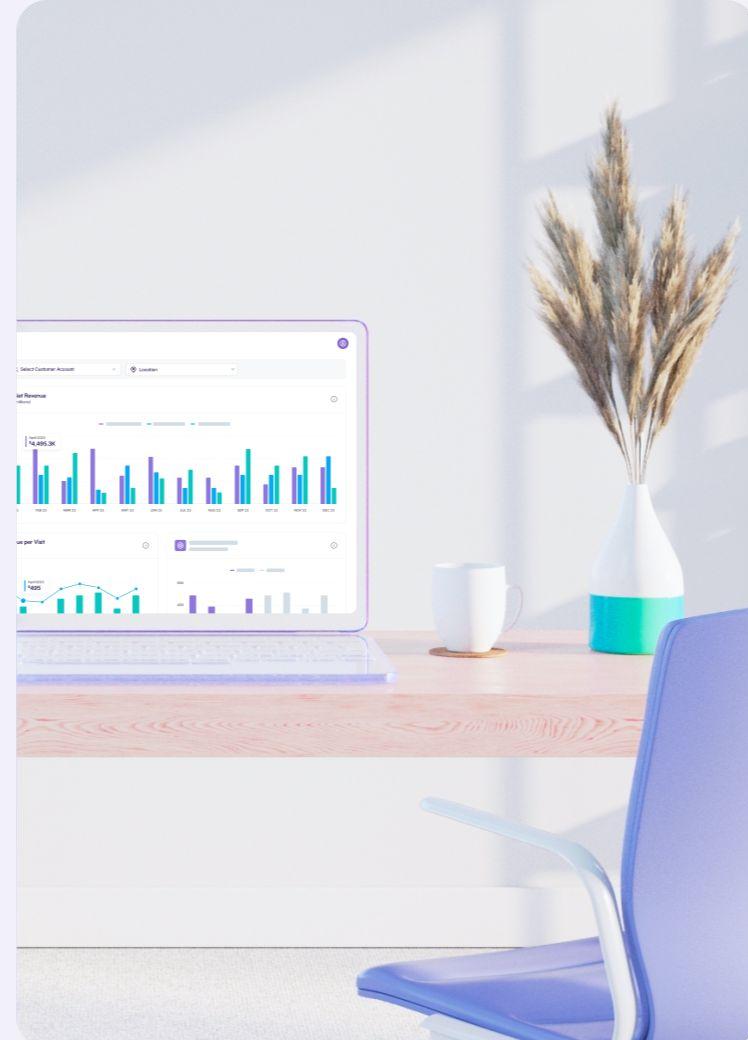




Webinar

Meet Bonsai |
Front Office Automation

POWERED BY AI



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

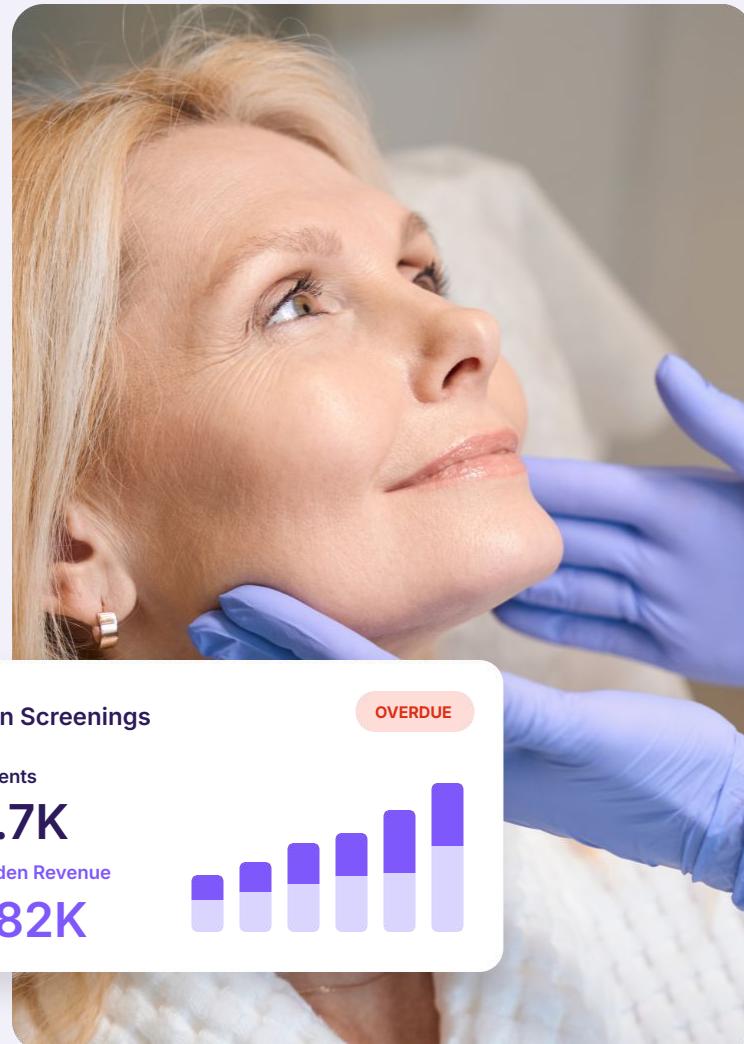
after our board member
Doug Garn passed away
from melanoma.



