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PatientNOW Offers Simplicity, Savings



When Gregory Alouf, M.D., was seeking an electronic health record (EHR) system for his growing medspa in 2008, “The simplicity of PatientNOW attracted me.”

For his Salem, Virginia-based full-body cosmetic practice, he wanted to avoid the cumbersome type of system he’d used as a family practitioner in a hospital-based healthcare network.

“It took so many steps to enter a medication, write a prescription, or navigate between screens. It was very time-consuming, with a huge learning curve” that required 2 to 3 days’ instruction just to get started.

Conversely, he says that PatientNOW has proven user-friendly and cost-effective. In the latter area, “PatientNOW’s price point was very attractive, compared to other systems that were 3 to 5 times as expensive. I couldn’t afford to pay well over \$50,000 for an EHR system in a private practice.”

Moreover, says Dr. Alouf, PatientNOW’s easily customizable templates have tackled tasks that initially appeared daunting. For example, “To do a Botox treatment with paper records, you just mark the units down, check off a few boxes, and you’re done.” He worried about how to translate this process, including a facial diagram, to his EHR.

However, “I talked to PatientNOW before I even bought the system. They had an open ear and were able to tailor the system to meet my needs.” The company developed an electronic version of the Botox document, using boxes checked off via mouse click to record whether the patient experienced side effects, for example. “Now we can finish a document on the EHR just as fast as we could on paper.”

PatientNOW’s developers made similarly short work of Dr. Alouf’s surgical notes and flow sheets. “They were able to create templates to exactly replicate our surgical flow sheets and logs. That was amazing.”

Because many aesthetic procedures – and the patient notes they require – are fairly repetitive, PatientNOW devised preprogrammed snippets available from drop-down menus. Instead of hand-scribbling medico-legal verbiage that rarely varies from patient to patient, for example, users can plug in such text with a couple mouse clicks.

Consequently, Dr. Alouf says that in uncomplicated cases, “I can do a whole liposuction note in 30 to 60 seconds. That’s much quicker than I could ever do it with paper charts.”

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Throughout the practice, he adds, “Each person who logs into PatientNOW can create their own snippets under their username. For instance, my front office employees use snippets to alert them to call and remind a patient about an appointment.” In this regard, “The system offers text messages and e-mails, but we believe in reaching out with a human voice.”

Regarding marketing, he says, “The patient retention functions have been impeccable.”

For instance, PatientNOW reminds his staff members to call patients who haven’t been seen in a year, or to call back patients to get their Botox injections touched up every 3 to 4 months.

Before implementing PatientNOW, “We had to go into QuickBooks, print a list of all the Botox patients, and pay somebody to go through with a marker and find the dates that somebody was here.”

Additionally, PatientNOW allows Dr. Alouf to target e-mail blasts to specific patient groups based on demographic or other data. And retrospectively, “PatientNOW helps dial in our marketing. We can see if our TV commercials are working by who’s coming in.”

As for scheduling, “We don’t have paper schedules anymore. I can access my PatientNOW from home, or anywhere I have Internet access, the night before and look at my upcoming schedule.” He also likes PatientNOW’s unique ability to build a custom schedule for each provider.

Overall, he says, PatientNOW provides “incredible data collection, easy data retrieval, and the ability to compile data wonderfully. Compared to some other systems I’ve used, PatientNOW makes retrieving laboratory data and patient notes a breeze because everything is so uniquely and concisely compiled in each patient’s chart. Everything’s right there for you – simplified.”

Although switching to EHRs is challenging, concludes Dr. Alouf, “PatientNOW has been one of the most valuable tools we’ve integrated into our practice.” By improving everything from medical documentation to patient marketing, retention, and safety, “It’s really streamlined our practice.”

About PatientNOW

***PatientNOW** is a healthcare software company designed especially for aesthetic medical practices. The software features the revolutionary Patient Acquisition and Retention™ (“PAR™”) pathway system which is a proactive marketing automation engine. The system is exclusively designed to capture and retain every prospect and ultimately increases revenue for the practice.*

***PAR™** tracks every patient to ensure that no prospect falls through the cracks, every patient is engaged with reminders for services/products/workshops/ and new services automatically. Referral sources are tracked, revenue is linked to referrals, and the system includes consents and pre/post operation packets for all procedures.*

Bonus features include Inventory, Point of Sale, Photo Management, Referral Tracking, Referral Revenue Creation, Consents, Pre/Post Op Packets, Automated Appointment Reminders, Patient Portal, EMR, Paperless Office, Insurance billing, Marketing and Tracking Prospects.



Celebrating 10 years of patient acquisition and retention, patientNOW is more than an EMR provider. Designed for aesthetic practices, patientNOW created a patient engagement system to CAPTURE new patients, RETAIN existing patients and GROW practice revenue through automated workflow.

For more information, please contact us at **800-436-3150** or **www.patientnow.com**