



“Symplast makes my job so much easier! I save almost 4 hours per week because of its streamlined administrative workflow. I can spend more time engaging patients and selling spa products.”

Lisa Roca
Front Office Coordinator

SNAPSHOT

- Symplast’s administrative workflow saves Lisa up to 45 minutes per day
- Symplast’s simple, intuitive user interface is optimized for a plastic surgery or med spa practice
- Lisa has more time to focus on selling spa products
- Lisa has more time to interact with patients and build relationships, resulting in increased customer retention

BACKGROUND

Lisa Roca is the Front Office Coordinator for Suria Plastic Surgery, located in Plantation, Florida. Suria, like many plastic surgery practices, has a med spa built into it. Lisa is the sole coordinator in the office, handling all patient communication and administrative duties.

THE OLD WAY

Before Symplast, handling e-Faxes could get somewhat overwhelming when the office was busy. Lisa would need to navigate back and forth between her email inbox, her computer’s hard drive, and the medical software her practice was using at the time. It took her approximately 30-45 seconds to properly review, assign and save each fax to a patient’s file.

SIMPLE

With the Symplast File Sorter, Lisa saves 30-45 minutes per day vs. the old software. Instead of opening three different windows for a single e-Fax, she can review, assign, categorize, and delete all of the e-Faxes from one easy-to-use screen. “You can tell the File Sorter was designed by someone who understands the specific workflow of a plastic surgery practice. Everything can be done on one screen, with the simple click of a button. It’s so much more convenient than the old way of doing it. With Symplast, what once took me 30 to 45 seconds now takes me 5 seconds. I’m able to get more done and spend more time engaging and interacting with our patients.”

“I don’t need to go digging through individual patient charts like I had to do with our previous medical software. Everything I need is right there. Before, if a patient came in and asked about their lab history, I would need to open up their chart and scroll down, searching for any pathology reports and opening each one until I found the right document. With Symplast, I have the option of searching the pathology reports for the entire practice all at once. So I don’t need to comb through pages of data to find what I’m looking for.”

CONCLUSION

Lisa saves up to 45 minutes each day with Symplast’s intuitive administrative workflows. That’s almost four hours per week that she can devote towards improving the patient engagement and revenue of the practice. She can spend more time with each patient, building a stronger relationship and improving service. She can also sell more products in their spa, increasing practice revenue and ROI. Overall, the less time Lisa has to spend on tedious administrative tasks, the more she can make an impact on the ROI of the office.

