

11 ESSENTIAL FEATURES

DERMATOLOGY PRACTICE MANAGEMENT

Let's dive into the essential features that you should check off the list when assessing a vendor's practice management system for your dermatology office.

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1. INTEGRATION INTO YOUR EHR SYSTEM

Is there one sign-in for both your EHR and Practice Management systems?

It's definitely something you should look for when evaluating your options. Ideally, you want a vendor that can provide an all-in-one-solution, so you can have everything in one place and avoid the costs and difficulties that multiple bridges can pose. For example, EMA™, which is Modernizing Medicine®'s [electronic health records \(EHR\) system](#), integrates directly with our [Practice Management](#) solution. Together, they create an all-in-one system for scheduling, document management, billing and reporting. This will allow you to do more than just manage your practice. You can optimize it and transform the clinical, financial and operational aspects of your practice from one integrated solution.



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2. FINANCIAL DASHBOARDS AND REPORTING

Your practice management software should help improve your dermatology practice's bottom line.

By being able to view key metrics, you'll be able to measure the health of your dermatology practice. Reporting tools that analyze rejections and denials will keep you informed of billing challenges while allowing you, as the dermatologist or administrator, to keep a pulse on your practice.



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3. BUILT-IN REPORTING THAT IS POWERFUL AND ROBUST

Look for the ability to create custom reports that you can bookmark to reference month after month. The ability to customize the reporting you need for your dermatology practice is critical—one size does not fit all, so being able to conform to your needs is key.



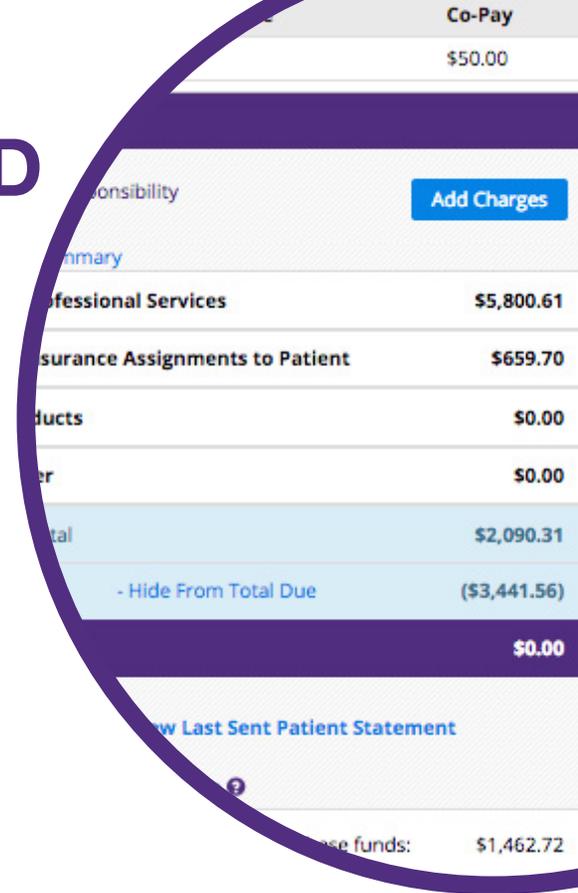
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4. STRAIGHTFORWARD FINANCIALS AT CHECK-IN AND CHECKOUT

With the right dermatology practice management software, your staff will be empowered to speak confidently and accurately to patients about their charges while being able to collect upfront fees (co-pays and balances) more easily.



Category	Amount
Co-Pay	\$50.00
Professional Services	\$5,800.61
Insurance Assignments to Patient	\$659.70
Products	\$0.00
Other	\$0.00
Total	\$2,090.31
- Hide From Total Due	(\$3,441.56)
Net Total Due	\$0.00

