

# NOWnotes

patientNOW

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AMERICAN SOCIETY OF  
PLASTIC SURGEONS®

“WE COULD NEVER SEE THIS NUMBER OF PATIENTS WITHOUT  
UTILIZING PATIENTNOW IN OUR PRACTICE”

*South Bay Plastic Surgeons*

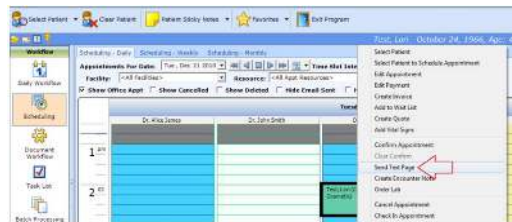


L to R: Whitney Burell, M.D., Charles W. Spenler, M.D., F.A.C.S.,  
Lisa Jewell, M.D., F.A.C.S., Michael Newman, M.D., F.A.C.S.

**South Bay Plastic Surgeons** is a busy practice in southern California. The practice includes four physicians: Dr. Whitney Burell, Dr. Charles Spenler, Dr. Lisa Jewell, and Dr. Michael Newman, whose specialties range from reconstructive and cosmetic surgery services to complex and highly specialized surgeries.

Dr. Newman and Dr. Jewell were featured on a recent [Nightline segment](#) as they are an elite few plastic surgeons who perform the DIEP flap procedure. Dr. Jewell treated nearly 2,000 patients in 2014. Each practitioner enters their own charges, codes and prepares their own billing information.

“I have used many systems and without *patientNOW* we could never see as many patients as we do,” says Camille Hayes, Practice Administrator. The ease and convenience of *patientNOW's* all-in-one platform keeps this practice running smoothly, efficiently and accurately.



The practice uses text appointment reminders and finds this even more helpful than the email appointment reminders. Camille notes that with the large number of emails that people receive on a daily basis, she feels that using the text reminders have really reduced the number of [no-shows](#).

“We love the prescription module. Initially it was an adjustment from the paper prescription method but now the process is much more reliable and saves time on the part of the office as well as the patient. Before implementing *patientNOW*, patients would have to come to the office to pick up pre-op paper scripts – now they are electronically submitted to the pharmacy and the patients pick up their prescription on their schedule instead of the office schedule.”

“I have used many systems and without *patientNOW* we could never see as many patients as we do.” – Camille Hayes, Practice Administrator

“Organizing and keeping this practice running smoothly is imperative,” says Camille. One of my favorite features in the *patientNOW* software is the interoffice communication it provides. I assign tasks to staff internally and this is a HIPAA compliant method to convey information about patients to one another without having to interrupt the doctors.”

“The inventory system is virtually error-proof with the barcode scanner. We are able to accurately track and manage over 200 products.”

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

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- Inventory
- Scheduling
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- 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.*