

The Future of Dermatology Patient Handling

Improving Comfort and Convenience for Patients and Practitioners



Reach out to one of our Solutions Advisors today to see how technology can bring more comfort and convenience to your practice.

mti.net/contact
sales@mti.net
Call/Text (801) 875-4999

The future of practice improvement lies in how skillfully you adopt and deploy new technologies, but most reports only identify and talk about digital technology - like how AI can improve patient communication, automated messaging can streamline post-visit outreach, or new telehealth visits can be improved with the right video conferencing software.

While these are critical parts of dermatology practice operations, it's only one part. In-office visits continue to be a critical part of care, especially within the dermatology specialty. And technology can improve these face-to-face interactions and procedures, ultimately leading to better outcomes, greater patient satisfaction, longer term patient relationships, increased revenue, and more business stability.

Here are several top technology trends we expect to evolve the in-patient experience in 2024.

1 |

Practices evolve as the professional skin care option - Dermatology offices have unfortunately found themselves in direct competition with MedSpas over the past few years. While many of these businesses don't employ doctors, they are still seen as professional skin care specialists. By leveraging modern equipment within your office and designing your exam and procedure rooms to feel comfortable and clinical, dermatologists can differentiate themselves, reinforcing their professional expertise and authority.

2 |

Finding ways to improve in-office convenience and versatility - Optimizing office workflow and efficiency is crucial as practices aim to see more patients without compromising care quality. Key strategies include:

- a. | **Streamline Processes:** Analyze and remove unnecessary steps in patient handling.
- b. | **Optimize Office Layouts:** Design the space to facilitate smooth patient journeys and efficient staff movement.
- c. | **Better Equip Exam Rooms:** Ensure rooms are ready for a variety of procedures and consultations.
- d. | **Implement Efficient Storage Solutions:** Using storage that reduces bottlenecks and speeds up patient turnover can greatly improve efficiency.



Reach out to one of our Solutions Advisors today to see how technology can bring more comfort and convenience to your practice.

*mti.net/contact
sales@mti.net
Call/Text (801) 875-4999*

3 |

Stay flexible for a variety of treatment options - Per the American Academy of Dermatology (AAD)¹, there has been a surge in patient demand for non-invasive procedures, both for cosmetic enhancement and medical treatments. Ensure your exam and procedure equipment is ready for the versatility this type of care experience requires. By staying ahead of the trend you'll be more competitive, allowing you to provide superior care experience for both the patient and staff, ensuring more patient visits.

4 |

Rethink investment strategies to optimize profit - With the rising costs of providing care, practices must strategically invest in equipment that minimizes downtime and repair costs. Key considerations include:

- a. | **Durable and Easily Repairable Equipment:** Choose equipment that keeps exam rooms operational and is quick to repair.
- b. | **ADA Compliant Equipment:** Invest in ADA-compliant products to take advantage of tax credits and ensure accessibility, though ensure the products meet all ADA standards.

5 |

Need to increase organic referrals and new patient attraction - According to a survey conducted by Software Advice, a healthcare technology research firm, 47% of patients reported that they chose a physician based on a referral from a friend or family member. The right equipment means a more comfortable experience for patients. By retaining the patients you have, you can maintain a more stable revenue stream, and encourage them to share their experience it with others.

6 |

Decreasing burnout and employee turnover - Losing key staff leads to lower patient pass-through, satisfaction and puts undue stress on the rest of the team. Plus you don't want to train your competition's next superstar! In fact, a study published in the Journal of Healthcare Management estimated that the cost of turnover for bedside RNs range from \$37,700 to \$58,400 per nurse, depending on the hospital setting and geographic location. Technology-enabled equipment can help your staff do their jobs with less effort which means your employees won't burn out from their day-to-day and will stay longer - putting your practices in the small fraction of practices that are not facing a staff shortage.

7 |

Working more closely with other practices within groups - The number of multi-specialty groups is on the rise in the United States. Mergers and acquisitions, as well as satellite clinics and expanded locations, allow efficient dermatologist partnerships to better address patient demand. Finding ways to make the care experience consistent between offices, and looking for cost savings for all locations can create a better experience for you and your patients.

We believe specialty care givers deserve speciality equipment. Our focus for more than 25 years has been on designing, engineering, and manufacturing equipment for Dermatologists like you. Our technology enabled models create better exam and procedural workflows and outcomes for those who choose it.

