

FROM MORNING TO NIGHT:

HOW SYMPLAST POWERS
EVERY MOMENT OF
EXCELLENCE

**Dr. Armando Soto's Complete
Practice Transformation**



CONTENTS

- 03 PRACTICE AT A GLANCE
- 04 WHY APPLE MADE ALL THE DIFFERENCE
- 06 BEYOND SOFTWARE: A FULL PRACTICE REBOOT
- 07 WHERE THE DAY BEGINS—AND SYMPLAST TAKES OVER
- 08 FINANCIAL CLARITY, UNMATCHED EFFICIENCY
- 10 FUTURE-READY, PATIENT-FOCUSED
- 12 BUILT FOR THE FUTURE
- 13 6 WAYS SYMPLAST ELEVATED DR. SOTO'S PRACTICE

PRACTICE AT A GLANCE

Dr. Armando Soto leads Aesthetic Enhancements Plastic Surgery in Orlando, Florida, bringing nearly 22 years of surgical expertise to patients seeking transformative results.

As a board-certified plastic surgeon and member of leading professional associations, including The Aesthetic Society and the American Society of Plastic Surgeons (ASPS), his practice represents the perfect blend of cutting-edge technology and personalized care.



Comprehensive Surgical Excellence

Dr. Soto offers a full selection of procedures including breast enhancement (augmentation, lifts, reductions, revisions), body contouring (mommy makeovers, tummy tucks, Brazilian butt lifts, VASER liposuction, after weight loss surgery), facial rejuvenation (facelifts, eyelid surgery, neck lifts), and specialized procedures for men (gynecomastia, pectoral, and calf implants).

What sets Dr. Soto apart isn't just his surgical skill—it's his unwavering commitment to efficiency and patient care.

WHY APPLE MADE ALL THE DIFFERENCE

Why Platform Choice Became the Foundation for Success

Dr. Soto's journey to Symplast began with a simple philosophy: choose tools that work seamlessly together. After 22 years of practice without a single IT service call, his Apple-centric approach wasn't just preference—it was proven strategy.

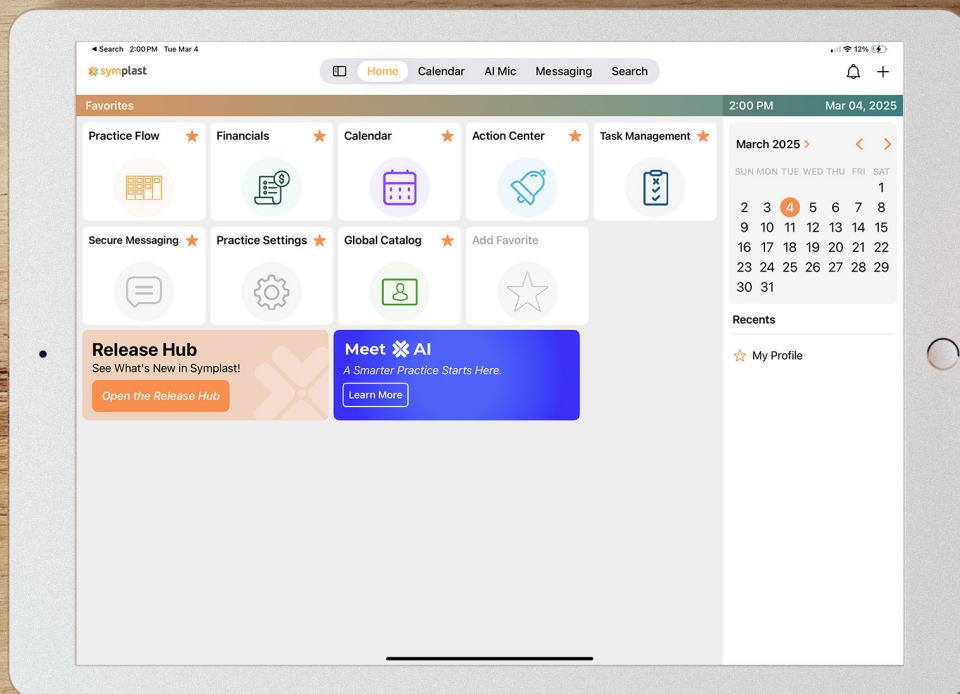
"In nearly 22 years of practicing plastic surgery, I have never had to spend money on IT services, because I always chose to use Apple products and the macOS for my professional needs."

