



MAXIMIZE YOUR ROI

2024 NEWPORT BEACH PLASTIC SURGERY CASE STUDY

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INTRODUCTION AND PURPOSE

The year 2024 marks a pivotal shift in sales and patient engagement within the post-COVID aesthetic landscape. According to AmSpa's 2024 statistics, the medical aesthetics industry has experienced a dramatic 24.22% decrease in average monthly revenue for MedSpas, plummeting from \$121,632 in 2021 to \$92,167 in 2023. This downturn underscores the challenges faced by many practices in adapting to the evolving market conditions.

In stark contrast, Symplast accounts have not only weathered the storm but have also thrived, showcasing significant increases in profitability. A prime example of this success is Newport Beach Plastic Surgery, a long-term client that has seen remarkable financial growth. This contrast highlights the substantial impact Symplast has on its customers' success.

This white paper study aims to delve deeper into the factors contributing to Symplast's positive influence on its users. By examining Newport Beach Plastic Surgery's financial data, and gathering user feedback, we seek to identify the precise mechanisms through which Symplast enhances operational efficiency, patient engagement, and overall profitability. Through this comprehensive analysis, we aim to demonstrate the tangible ROI that Symplast delivers to the medical aesthetics industry, empowering practices to thrive in a competitive and ever-changing environment.

OVERVIEW

This white paper examines the impact of Symplast on Newport Beach Plastic Surgery's overall ROI, operational efficiency, and patient engagement since adopting the platform. In the highly competitive field of aesthetic medicine, achieving and surpassing bottom-line sales goals is crucial for a practice's success. Symplast is designed to streamline day-to-day tasks and enhance practice management for both med spas and plastic surgeons.

To understand the relationship between Symplast and improved practice performance, we analyzed a range of financial and operational metrics. These metrics were carefully selected to provide a comprehensive view of the practice's performance, focusing on the financial outcomes, workflow efficiencies, and operational improvements facilitated by Symplast. Through this analysis, we aim to demonstrate how Symplast empowers aesthetic practices to achieve greater efficiency and profitability.

KEY QUESTIONS TO CONSIDER

- How much did NBPS grow financially with Symplast?
- What expenses were eliminated, resulting in immediate ROI?
- Which workflows and features of Symplast are driving ROI?



OBJECTIVES

The primary goal of this case study is to determine the effectiveness of the Symplast app in the profitability and operational efficiency of Newport Beach Plastic Surgery. By conducting this study, we aim to:

- Measure Financial Impact
- Evaluate Operational Efficiency
- Analyze Patient Engagement
- Identify Key Workflow Improvements
- Provide Qualitative Insights

We aim to demonstrate the tangible benefits of implementing Symplast in a private practice setting and provide a comprehensive analysis that can guide other practices considering similar technological advancements.

PRACTICE BACKGROUND

With Newport Beach Plastic Surgery

Newport Beach Plastic Surgery is a distinguished practice located in Newport Beach, California, specializing in cosmetic and reconstructive procedures.

Dr. Nirav Savalia, the founder and lead surgeon at Newport Beach Plastic Surgery, is a board-certified plastic surgeon with extensive experience and a reputation for outstanding results.

With a focus on patient satisfaction and safety, Dr. Savalia and his team provide a compassionate and professional environment, ensuring each patient receives the highest standard of care. The implementation of the Symplast app is part of Dr. Savalia's commitment to leveraging innovative technologies to enhance practice management and improve patient outcomes.

**2019**

Switched to Symplast

5

Employees

\$2.5 MAverage Annual
Revenue**305**Average Number of
Appointments a Month



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ASSESSMENT OF VARIABLES

We utilized data from 2020 to 2024 to select a range of financial and operational metrics to evaluate the impact of Symplast on Newport Beach Plastic Surgery. These variables were chosen to provide a comprehensive view of the practice's performance and the effectiveness of the Symplast app by analyzing financial, specific workflows, and operational metrics.

FINANCIAL VARIABLES

- Gross Revenue

To assess overall financial performance and identify key revenue drivers.

- Gross Profit

To understand profitability at various levels.

