



“My practice’s ROI has skyrocketed thanks to Symplast. My staff and I work 10x faster now. We’re able to see more patients, expand our services, and be more efficient without working longer hours, which translates into more income for the practice.”

Bhupesh Vasisht, M.D.
Plastic Surgeon

SNAPSHOT

- Symplast’s mobile clinical note saves 15 minutes per patient
- Symplast’s Multimedia Manager saves 10 minutes per patient
- Dr. Vasisht is seeing more patients and making more money, without spending any more time at work
- He also has more time to perform laser treatments
- Patients view his office as modern, hi-tech and cutting-edge

BACKGROUND

Dr. Bhupesh Vasisht is the founder and medical director of South Shore Plastic Surgery in Voorhees, New Jersey. South Shore is a small practice with four employees that relies on its outstanding patient interaction to grow their business. Dr. Vasisht was looking for a more efficient method to run his office, which led to his participation with Symplast.

	BEFORE SYMPLAST	AFTER SYMPLAST	SYMPLAST BENEFIT
CONSULTS & FOLLOW-UPS	15 <i>per day</i>	19 <i>per day</i>	27% <i>increase</i>
SURGICAL PROCEDURES	5 <i>per two weeks</i>	7 <i>per two weeks</i>	40% <i>increase</i>
LASER	4 <i>per week</i>	10 <i>per week</i>	150% <i>increase</i>

SAVING TIME WHEN CHARTING

Completing his clinical charts used to be a tedious, redundant task for Dr. Vasisht. He would treat his patient and explain the diagnosis to them. Then he would go into his office and write everything down into the clinical note. “Thanks to Symplast, I now work 10x faster than before. Instead of meeting with my patients and then going into my office and filling out their paper chart, I now simply take out my iPhone and dictate my clinical notes directly into their chart as I speak to them. Working this way easily saves me 15 minutes per patient. Not only can I see an additional four patients per day for consults and follow-ups, but I can also schedule two additional surgical procedures every two weeks. I also have more time to focus on my laser treatments and expand that sector of my offering.”

SAVING TIME WHEN TAKING PICTURES

Symplast features a robust Multimedia Manager that eliminates the need for an extra camera or imaging software. “My staff has not touched our hi-res camera in weeks,” stated Dr. Vasisht. “We take all the HD pictures and videos we need with our smartphones, and they get automatically uploaded directly into the patient’s file. We save at least 10 minutes per patient by not having to leave the exam room, get the camera, make sure the memory card has room and the battery is charged, take the pictures, download them onto the computer, and print them out. Symplast also allows users to annotate images and documents with an easy-to-use tool for notes, text, shapes and mark-ups. “It’s perfect for my injectable patients. Instead of drawing notes on a generic face diagram, I can take a hi-res picture of the actual patient and make my notes in the actual spots they will go on. It makes the experience much more accurate.”

CONCLUSION

Symplast has increased the efficiency, revenue and patient engagement of South Shore Plastic Surgery. Dr. Vasisht is able to easily complete his clinical notes on his smartphone while he’s treating his patients, eliminating the need for double work afterwards. He and his staff rely on the Symplast Multimedia Manager to handle all of their image and video needs in a convenient manner. His office is building a reputation as modern, cutting-edge and “cool”, and has a unique offering for the selfie-seeking generation. And of course, his ROI has increased significantly. All without working any longer than he was before he began using Symplast.