When evaluating EHR systems, Dr. Soto faced a marketplace dominated by Windows-based solutions that felt clunky on his iPhone and disrupted his seamless workflow. Then he discovered Symplast—built from the ground up for iOS.

"Because Symplast was built from the ground up to be used on iOS, it was a fairly straightforward decision for me. All of the other products I looked at were designed for Windows PCs or Windows based tablets, and using them on my iPhone was more cumbersome."

The Decision Point

- Native iOS integration vs. cumbersome adaptations
- Seamless Apple ecosystem vs. forced Windows compatibility
- Intuitive mobile experience vs. desktop-bound limitations



BEYOND SOFTWARE: A FULL PRACTICE REBOOT

From Database Limitations to Comprehensive Excellence

Dr. Soto's practice previously relied on a basic database program—functional, but far from transformative. The switch to Symplast represented more than a software upgrade; it was a complete reimagining of what practice management could be.

"I can't even remember how we managed before we made the transition to Symplast. We are so much more efficient not just in our time management, but we use less paper, less printer ink too, and our staff spends much less time on menial tasks like printing and shredding," said Dr. Soto.

The Complete Ecosystem Impact

- **Environmental Efficiency:** Dramatic reduction in paper and ink usage
- **Staff Liberation:** Freedom from repetitive administrative tasks (EHR automation reduces data entry by 80% on average)
- **Time Multiplication:** More patient care, less paperwork
- **Workflow Optimization:** Seamless daily operations across all procedure types from breast augmentation to body contouring

WHERE THE DAY BEGINS— AND SYMPLAST TAKES OVER

How Symplast Transforms Every Day from the First Alert

Dr. Soto's relationship with Symplast begins the moment he wakes up. His morning routine illustrates how deeply integrated the platform has become in his practice workflow:

"As soon as I'm alert in the morning, I will usually check my email, then take a quick look at Symplast to make sure there aren't any messages from patients I need to answer, and finally glance at the Calendar view to review my day."

This isn't just convenience, it's strategic patient care. By staying connected from the moment he's alert, Dr. Soto can:

- **Proactive Communication:** Address patient concerns before they escalate
- **Daily Preparation:** Review schedules with complete context
- **Seamless Transition:** Move from personal time to practice leadership effortlessly

Staff Favorite Feature: Practice Flow Layout

"On clinic days, I know that my staff loves the 'Practice Flow' layout."



FINANCIAL CLARITY, UNMATCHED EFFICIENCY

The Power of Integrated Reporting and Transaction Management

While Symplast offers extensive reporting capabilities, Dr. Soto has identified his go-to feature that drives daily decision-making: Transaction Reconciliation.

"I try to learn about and use as much of Symplast's powerful reporting features as I can, but I think the most used report is Transaction Reconciliation."

This focus on financial transparency and accuracy reflects Dr. Soto's commitment to operational excellence. But the true power lies in Symplast's comprehensive approach to practice management—a system so robust that Dr. Soto admits: *"Truthfully, I still feel as though we have barely scratched the surface of what Symplast will allow, and I still get excited to learn new things about the platform."*

The Aspire Rewards Impact:

Dr. Soto's use of ASPIRE Practice Rewards through Symplast is a powerful example of how the platform enhances both patient engagement and operational ease. With seamless integration, his team can enroll patients, track points, offer personalized rewards, and manage the entire loyalty program—without the burden of manual tracking.

"With Symplast, we use Aspire. I think that our patients really like it—which means they return more often and refer their friends—so it's all good!"

By giving patients more opportunities to earn and redeem rewards on qualifying treatments and products, Dr. Soto has seen a tangible boost in retention and referrals. In a landscape where 59% of patients rely on online reviews to choose providers—and satisfied patients are 3x more likely to refer—this integrated approach pays off in loyalty, satisfaction, and growth.



