



Dr. Craig Crippen
MD CCFP FCFP

DermMedica

PRACTICE PROFILE

DermMedica has one practice location in beautiful Kelowna, British Columbia Canada. This practice sees only private cosmetic patients throughout the day. They are a growing practice and are planning to add 3-4 staff over the next 6 months.

emily's Practice Management system has empowered their practice to become significantly more efficient, cut their costs in many areas and drive large gains in net income or profits.

CHALLENGE

The problems facing DermMedica were many including using multiple disparate software programs, a disconnected photography system, poor patient retention, no proactive marketing, no online portal or patient portal, no integrated payment option just to name a few...

SEARCHING FOR A BETTER SOLUTION

"We wanted and frankly **needed** something better. Our current software and workflows were holding us back from really growing and being competitive in our local market."

Charlene - Clinic Operations Manager

"Our Aesthetic Clinic was in desperate need of help to grow our business and with emily we are well on our way."

Charlene | DermMedica - Clinic Operations Manager



The emily difference

Since implementing emily, the providers and staff of DermMedica have seen immediate positive results in the following areas...

A UNIQUE SOLUTION FOR EFFICIENCY

As DermMedica wants to grow, efficiencies need to be implemented. emily is an **all-in-one solution** that has amalgamated all of their old software including photography into one convenient package.

Thanks to emily's Injection Templates, eForms, Charting, Photography, Marketing, and Online Booking, **DermMedica has increased staff efficiency dramatically** allowing them to focus on high quality patient care rather than data input.

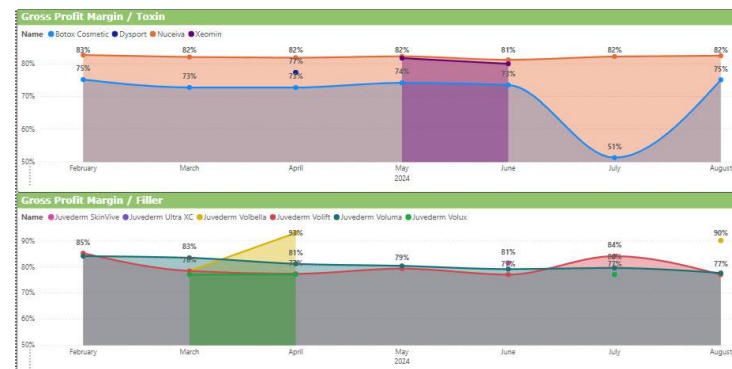
*"Our conservative estimate is that we are saving at least **\$2000 per month** using emily due to increased staff efficiency alone. That's **\$24,000 per year!**"*

Charlene - Clinic Operations Manager

With emily's ePower reporting tools, we have been able to effectively analyze our Toxin and Filler costs and increase our gross profits by 7-10%! That's an increase of at least \$1500 per month for toxins alone.

Dr. Crippen - Medical Director

ePower Reporting COMPARING TOXIN & FILLER GROSS PROFITS



WHAT WE LOVE ABOUT emily

- Robust Reporting/Analytics to drive efficiency and decrease costs which increases profits
- Points & Memberships - Retention
- Marketing module
- Integrated DSLR Photography
- iPad Charting, Mobile Schedule
- Injection/Treatment Templates