



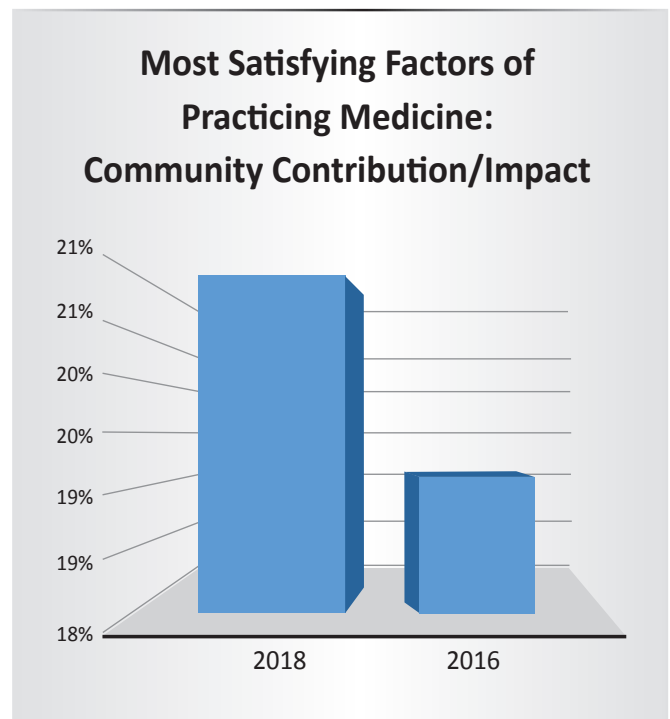
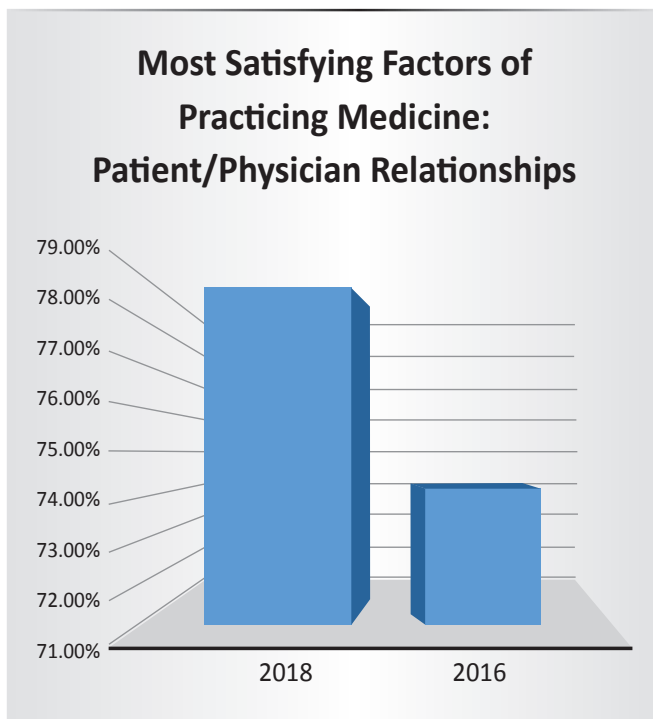
QualDerm Affiliation Ensures Continuity of Care for Dermatology Practices' Patients

Expanded Services and Enhanced IT Infrastructure Help Two Tennessee Practices Build Upon Their Successes

Patient Relationships and Community Impact Drive Physicians

Numerous studies in recent years have reported a significant uptick in physician burnout. Practice management burdens and regulatory compliance issues are often cited as the reasons behind this trend. However, the vast majority – 72.6% – of physicians surveyed in the Merritt Hawkins 2018 Survey of American Physicians said they would choose to practice medicine again if they were starting over today.

In the same survey, physicians named the patient/physician relationship and their contribution/impact on their communities as two factors they find most satisfying about practicing medicine. Based on this, it seems that physicians’ desire to care for patients and the community at large outweigh the burdens that come along with being a physician.



Source: Merritt Hawkins 2018 Survey of American Physicians

A Commitment to Quality Care

Over the course of 30 years, Drs. Raymond Wesley and William McDaniel built their respective dermatology practices in Hendersonville and Brentwood, Tennessee. Among their patients and peers, each of these physicians is recognized for providing the highest-quality care.

Their commitment to their patients has remained steadfast, despite the numerous changes that have impacted the healthcare industry. Looking towards the future, it was important to each physician to ensure that the patients and communities that they've dedicated their careers to would continue to have access to the same level of dermatological care to which they've come to expect from Drs. Wesley and McDaniel.

The physicians' reasons for seeking to affiliate with a larger dermatology network differed – Dr. Wesley was ready to retire, while Dr. McDaniel wanted to free himself from administrative tasks so he could see more patients. However, the commonality in their decisions to affiliate with QualDerm Partners centered on the organization's reputation for quality. In fact, Dr. Wesley had long referred skin cancer patients to Cumberland Skin Surgery and Dermatology, a QualDerm-affiliated practice. Therefore, he was confident that his patients would be well taken care of after QualDerm took the reins of his practice. Dr. McDaniel echoes this confidence in QualDerm.