3X

**Satisfied patients
are 3x more
likely to refer.**

A background image of a surgeon in an operating room, wearing a surgical cap, mask, and glasses, focused on a procedure. The image is overlaid with a dark teal tint.

FUTURE-READY, PATIENT-FOCUSED

From Care Cycle to Lifetime Relationships

Symplast's patient app has revolutionized how Dr. Soto maintains connections with his patients, creating a direct line of communication that builds trust and improves outcomes:

"The most valuable thing about the patient app is how it keeps me tightly connected to my patients. Whether being able to answer a question or a concern before it becomes a bigger issue, sharing photos with them, or quickly transmitting a prescription to their preferred pharmacy."

COMPLETE CONNECTION, START TO FINISH

Dr. Soto emphasizes that Symplast isn't just a tool for individual touchpoints—it supports the entire care journey. From pre-op questions to post-op recovery, the platform allows him to stay connected, informed, and responsive in every phase of the patient relationship:

"From the beginning of the cycle of care to the very end of a patient's journey, Symplast makes it easier to educate individual patients and their loved ones, communicate with them through the acute phase of their procedures, and monitor the activity and the health of the practice as a whole."



67%

of patients are more likely to choose a provider with online booking capabilities.

SEAMLESS ACCESS, STRONGER CONNECTIONS

While acknowledging that some patients are "late adopters," Dr. Soto notes that "the vast majority of our patients love the access and power that Symplast gives them."

This isn't just anecdotal; the data backs it up. Industry research shows that 67% of patients are more likely to choose a provider with online booking capabilities, while a poor digital experience can drive up to 28% of patients away from a practice entirely. Beyond patient acquisition and retention, practices using online scheduling tools see a 20% reduction in no-shows, directly impacting both revenue and operational efficiency.

The patient app amplifies this connection by putting complete control in patients' hands. From scheduling and rescheduling appointments to accessing treatment plans, photos, and recovery instructions, patients have all their information at their fingertips—creating the freedom and transparency that today's healthcare consumers expect.

BUILT FOR THE FUTURE

Work-Life Balance and Unlimited Potential

Symplast has fundamentally changed how Dr. Soto approaches practice management, creating flexibility without compromising care quality:

“Within my practice, Symplast has made it possible for me to manage my patients’ care without always being physically in the office, freeing some of my time for other things and allowing us to see more patients.”

THE PEER RECOMMENDATION

“If you’re a practice thinking about a new system, I would do what I did—make a list of things you would love for your software to do for you and compare products. In my life and my practice, Symplast was the clear choice,” said Dr. Soto.

6 WAYS SYMPLAST ELEVATED DR. SOTO'S PRACTICE

- 1. Purpose-Built for Apple, Not Just Compatible With It:** Built specifically for Apple devices, eliminating the cumbersome experience of Windows-adapted solutions.
- 2. Always-On Access, From Sunrise to Sign-Off:** Seamless patient communication from wake-up alerts to end-of-day reviews.
- 3. Streamlined for Sustainability and Speed:** Dramatic reduction in paper, ink, and manual tasks, freeing staff for patient care. Symplast's efficiency gains even more valuable for practices managing complex procedures from mommy makeovers to facial rejuvenation.
- 4. Data That Works as Hard as You Do:** Transaction Reconciliation and advanced analytics for informed decision-making.
- 5. Your Practice in Their Pocket:** Direct communication, photo sharing, and prescription management keeping patients connected throughout their journey, whether they're recovering from breast augmentation, body contouring, or facial procedures.
- 6. Freedom Without Compromising Care:** Remote patient management capabilities that increase capacity while maintaining quality.



ARE YOU READY TO TRANSFORM YOUR PRACTICE?

Discover why Dr. Soto chose Symplast as the clear choice for his practice: "Symplast gives both my team and the patients who trust their care to us the peace of knowing we have the tools to do it well."

Scan the **QR code**
to get started.



hello@symplast.com
(844) 796-7527