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



PROBLEM

Average Practice Sits On

\$1M+ in hidden revenue

- × Invisible care gaps
- × Impossible workflows



SOLUTION

Front Office Automation Engine

Built for Specialty Care

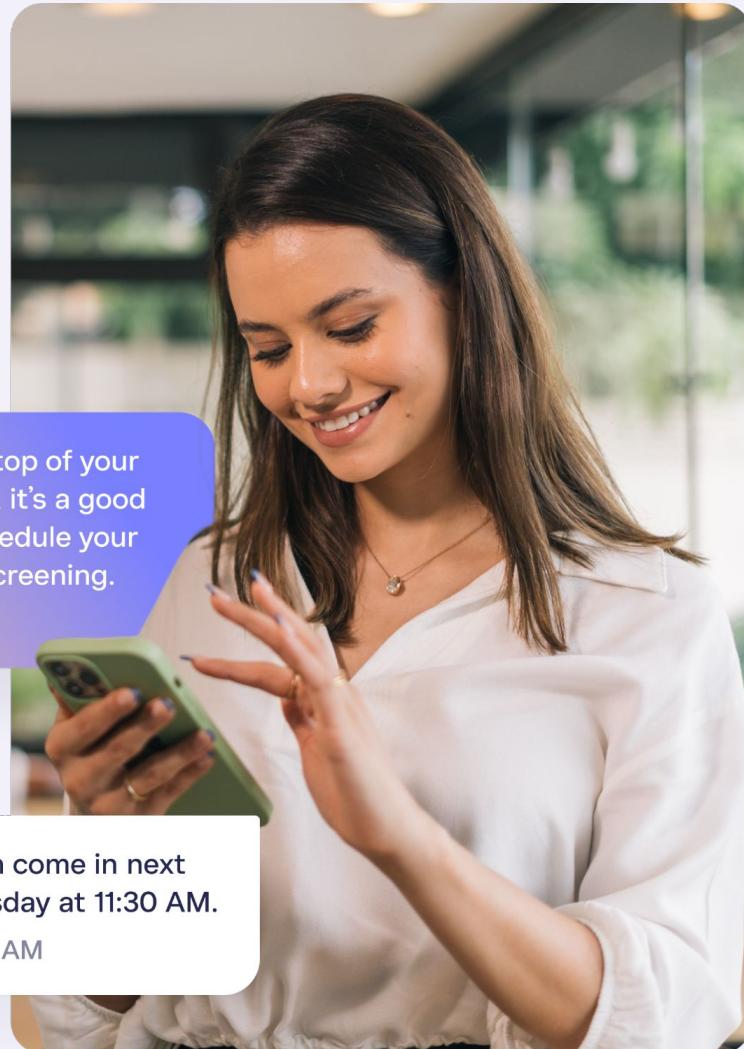
- ✓ Identifies patient opportunities
- ✓ Engages patients automatically
- ✓ Schedules visits end-to-end

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)



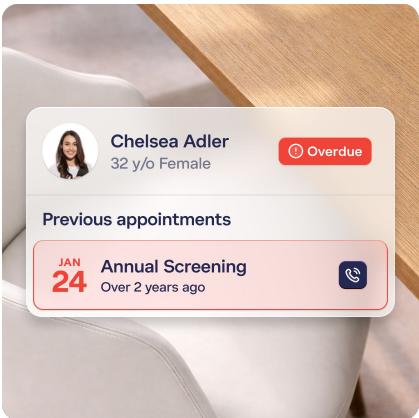
Tiffany Pickup, MD, FAAD
Board-certified Dermatologist



Jessica Gross
Practice Manager

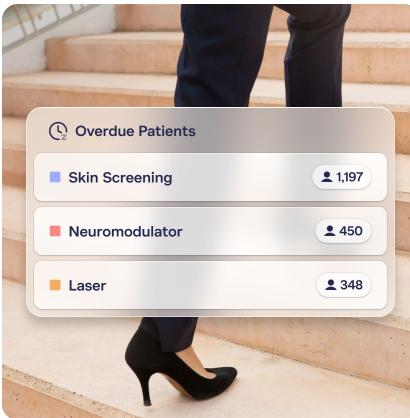


Patient Recall & Outreach Before Bonsai



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



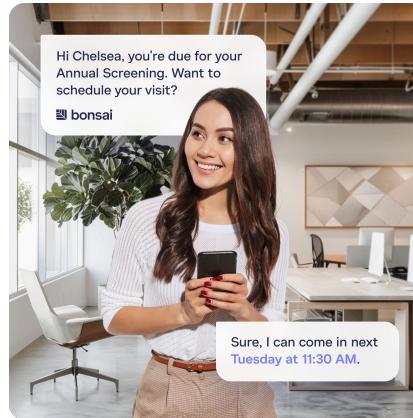
Staff efficiency

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



Campaign	Contacted	Booked
Filler	450	297
Skin Screening	1,197	749 
Neuromodulator	178	102
Laser	348	204
Psoriasis	212	186
Acne	760	602