- Gross Expenses

To evaluate cost efficiency and savings.

- Average Invoice

To measure revenue per patient interaction.

OPERATIONAL VARIABLES

- Total Leads, Total Appointments Booked

To evaluate patient acquisition and engagement.

SPECIFIC WORKFLOW ASPECTS

- Patient App usage
- Secure Messaging
- Virtual visits
- Online booking
- Automated Reminders
- Integrated payments
- Photography tools

NBPS QUOTES

2024



"From day one of starting my practice, I knew I never wanted to have paper charts. Over the years, I've constantly been looking for innovative ways to move away from being tied to my desktop. Symplast has enabled me to eliminate multiple other third party vendors due to its robust capabilities, improve patient communication both in person and virtually, and manage my practice far more efficiently, ultimately leading to better patient outcomes and overall practice growth."

Dr. Nirav Savalia

NEXTECH, OR RATHER, WHAT'S NEXT?

Previously, Newport Beach Plastic Surgery were users of NexTech, a competitor server-based platform to Symplast. The pricing model was based on licenses per workstation, whereas Symplast is based on number of users. The change of pricing models once Newport had switched resulted in immediate financial benefits. Dr. Savalia and office manager, Kacey Polanco, note many challenges and drawbacks associated with NexTech and details the before and aftereffects of the practice immediately noticed post-switch to Symplast.



Objectives

Newport Beach Plastic Surgery actively sought an alternative EHR solution that would minimize operational costs and time spent on practice management.



Solutions

Previously utilizing multiple softwares, Newport Beach Plastic Surgery wanted a single all-in-one solution. The intention was to boost ROI, eliminate certain expenses, and improve practice workflows. NBPS identified Symplast as a potential solution.



Benefits

With Symplast, Newport Beach Plastic Surgery was able to save significant time and money with value-driving features such as secure messaging, automated appointment reminders, and telehealth. The switch to Symplast decreased annual operational expenses by over \$30,000 and increased revenue by 112.58%.



One of the benefits of switching to Symplast was increased efficiency. The ability to use a mobile device, such as iPads and iPhones, to upload photos directly into patient charts has significantly saved time and streamlined our media management.

Kacey Polanco, Newport Beach Plastic Surgery





NEXTECH VS SYMPLAST

Features	NexTech	Symplast	Result of Switching to Symplast
Pricing Model	Charged based on licenses per workstation, leading to high operational costs as the clinic expanded	Charged based on numbers of users, regardless of work stations	Cheaper and More Accommodating for Practice Growth
Mobility Issues	The app was limited in its mobile functionality, requiring users to be physically present at the office to perform many tasks	Symplast is a mobile platform, allowing users to work at anytime from anywhere	Increased Productivity and Responsiveness since Tasks could be finished without Needing to be at an Office Desk.
Inefficient Documentation	Documenting and taking notes was time-consuming, often taking over an hour each day.	Dictation, transcription, and templates speed up the note taking process.	Less Manual Entry and Faster Note Taking
Communication Constraints	Communicating with patients was cumbersome, primarily relying on lengthy phone calls.	Secure Messaging allows fast, secure, and seamless communication	Instant Messaging Meant Less Time on Calls
Calendar Management	The calendar feature was not HIPAA compliant, posing risks to patient confidentiality.	With secure scheduling and calendar blocking, there is no risk to patients.	Better Organization AND Security.