Buttons: Add Charges, View Last Sent Patient Statement

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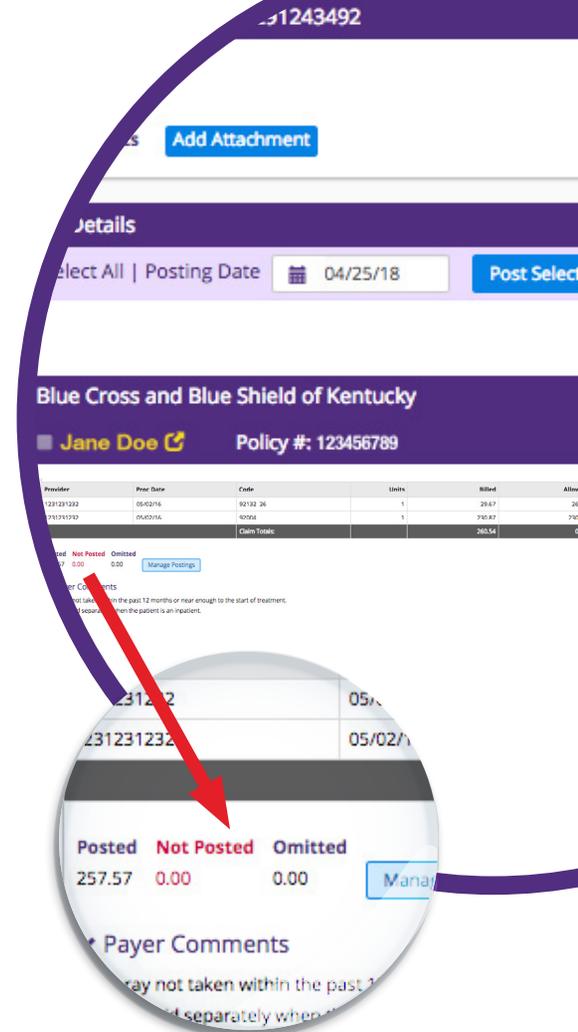


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5. CLEARINGHOUSE SERVICES

An interface with a clearinghouse is an essential requirement for a practice management system.

This should include electronic eligibility, electronic claims submission and Electronic Remittance Advice (ERA). Real-time updates will allow for your practice to proactively work claims and post payments, leading to improved revenue cycle turnaround time. Claims submissions should be automated and occur multiple times throughout the day.



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6. ELIGIBILITY VERIFICATION

Batch eligibility and real-time insurance eligibility checks help increase accuracy and speed up check-in.

Your staff should be able to proactively see any problems with insurance eligibility and which patients require follow-up. Having such a feature will help lower claim denials by identifying the active payers in real time, before a service is rendered. Without the eligibility checks built in, most dermatology practices have to go to a third-party website to verify eligibility. Your practice management solution should eliminate that additional step.



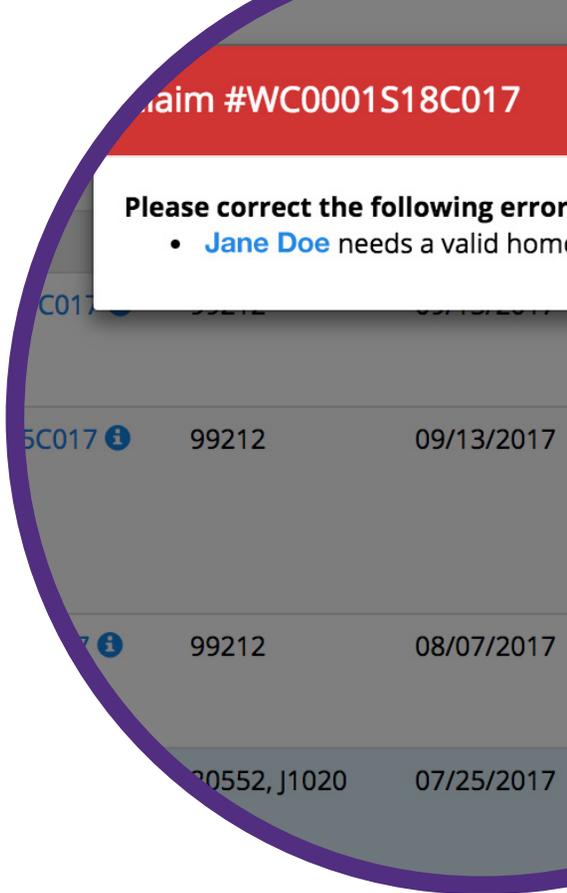
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7. CLAIM SCRUBBING PRIOR TO PAYER SUBMISSION

Raise your hand if you like the sound of decreasing denials.

