

NOWnotes

**"PATIENTNOW... FOR THE AESTHETIC PRACTICE
WITH A MODERN EDGE"**

John M. Hilinski, M.D.

patientNOW

ENDORSED BY



AMERICAN SOCIETY OF
PLASTIC SURGEONS®



"I'm in the aesthetics business. So I want an office that looks clean, with a modern edge to it," says facial plastic surgeon John M. Hilinski, M.D., owner and medical director of San Diego Face & Neck Specialties.

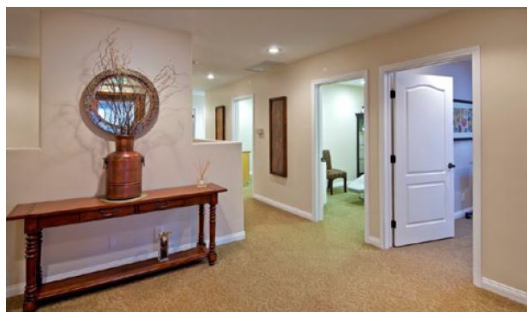
Dr. Hilinski says that when he chose *patientNOW*, "I wanted a comprehensive system that would allow me to grow into it—not lock me down in terms of capabilities.

And *patientNOW* certainly met this need."

Along with streamlining his daily duties, *patientNOW* enables Dr. Hilinski to create his own [personalized templates for documents such as consultation notes or operative reports](#). *patientNOW* also has allowed him to create several automated text snippets that spare him from typing frequently used comments. "I can just click them into the content on the fly." Regarding informed consent, for example, once he discusses the risks and benefits of a procedure with a patient, "I can right-click, paste, and bam! It's documented."

Similarly, *patientNOW* allows Dr. Hilinski to develop a consultation note or surgical plan—and forward it to the appropriate people—in a fraction of the time these tasks used to take. Before implementing *patientNOW*, "I had to pull out 4 or 5 sheets of paper, write down what I was doing on each one, and probably label it to specify which patient it was for. Now, I can click one button, and 4 different documents pop up." Once he assigns them to staff members, another click sends each one to the right person's computer screen—no more walking to the front office or using the intercom to tell staff members what he needs done.

[Documenting aesthetic treatments](#) also took more effort with pen and paper. "Now, I have these beautiful templates of an anatomical face that pop up on *patientNOW*. I just make a mark to indicate precisely what I did where with



**THE SINGLE SOLUTION
DEVELOPED FOR AESTHETIC
PRACTICES THAT PROVIDES
EMR, PRACTICE MANAGEMENT
AND PATIENT ENGAGEMENT.**

**CAPTURE, RETAIN AND GROW
YOUR PATIENT BASE WITH
THESE STANDARD FEATURES:**

- Electronic Medical records (with all note templates)
- Photo Management
- Point of Sale
- Inventory
- Scheduling
- Consents (with electronic signature)
- Patient Loyalty Program
 - Award Points
 - Gift Cards



patientNOW's PAR™ system

(Patient Acquisition & Retention) ensures no patient falls through the cracks and builds your practice revenue through more appointments and procedures. Our automated workflow can increase your inquiry follow ups, send appointment reminders and decrease no-shows. Grow loyalty-boosting, repeat business like Botox™ and injectables **AND** never forget another patient birthday or anniversary again.

*Providing Exceptional Patient Experiences
for Over 10 Years.*

Botox." The system stores and categorizes these records so that if the patient wants to change the injection pattern, "I know exactly how to do that, because I've got a record of their last 10 visits."

"I wanted a comprehensive system that would allow me to grow into it—not lock me down in terms of capabilities. And patientNOW certainly met this need." — Dr. Hilinski

Additionally, *patientNOW* makes it easier to manage the approximately 30% of his business that involves insurance. In this regard, says Dr. Hilinski, *patientNOW* makes it very easy to keep track of a patient's visit on a certain date—and whether it was an insurance case, a cosmetic case, or both," as well as whether the associated insurance superbill has been paid. "In that sense, I can follow my reconstructive and insurance business much more closely than I used to. The bottom line is it has added about **20% additional revenue for the practice**. It's always about working smarter, not harder. And *patientNOW* allows me to do that.

patientNOW brings similar advantages to Dr. Hilinski's in-house ambulatory surgery center, which uses completely different documents, such as preauthorization forms. "They need an entirely different set of numbers and assessments. There are deductibles, co-pays, and daily maximums that you never have to account for" in aesthetic surgery. And *patientNOW* handles them all with ease.

Nowadays, it's rare that I don't complete my documentation immediately after I see the patient. At the end of the day, I don't have to go back and remember that clinic visit from 9 AM. As a result, "I get out of the office earlier. This helps me trim at least an hour off of my day compared to the days of using paper charts. **That translates into more time at home with my family and less stress in general.**"



Overall, "It's made my day-to-day office routine a lot easier than having paper charts around. And *patientNOW* cleans up the clutter. I don't have a lot of space to expand or store paper charts and invoicing is a breeze. The automated patient engagement system prompted one former patient to call in to schedule a treatment when she received a birthday greeting."

Back when he was evaluating EMR systems, he says, there was only one other option suitable for a practice like his—a very popular product backed by countless testimonials and referrals. "Unfortunately, it was very expensive, comparatively speaking." After doing his homework, Dr. Hilinski says, he discovered that *patientNOW* did everything the other system did and you get a lot more for your money. He also liked the responsiveness of *patientNOW* principals including CEO and Founder Jerry Jacobson.

In choosing *patientNOW*, says Dr. Hilinski, "I went out on a limb a little, but it turned out to be one of the best practice decisions I've ever made."