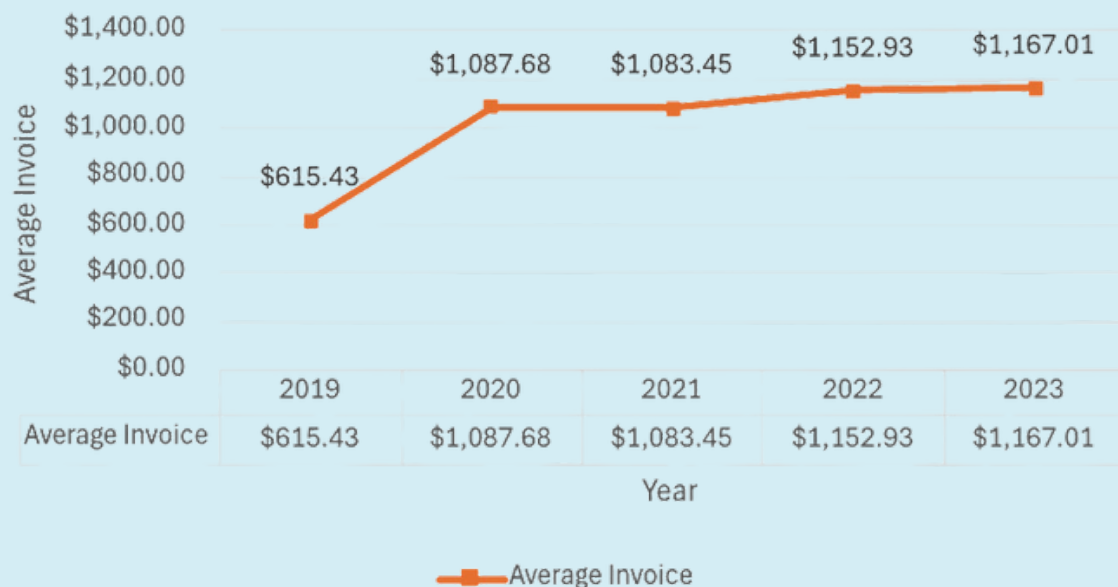
The Result:
A 57% Decrease in Monthly Costs After Switching to Symplast!

STATS AND FINDINGS

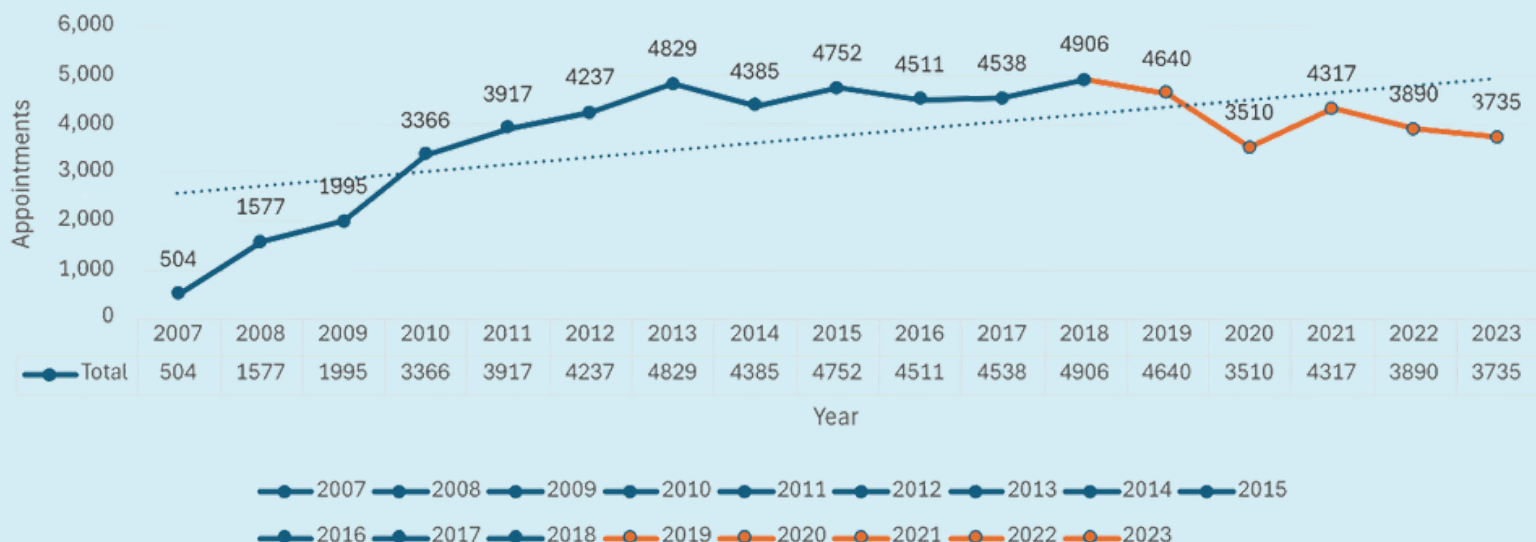
Analyzing Invoice Growth and Total Annual Appointments
when switching to Symplast

Higher revenue per patient interaction suggests **more efficient and valuable patient engagements**. The reduction in appointments means the practice can achieve **better financial performance with fewer but more impactful visits**.