The clearinghouse scrubs each claim based on payer rules, so before it even goes out to the payer, the clearinghouse can send it back into a practice management system with a prompt that says, “this is what you need to modify.” In addition, the ability for your billing staff to create “custom scrub rules” within the practice management solution will allow for claims to be fixed even before submission to the clearinghouse. By maximizing claim scrubbing capabilities, you have first-hand tools to shorten the revenue cycle. If claims go out clean on first submission, turnaround time for payment is positively impacted.



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8. MERCHANT SERVICES

What if you no longer had to input credit card information manually or worry about PCI compliance and data entry errors?

It's possible. Your practice management system should have such features to benefit your dermatology practice. A good system can connect directly to a credit card swiper or Apple Pay and remember the last credit card used in a PCI-compliant way, so the patient doesn't need to provide the information again. It should allow for emailing receipts and refunding transactions if needed. To deter from fraud, the system should also keep an audit log on every transaction that transpires.



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9. APPOINTMENT FINDER

Booking and finding appointments is frustrating and can create a time suck for patients and staff alike. Sound familiar?

Utilizing a high-quality practice management system will give you the ability to schedule appointments faster and eliminate hunt-and-peck scheduling. Your staff will be able to reschedule appointments easily. To take it a step further, the system should let you filter by provider, location, appointment type, duration, time preference and time frame. Plus, look for the ability to specify a room and reason for visit, add appointment notes and patient info, and schedule appointments at multiple offices. Ideally, the appointment finder should let you select the time for the appointment before entering any patient information, instead of entering all the information and then telling the patient they have to wait six months for an appointment. This really helps with new patients.



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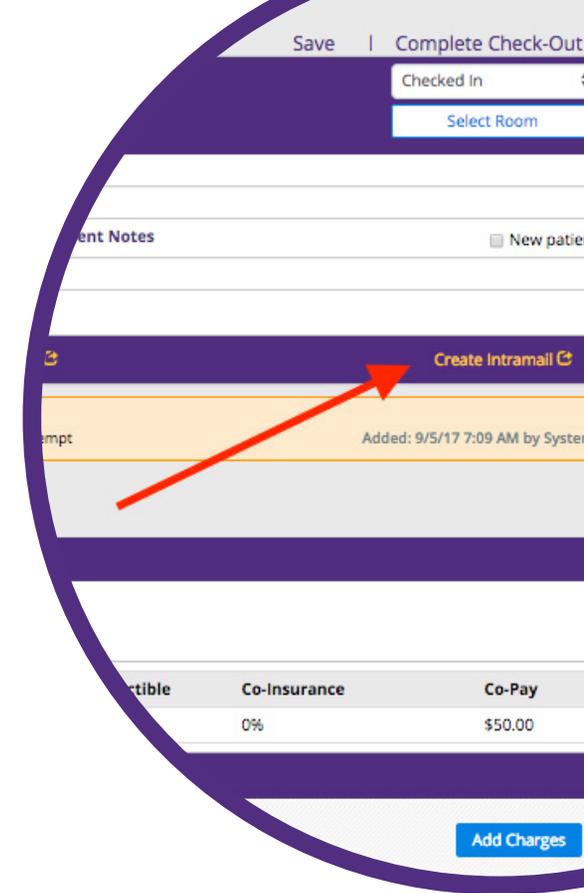
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10. INTRAMAIL

At checkout, staff should be able to create Intramail, which allows them to message the doctor from within the practice management software. This helps the staff communicate in real time and obtain answers to questions, with the goal of reducing delays in the revenue cycle process.



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11. TOPNOTCH SUPPORT

Although this isn't specific to dermatology practice management software, you want to ensure you select a vendor that offers a support team to guide you through the process from start to finish. Ideally, a practice management support team should be staffed with individuals who have billing experience and can speak and understand the lingo to best support your needs. It's important to do your research, ask the tough questions and, perhaps most importantly, ask to speak with current clients to really get a glimpse into what you can expect.



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