Accurate reporting

Reporting and tracking to measure outreach success

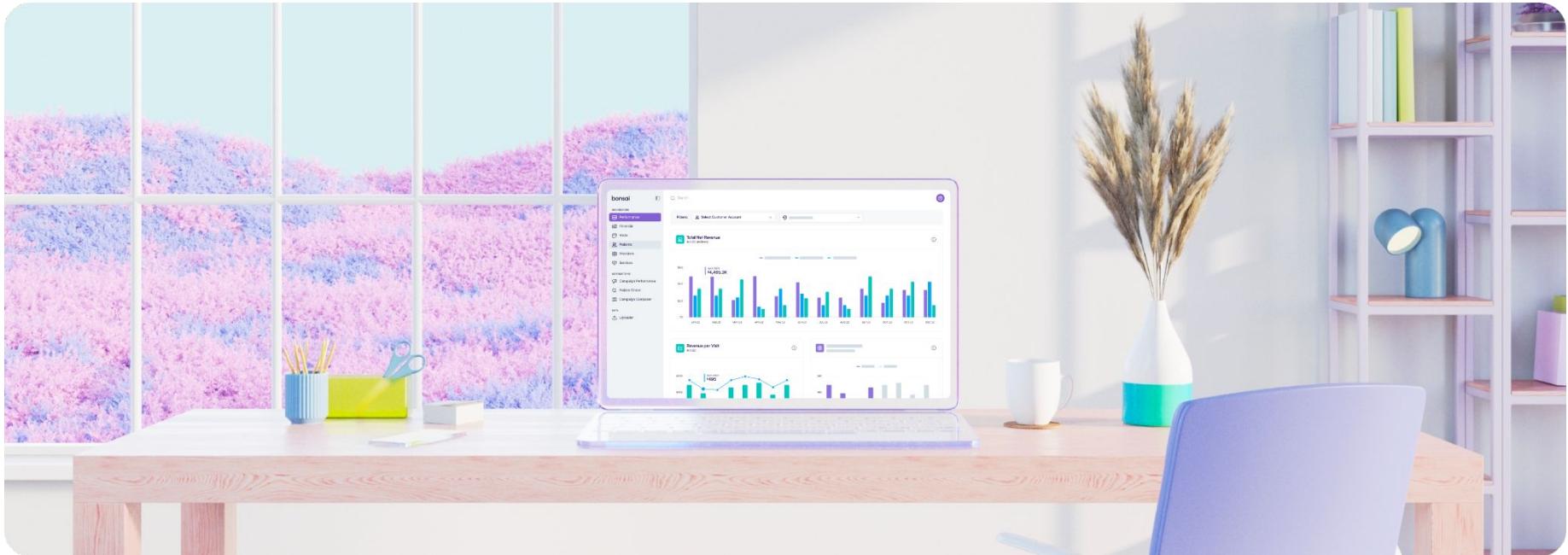


Results to Date

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

bonsai

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

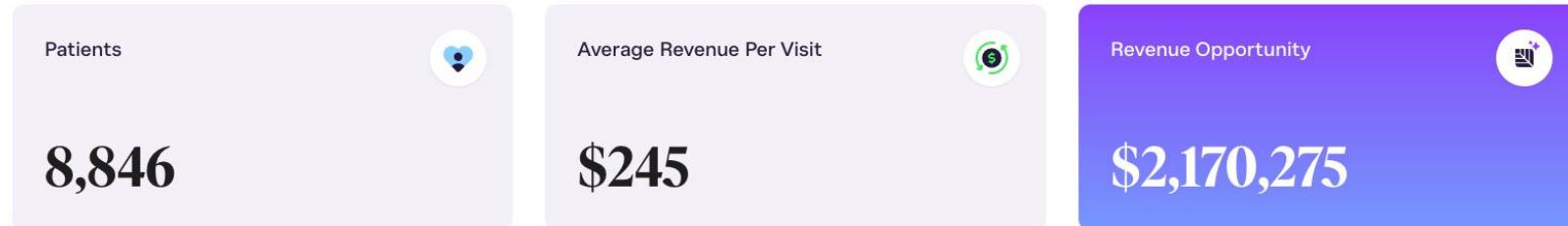
Pricing

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

Overdue Campaigns ⓘ



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