Average Invoice Amount Per Year



Annual Number of Appointments

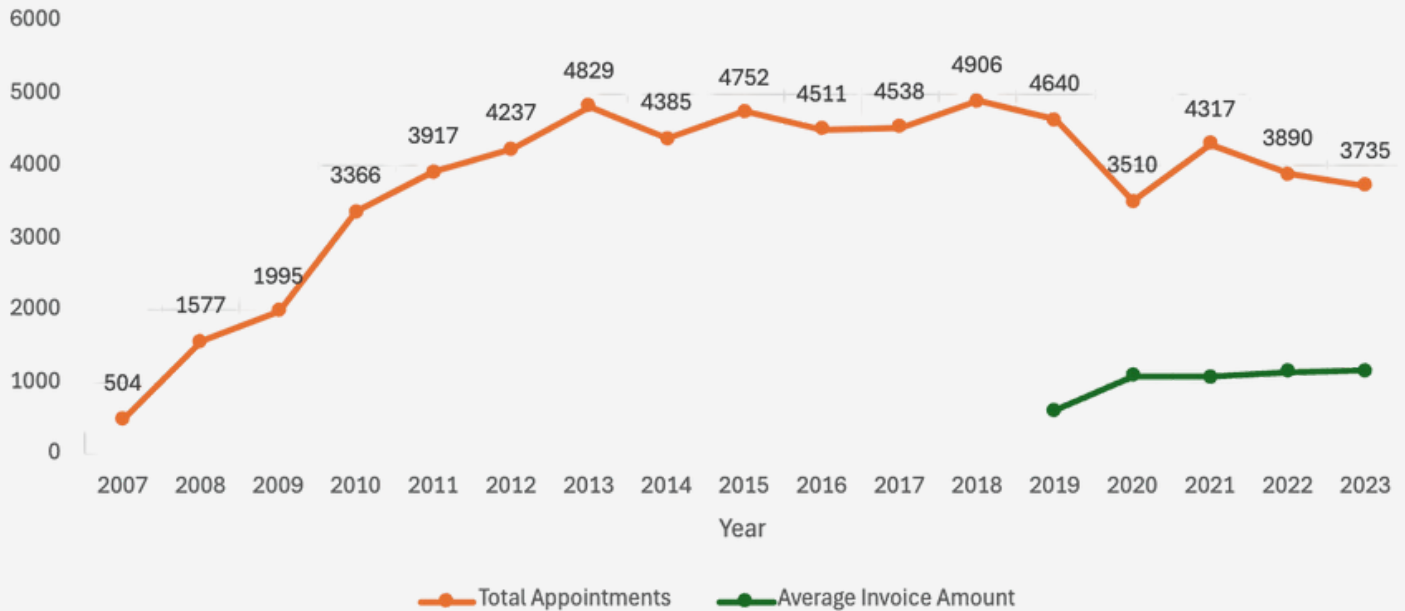


Appointments Before and After Switching to Symplast

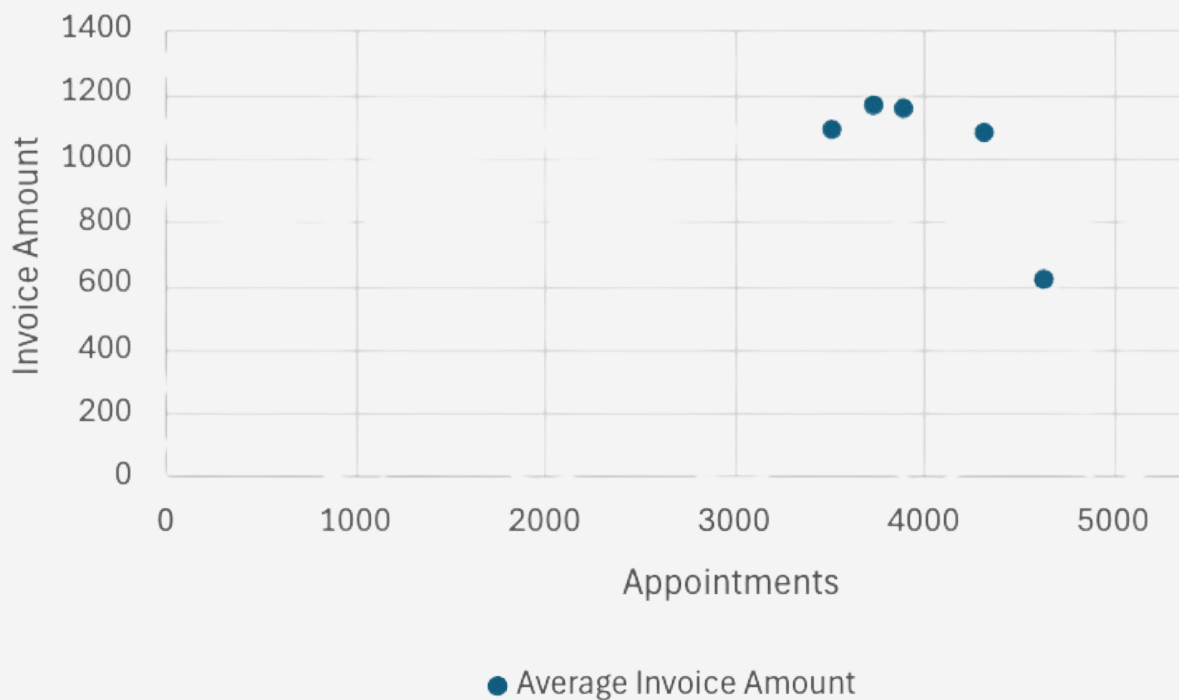
STATS AND FINDINGS

Analyzing Invoice Growth and Total Annual Appointments
when switching to Symplast