“Since starting Brentwood Dermatology, my goal has been to give patients the best care possible. Affiliating with QualDerm allows me to stay focused on my patients while ensuring the business side of the practice is well run,” says Dr. McDaniel.

New Physicians and New Services Increase Patient Access

Both Hendersonville and Brentwood have experienced a population surge in recent years, leading to an increase in demand for dermatology services. After consulting with the physician owners, it was determined that both practices should expand their general dermatology schedules and provide Mohs surgery to accommodate patient need.

Upon the recommendation of Dr. Wesley, QualDerm recruited Dr. John Starling III, a Fellowship-trained Mohs surgeon, to join Brentwood Dermatology. In addition to Mohs surgery, Dr. Starling also provides general dermatology care and was instrumental in designing and launching a new Histology Lab within the practice. Brentwood area patients' access to care greatly increased with the addition of Dr. Starling. QualDerm also recruited another general dermatologist who will join Brentwood Dermatology in September 2019. Additionally, Dr. McDaniel's capacity to see patients has increased 10-15% since QualDerm now handles the practice management tasks.

In Hendersonville, Dr. Wesley's practice moved under the banner of Cumberland Skin Surgery and Dermatology and two of its clinical providers now see patients at this location. Because Dr. Wesley communicated his confidence in QualDerm to his patients, all kept their previously scheduled appointments. Additionally, for the first time, Mohs surgery will be available at this practice. These factors, coupled with outreach to the community and referral sources, has helped grow this practice's patient volume.

“Dr. Starling will allow us to give our patients greater access to advanced skin cancer treatment. We look forward to him helping Brentwood Dermatology continue to build upon our reputation for providing the highest-quality care and patient satisfaction.”

– Dr. William McDaniel
Founder, Brentwood Dermatology

Enhanced IT and Referral Process, Expanded Payor Network Optimize Revenue

Electronic Health Records and government mandates are two of the elements many physicians say cause them the most professional headaches.

QualDerm's IT team helped both the Hendersonville and Brentwood practices implement the NexTech EHR system and trained their staffs to use the platform. QualDerm also provides ongoing, in-house tech support.

NexTech gives the practices a better level of patient documentation. It also allows the capture of quality data, which is necessary to meet MACRA requirements. While the Hendersonville and Brentwood practices are just now able to gather this data, QualDerm has had success in this area with its other affiliated practices. In fact, the QualDerm-affiliated practices in North Carolina and Ohio earned the highest possible MIPS score of 100% for 2017 clinical performance under MACRA, resulting in reimbursement bonuses. This quality data can also be used to negotiate better rates with commercial payors.

Since numerous commercial payors began narrowing their networks, many independent practices were squeezed out completely or suffered declining reimbursement rates. However, since joining QualDerm's larger quality-driven organization, both the Hendersonville and Brentwood practices have been able to expand their payor networks.

To further enhance both practices' revenue, QualDerm implemented an online platform to streamline the referral process. This platform allows referral sources to more easily and efficiently make patient referrals. Since integrating this platform, patient referrals have increased by approximately 15%.

Maintaining Practice Culture and Boosting Benefits

Patient relationships extend beyond the physician in a medical practice. Both Drs. Wesley and McDaniel understood that their staffs were instrumental in creating and maintaining their practices' patient-centric cultures. That is why it was important to the physicians that their staffs remained onboard after affiliating with QualDerm. They also wanted to ensure that their staffs, like their patients, would be well taken care of.

Staff members of both practices remained in place and QualDerm promoted from within at Brentwood Dermatology to fill the role of practice administrator. Plus, after affiliating with QualDerm, the practices' staffs were eligible to take advantage of QualDerm's employee benefits. QualDerm provides generous benefits, including 8 health plan options, dental and vision plans, and a 401k plan, among others. Prior to affiliating, neither practice had been able to provide a full-range of employee benefit options.

QualDerm By the Numbers

10-15% Increase in physician's capacity to see patients after partnering with QualDerm.

93% QualDerm's positive rating for Patient Safety Tracking on the 2018 AHRQ Survey (nat'l avg. = 87%).

21 Average years' experience of QualDerm-affiliated physicians.

15% Approximate increase in physician referrals after integrating an online referral platform.

6 Number of leadership positions QualDerm-affiliated physicians have held in national dermatology organizations.

94% Online patient reviews for QualDerm-affiliated practices that are positive.

About QualDerm Partners

QualDerm Partners helps top-tier dermatologists position their practices for sustainable growth and profitability. The company creates market-leading practice partnerships through affiliations and de novo development. QualDerm provides the management support, capital, and guidance for growth. Under QualDerm's True PartnershipSM model, physicians are partners, not employees, and retain their own practice brand. This doctor-driven model is designed to maintain physicians' clinical autonomy and ensure the highest-quality patient care. QualDerm offers physicians tailored partnership structures to meet their needs, as well as the option to sell their practices.

QualDerm currently has affiliated practices in North Carolina, South Carolina, Ohio, Tennessee, Virginia, Georgia, and Pennsylvania, with plans to expand further. For more information, visit www.QualDerm.com.

Contact QualDerm to learn more about partnership opportunities or to discuss selling your practice.

QualDerm Partners
210 Jamestown Park Dr., Ste. 250
Brentwood, TN 37027
info@qualderm.com
615.250.6766