Appointments and Invoices Over Time



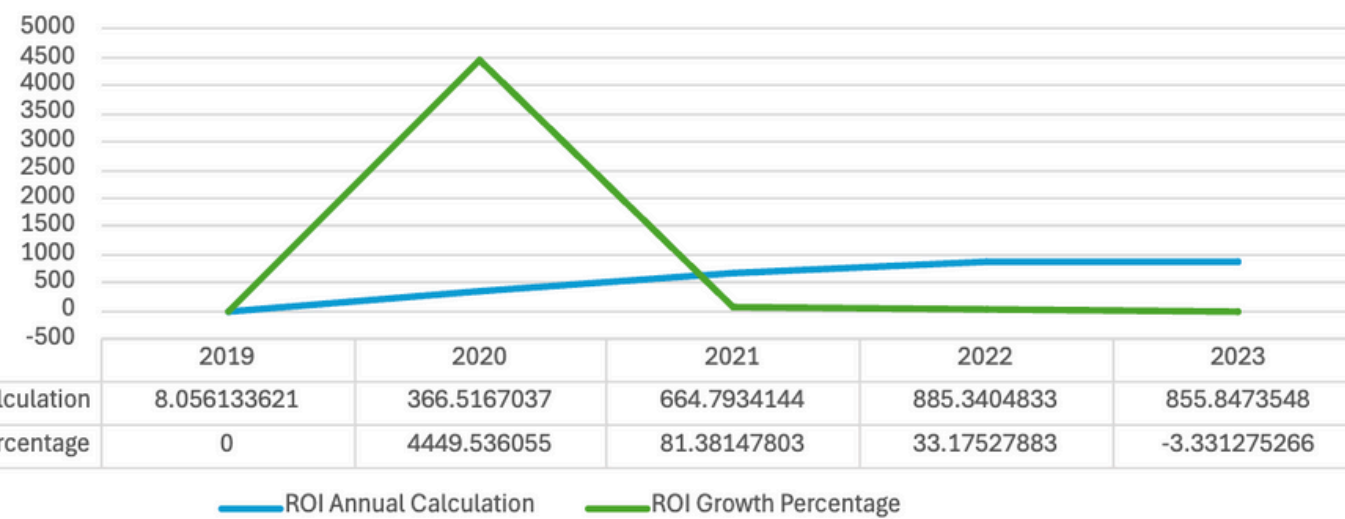
Appointments vs Invoice



ROI AND KEY INSIGHTS

Analyzing ROI Growth when Switching to Symplast

ROI Growth 2019-2023



Data shows their ROI has grown significantly since switching to Symplast in 2019

Additional Key Findings

+1.5%

Increased
Average Invoice

+112.58%

Revenue Growth

-30K

Operational Cost
Reduction

BEFORE SYMPLAST

Nextech had to bundle multiple services together to get a comprehensive product. Previously, they spent around \$100k over 13 years for Nextech, plus \$15-18k/year on tech support since they often needed an IT person on call for server management and troubleshooting.

\$100K

Costs during 13 years
with NexTech

\$15-18K

Annual Costs for Tech
Support

\$6,000

Annual costs for Appointment
Reminder System

WITH SYMPLAST

With Symplast everything is included, which reduced the costs for additional platforms. Regarding features, the practice cites Media management, Legal Forms, Paperless design, and estimates as value drivers.

+204%

Increase in Average Invoice
Total

-\$30K

Various Annual
Operational Expenses

-\$13K

Instant Annual Savings
Reminders, Tech
Support, and Paper

Key Takeaways

-19.5%

**Number of
Appointments**

+204%

**Average Number
of Invoices**

+89.76%

**Average Invoice
Amount**

+1.5%

**Average Invoice
with Symplast
Payments**

+112.58%

Revenue Growth

-\$30K

**Reduction in
Annual Operational
Expenses**

**“Since Switching to
Symplast, NBPS has
experienced
dramatic
improvements in
financial
performance**



MAXIMIZE YOUR ROI WITH SYMPLAST

2024 CASE STUDY WITH NEWPORT BEACH PLASTIC SURGERY

At a glance

The implementation of Symplast at Newport Beach Plastic Surgery has resulted in a remarkable return on investment, exemplified by substantial monthly savings, increased revenue per patient interaction, and a rise in the average invoice amount, demonstrating the platform's significant financial and operational impact.

Key metrics

Since switching to Symplast, there has been a reduction in total number of appointments and increases in the average invoice amount. Less appointments means the practice is able to achieve better financial performance with fewer but more impactful visits!



+89.76%

Average Invoice Amount



-19.5%

Appointments per year



EHR and Practice Management



www.symplast.com



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Lauderdale, FL, 33309

Financial Outcomes



Newport Beach Plastic Surgery realized significant increases in revenue after adopting Symplast. The practice experienced a notable boost in their monthly earnings while also achieving a reduction in cost of goods sold (COGS). This combination of higher revenue and improved cost efficiency highlights the positive financial impact Symplast has had on the practice.

Operational Impact



Since switching to Symplast, Newport Beach Plastic Surgery has seen an 89.76% increase in the average invoice amount and a 19.5% decrease in the number of appointments per year. This was a concerted effort to focus on services offered, which led to the decrease in total appointments. The higher revenue per patient interaction suggests more efficient and valuable patient engagements. Additionally, the reduction in appointments means the practice is able to achieve better financial performance with fewer but more impactful visits, ultimately improving operational efficiency and patient satisfaction.

Top Value Driving Symplast Features



Automated
Reminders



Secure Messaging



Virtual Visits

Benefits



1

+1.5% Average Invoice with Symplast Payments
With Symplast Payments, the practice experienced a 1.5% increase in the average invoice in 2024 compared to using Authorize.net

2

+112.58% Revenue Growth
Since switching to Symplast, Newport Beach Plastic Surgery has seen an impressive 112.58% increase in the yearly revenue.

3

-\$30,000 Cost Reduction
Symplast helped eliminate an estimated \$30,000 a year in various operational expenses

LET'S WORK TOGETHER



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